A STUDY ON THE

Listenership, Reach, Effectiveness and Sustainability of Community Radio Stations in India

2023-24

Submitted to:

सूचना एवं प्रसारण मंत्रालय
MINISTRY OF INFORMATION AND BROADCASTING
सत्यमेव जयते

Government of India, Shastri Bhawan, New Delhi - 110001

Submitted by:

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ACKNOWLEDGMENT

Community Radio Stations (CRSs) have emerged as a vital medium for participatory communication, especially in rural and underserved regions of India. In light of their growing significance in promoting local culture, and empowering communities, this "Study on Listenership, Reach, Effectiveness and Sustainability of Community Radio Stations in India", plays a crucial role in understanding their role in the overall development of the community. The insights generated are intended to inform future policy decisions and strengthen the community radio ecosystem in the country.

This study would not have been possible without the invaluable support and guidance received from several individuals and institutions.

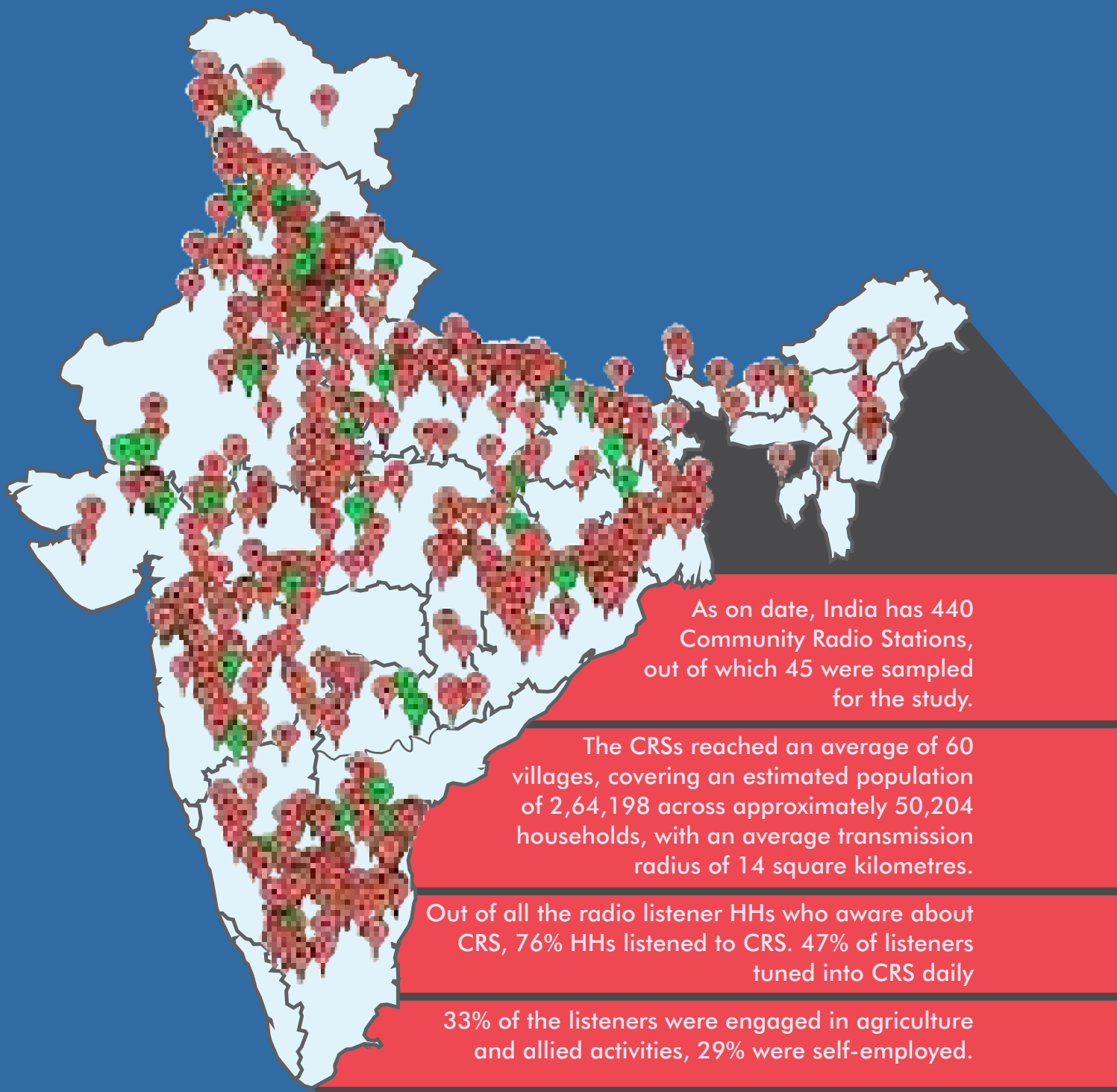
We express our sincere gratitude to the Ministry of Information and Broadcasting (MoIB), Government of India, for entrusting us with this important assignment. We are especially thankful to the Secretary, Additional Secretary, and Joint Secretary for their visionary leadership and strategic guidance throughout the course of the study. We are grateful to the CRS Additional Director, Project Director, and all members of the CRS Cell at MoIB for their continuous guidance, encouragement, and timely support throughout the course of the study.

We would also like to thank all the sampled Community Radio Stations (CRSs) and their teams for their enthusiastic participation and valuable inputs. Our sincere appreciation goes to the thousands of CRS listeners from across the country, whose insights and lived experiences enriched the study and gave voice to the true impact of community radio.

We acknowledge with deep appreciation the dedicated efforts of the entire research team at Academy of Management Studies (AMS), whose commitment to quality has been instrumental in completing this study.

This report is a result of collective effort, and we hope it contributes meaningfully to the ongoing discourse and development of community radios in India.

SPREAD OF CRSs ACROSS INDIA



As on date, India has 440 Community Radio Stations, out of which 45 were sampled for the study.

The CRSs reached an average of 60 villages, covering an estimated population of 2,64,198 across approximately 50,204 households, with an average transmission radius of 14 square kilometres.

Out of all the radio listener HHs who aware about CRS, 76% HHs listened to CRS. 47% of listeners tuned into CRS daily

33% of the listeners were engaged in agriculture and allied activities, 29% were self-employed.

CRS in India

Sampled CRS

Map designed by
Academy of Management Studies

KEY HIGHLIGHTS

About the Study

Community Radio Stations (CRS) in India have been present in the media landscape for over 15 years, and have indeed come of age. At the time of commissioning of study there were 440 operational CRSs in the country. They are considered a powerful medium for social mobilization and development of communities, especially in remote and rural areas.

Realizing the potential of CRS as an instrument for positive social change and a tool for community empowerment, the Ministry of Information and Broadcasting (MoIB) sought to assess the extent to which these stations have been delivering the desired benefits to the community. In this context, the MoIB mandated the Academy of Management Studies (AMS) to conduct a study on the Listenership, Reach, Effectiveness, and Sustainability of Community Radio Stations in India by way of tangible and intangible, direct or indirect benefits to the community.

Sampling Strategy

Using database, a sample of 45 CRSs was drawn considering two aspects: the nature of radio station (education, NGO or KVK), and the geographical spread of radio stations across the country → Using the Systematic Random Sampling approach

Criteria in ToR

1) At least 1 CRS of each category in each zone.
2) At least 10% of the total CRS of each category in each zone.
3) Minimum 43 CRS.

Selected CRSs were visited and list of all villages/mohallas falling in the broadcast signal coverage area of the CRS was obtained [clusters containing households with 'Opportunity to Hear' (OTH)] → Using Probability Proportional to Size Sampling technique. 10 clusters were selected per CRS; as per distance.

500 households were surveyed from all CRS, probing aspects of listenership to determine whether they are exposed or not exposed → Using Systematic Random Sampling approach. 50 households per village/ mohalla were selected

Study Coverage

6 Zones	22 States	45 CRSs	24,052 Households

Objective #1

To generate reliable estimates for measuring the listenership and reach of Community Radio Stations (CRSs) in the country

KEY FINDINGS

COVERAGE

- **Average number of villages reached - 60**
- **Estimated population - 2,64,198**
- **Estimated households - 50,204**
- **Average transmission radius - 14 sq. kms**

47% CRS had mobile apps.

Apps were utilized to reach listeners outside the area of CRS signal transmission and those who liked to listen at a time convenient to them. Other platforms such as YouTube, Facebook and Spotify were also used to reach listeners and collect feedback.

RADIO & CRS LISTENERSHIP

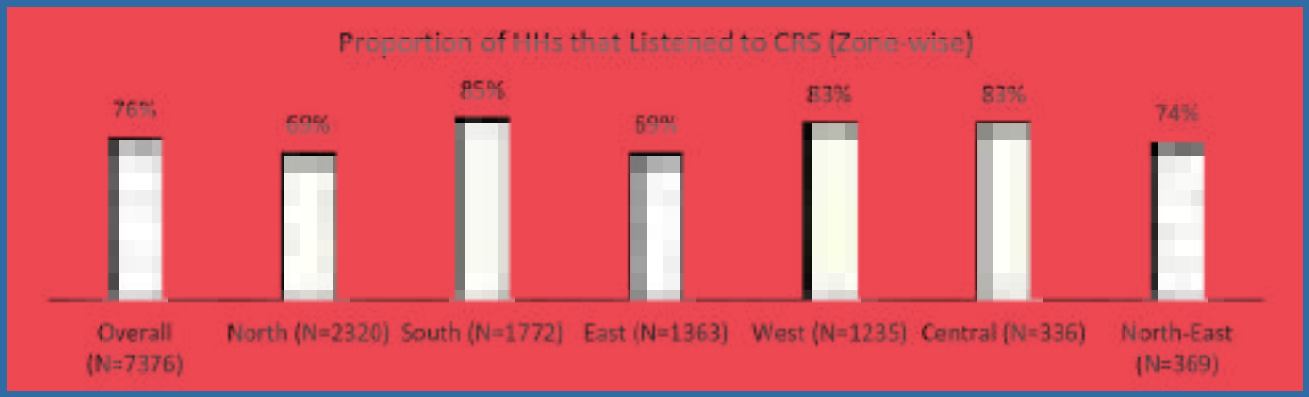
Out of the 24,052 sampled HHs, 42% HHs listened to radio.

A majority of households (62%) preferred to listen to radio via mobile phone. 29% used radio sets.

Out of all the radio listeners, 72% HHs were aware or somewhat aware about CRS.

Out of these, 76% HHs listened to CRS.

In 38% of these households, more than 1 member of the family listened to CRS. 45% of listeners had been tuning in for 1-3 years, with consistent long-term listenership observed in many zones.



CHALLENGES

- 46% of CRSs faced issues in transmission due to hilly terrain, dense urban infrastructure, etc.
- 37% reported frequent technical breakdowns like power cuts and transmitter breakdowns.

RECOMMENDATIONS

Improve Technological Infrastructure

- Address issues related to signal transmission, especially in regions with difficult terrain (e.g., hilly areas), to enhance the reliability of reach metrics.
- Increase number of CRS to cover a larger area
- Invest in Solar Power (esp Central and North-Eastern zones where outages affect broadcast continuity)

Enhance Program Content

- Localized Content Expansion (esp on agriculture, local governance, health, and disaster preparedness)
- Skill-Building Programs (e.g., agriculture techniques, small business management, digital literacy)
- Diversified Program Mix (e.g., women-centric programs, health and sanitation programs)
- Generate awareness about government schemes & collaborate with relevant services provided by CSCs, Post Offices etc.

Increase Use of Digital Platforms

- Mobile App Development (esp in zones where internet penetration is high e.g., Southern and Western zones)
- Strengthen Social Media and YouTube Presence
- Social media training should be provided to CRS staff

Objective #2

Identify Role of CRSs in Overall Development of the Community

CONTRIBUTION TO SUSTAINABLE DEVELOPMENT GOALS

Gender Issues
CRSs like Mann Deshi Tarang Vahini and Shruti CRS empower women by broadcasting programs on rights, health, and socio-economic development, involving them in SHGs, and addressing gender equality issues.

Climate Change
Stations like Avatar Community Radio and Radio Bundelkhand engage communities in climate action through programs on sustainable farming, water conservation, and renewable energy, contributing to SDG 13 and promoting environmental sustainability.

Health
SOA Radio's "Radio Reunirse" addressed student isolation and mental health during lockdowns, while Nityananda Janavani focused on maternal and child health, emphasizing prenatal care and nutrition for public health.

Swachh Bharat
CRSs like KLE Dhwani and Radio Guru support the Swachh Bharat Abhiyan through cleanliness drives and sanitation campaigns, motivating communities to adopt healthier lifestyles and contributing to the mission's goals.

Sustainable Development Goals (SDGs)
TNAU Vidyashree FM focused on agricultural innovation and disseminating government programs to rural farmers, directly supporting SDG 2 (Zero Hunger). Stations such as Radio Bundelkhand promote education, health, and gender equality, embodying SDG 4 (Quality Education) and SDG 5 (Gender Equality).

Viksit Bharat
CRSs empower rural communities through skill development, digital literacy, and critical information access. Initiatives like Vanya Chandra Shekar Azad CRS's collaboration with NSDC promote inclusivity and support a self-reliant, progressive India.

COVID-19 Response
During the COVID-19 pandemic, CRSs like Radio Raabta and Radio Loktak adapted by providing essential resources, addressing vaccine hesitancy, and fostering social connection, becoming crucial in supporting community well-being.

Promoting Local Cultures & Traditions
CRSs like Namma Dhwani and Vanya Radio Bijori promote local languages, arts, and traditions through storytelling and cultural programs, preserving indigenous heritage and fostering community pride and identity.

Livelihood and Agriculture
Stations like Radio Guru and TNAU Vidyashree FM enhance agricultural productivity and rural incomes by offering guidance on crop management, animal husbandry, and government schemes, contributing to SDG 8 through improved livelihoods.

Objective #3A

To study the socio-demographic and economic profile of the listeners for assessing the target segments that these radio stations are catering to

KEY FINDINGS

CHARACTERISTICS OF HHs WITH CRS LISTENERS

67% were from rural areas

Majority had completed secondary education or graduation

36% were females

₹

54% earned ₹40,001-1,50,000 annually

43% were 18-30 years old

33% worked in agriculture & **29%** were self-employed

47% belonged to general and **33%** to OBC category

Radio ownership and preference was found to be generally higher in lower-income households.

Listeners from rural areas (48%) tuned in to CRS on a daily basis slightly more than urban listeners (44%).

Majority of the HHs that were aware of CRS were engaged in agriculture and allied activities (67%).

In majority (90%) of the CRS Listener HHs, the respondents themselves listened to CRS. 27% said that their spouses listened to CRS, 13% said that their children listened, and another 12% said that their parents listened.

* Overall, considering female respondents who personally listen to CRS and male respondents who reported that their spouses listen to CRS, the proportion of female listeners stands at 36%. However, this calculation does not account for listeners who are parents or children.

RECOMMENDATIONS

Segment Targeting	Accessibility	Awareness Campaigns
• Increase focus on younger, rural, and middle-income populations • Customize programs for both men and women, as data shows differing preferences • Increase the number of KVK CRSs as majority of CRS listeners were households engaged in agriculture • Conduct youth ambassador programs within schools and colleges	• Leverage mobile phones, as they are the primary device for accessing CRS, especially in rural areas where radio ownership may be limited	• Target urban households in zones like the Southern and Eastern regions, where urban listenership is higher, with programs that resonate with urban interests (e.g., education, health, and entertainment). • Awareness Campaigns using local influencers, schools, and community organizations (esp Central zone) • Collaborations with Local Leaders and organizations (e.g., self-help groups, local NGOs)

Objective #3B

To examine the behavior of the community towards CRS to identify the determinants of the listenership of CRS programs and to assess the acceptability of community participation in furthering the benefits of CRS

KEY FINDINGS

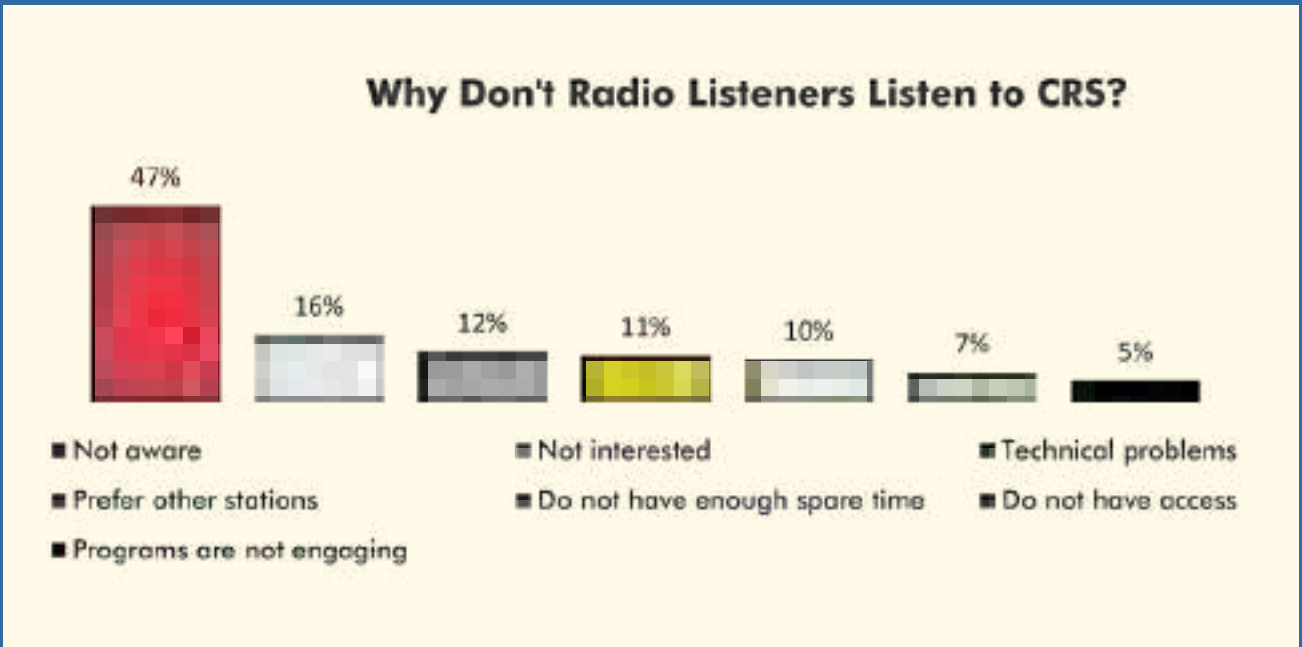
LISTENERSHIP DETERMINANTS

90% listened to CRS from their homes, **32%** at their workplace

49% listened to CRS from 6-10AM, **34%** listened from 10AM-1 PM

47% of listeners tuned into CRS daily

- Households engaged in agriculture showed the highest awareness & listenership rate.
- Awareness was a key determinant. Lack of awareness (47%) was cited as the main reason for non-listenership.
- Presentation technique (51%) and coverage of variety of issues (41%) were primary factors that drew people towards CRS.
- Listeners valued musical programs (54%) and local information (53%). Other popular topics included culture and tradition (59%), education (50%), and agriculture (33%).



COMMUNITY PARTICIPATION

- 41% of respondents noted that CRSs actively collected feedback, mainly through listener clubs, community groups, phone-ins, and social media. Sometimes volunteers also facilitated feedback from villages to CRSs.
- 27% of listeners reported that CRS involved the community in its programs, which could be an area for improvement.
- 17% of listeners were directly involved in CRS activities such as content creation, hosting, and technical support.
- NGOs played a strong role in engaging communities. Educational institution-run CRSs were also effective due to student and professor involvement.
- Younger listeners were found to participate more than older listeners. 19% of rural listeners as opposed to 12% of urban listeners participated.

RECOMMENDATIONS

Increase Community Engagement

- Implement community-driven content by incorporating more listener feedback and encouraging local talents to co-create programs.
- Use local influencers and community events to further promote CRS listenership through word-of-mouth in regions with lower awareness.

Strengthen Feedback & Grievance Mechanisms

- Increase the collection of feedback, especially in zones where it is lower (e.g., Southern and Eastern zones). Use it to fine-tune program schedules and topics to suit local preferences.
- "Jan Sunvayi"/discussions of community with the Block/District administration can be organized to convey the issues of the community via the CRS.

Expand Participation Initiatives

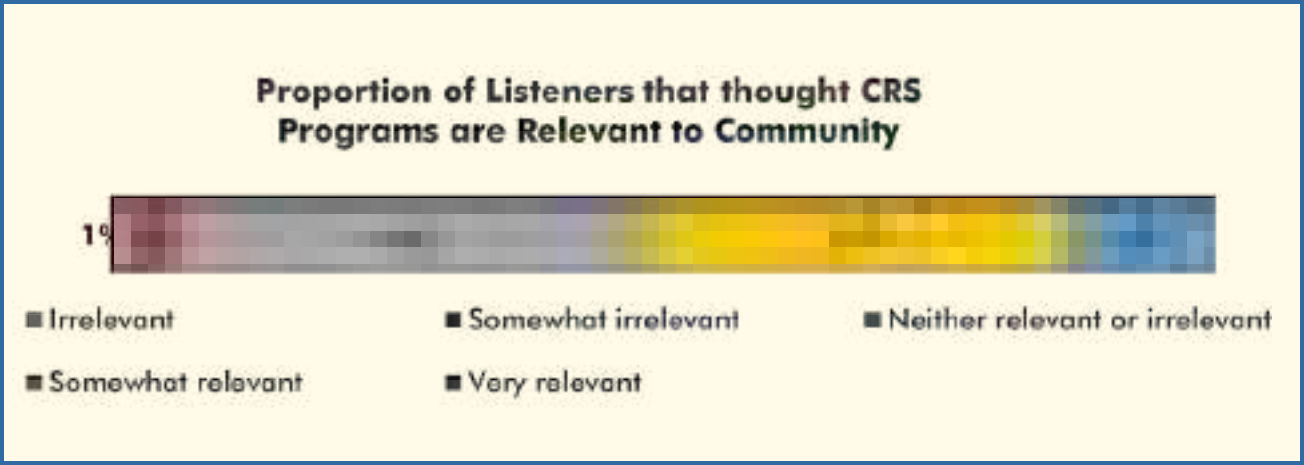
- Create incentives (certificates, public recognition) for community participation, especially among youth and women, as they are key to expanding CRS engagement and effectiveness.

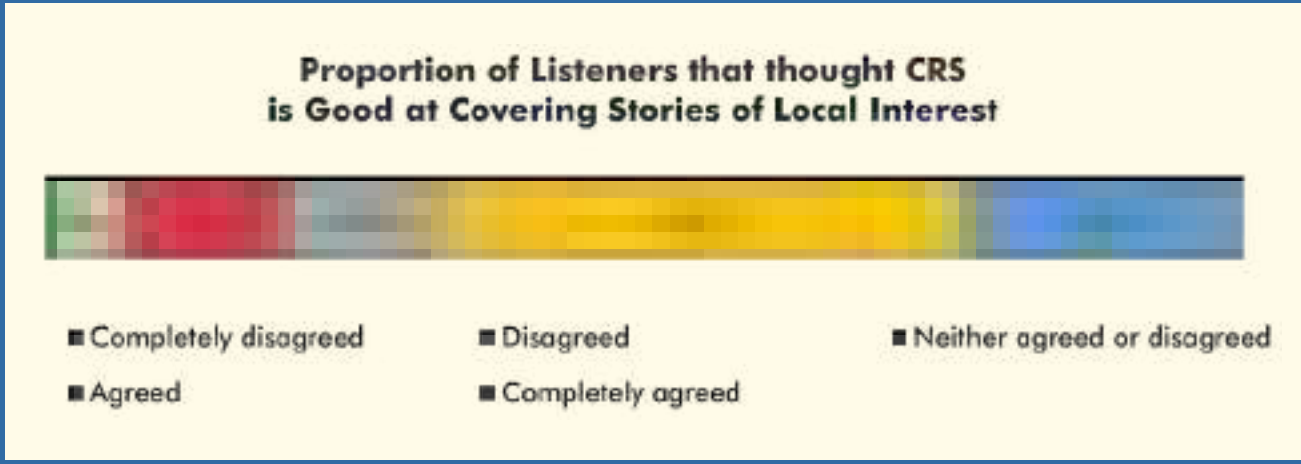
Objective #4

To assess the effectiveness of CRS in promoting local talents and culture

KEY FINDINGS

- 67% programs were broadcasted in the local dialect. 31% were women-centric programs.
- 29% of listeners felt that CRS programs actively promoted local culture and talent.
- CRS was reported as being very effective in creating awareness about local issues by 50% listeners.
- Programs related to culture and tradition were some of the most appreciated, capturing the attention of 59% of listeners. 36% of respondents expressed a desire for more content centred on culture and tradition.
- In the North-East and Eastern zones, listeners participated in content creation. Programs like local discussions, interviews, and music performances allowed communities to showcase their local talent.





RECOMMENDATIONS

Enhance Cultural Programs	Collaborate with Local Artists	Leverage Social Media
• Continue to promote local culture and talent by expanding programs centered on music, arts, and local traditions. Involve local performers and cultural experts in program development.	• Build partnerships with local artists and cultural organizations to create programs that highlight regional heritage, folklore, and arts, thereby reinforcing the community's cultural identity • Invite celebrities/ sportspersons who hail from the community & have become national icons.	• Encourage digital platforms like YouTube and social media to amplify local talent shows or performances that occur on CRS, reaching a wider audience outside the transmission radius.

Objective #5

To estimate the role of CRS in providing tangible and intangible, direct and indirect benefits to the community

KEY FINDINGS

Livelihood	• Provided employment opportunities and volunteer work. On an average, 5 staff members & 20 volunteers were engaged with CRS.
Disaster Management & COVID	• 93% listeners reported that disaster management protocols were effective during cyclones & floods • 64% listeners reported that important updates were given about COVID safety protocols and vaccination centers
Information & Awareness	• 54% listeners felt that educational programs (on agriculture, health, and local governance) were beneficial • 95% listeners noted that their awareness on governance, rights, and regulations had improved
Preservation of local traditions	• 67% programs were broadcasted in the local dialect • 29% listeners reported that programs showcased local talent and culture
Sense of Community	• Led to better social mobilization • Effective in addressing community needs through feedback & direct community engagement
Personal Gains	• 43% listeners reported improved social interactions • 31% reported skill development • 35% noted a positive impact on personal well-being

RECOMMENDATIONS

Expand Educational and Health Programs

- Continue to focus on health, education, and disaster preparedness. These areas were highly appreciated, particularly during emergencies, and they provide critical direct benefits to the community.

Empowerment Through Information

- Promote skill development and knowledge-sharing programs, especially in zones like the West and Central, where skill development was lower.

Social Interaction and Well-Being

- Develop programs that foster community cohesion, focusing on social issues like women's rights, youth empowerment, and local governance. These programs can further improve the intangible benefits CRS brings to local communities.

Strengthening Disaster Management

- Create Disaster-Ready CRSs (esp in disaster-prone zones like the North-Eastern and Eastern zones)
- Partner with local governments to become key information hubs during crises, focusing on emergency broadcasts and preparedness education
- Train Staff in Emergency Response

Building Staff Capacity

- Capacity Building Workshops on content creation, technical skills, and community outreach can be conducted by MoIB or through Lead CRS.
- Incentivize Volunteerism (incentives such as certificates, small stipends, or public recognition)

Enhance Role of Lead CRS

- Provide Adequate Financial and Resource Support
- Boost Visibility and Awareness of Lead CRS Role
- Expand Training and Capacity Building
- Facilitate Content Co-creation
- Encourage cross-sector Partnerships

Objective #6

To assess the financial sustainability of the CRSs

KEY FINDINGS

SOURCES OF FUNDING

Parent Organization Support

Government Grants

Donations and Sponsorships

Advertisements

On average, 6 programs were sponsored annually by local or government entities.

The average monthly expenditure of CRSs (Rs.90,752 for FY 2023-24) was double the average monthly income of (Rs. 40,044 for FY 2023-24).

Expenditure Heads

48%: Honorariums and salaries;
11%: Repair and maintenance
Expenditure on program production, repair and maintenance, and capacity building was lowest.

Assistance from MoIB

27% of the CRSs had received the one-time financial assistance to set-up the station.
11% had received the grant for renewal or replacement of equipment.

CHALLENGES

- Only 22% CRSs stated that the funds they had were adequate.
- CRSs in more urbanized or economically developed areas zones attract more sponsors compared to those in remote rural areas.
- Financial constraints impact content quality & production, technical breakdowns, staffing & volunteer compensations.

RECOMMENDATIONS

Diversify Income Streams

- Encourage CRSs to explore local sponsorships and event-based fundraising.
- Host community events, workshops, and narrow-casting services (using shared radios in public spaces) to generate additional income
- Monetization via YouTube & Podcasts

Increased and Flexible Grant Support

- Increase financial assistance provided to CRS, add equipment upgrade grants and transition to a long term funding model (3 years)
- Encourage more CRSs to apply for grants, which were underutilized.
- State level CRS funds can be set-up, esp for tribal, remote, disaster-prone areas.

Capacity Building for Financial Management

- Provide training sessions on innovative ways to generate revenue, such as partnering with local businesses and organizing skill-building workshops (e.g., in agriculture, small businesses).

Earmark a Dedicated CRS Budget within Ministry Schemes

- Ministry of Rural Development: Fund CRSs to promote MGNREGA, rural employment, and self-help groups (SHGs).
- Ministry of Health & Family Welfare: Support CRSs for broadcasting awareness on Ayushman Bharat, maternal & child health, TB, malaria, mental health, and non-communicable diseases (NCDs).
- Ministry of Agriculture & Farmers' Welfare: Integrate more CRSs with Krishi Vigyan Kendras (KVKs), PM-KISAN, and Natural Farming Awareness Programs to reach farmers.
- Ministry of Women & Child Development: Use CRSs for spreading awareness about POSHAN Abhiyan, Beti Bachao Beti Padhao, and One Stop Centres (OSCs) for women in distress.
- Ministry of Education: Fund CRS-driven educational content, literacy programs, and e-learning initiatives for school dropouts, tribal populations, and NEP (National Education Policy) initiatives.

Making CRSs Eligible for CSR Funds

- Amend CSR Rules to recognize CRSs as eligible entities for funding from corporates.
- Encourage PSUs to adopt CRSs under CSR initiatives.

Government Advertisements & Sponsored Content

- Increase the number of local and government advertisements, particularly in regions with low ad revenue like the Central and North-Eastern zones.
- Encourage ministries to pay CRSs for broadcasting awareness campaigns on government schemes.

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LIST OF ABBREVIATIONS

AIR: All India Radio

CFO: Chief Functionary Officer

CRS: Community Radio Stations

HoH: Head of Household

KVK: Krishi Vigyan Kendra

FD: Fixed Deposits

FM: Frequency Modulation

HH: Household

MoIB: Ministry of Information & Broadcasting

NGO: Non-governmental Organization

OBC: Other Backward Classes

SoP: Standard Operating Procedure

SC: Scheduled Castes

ST: Scheduled Tribes

TV: Television

1

Background and Context for the Study

1.1 Introduction

Community Radios in India have been present in the media landscape for over 15 years, and have indeed come of age. It is the third-tier broadcasting along with public (AIR) and private radio (FM) broadcasting. Community Radios are short-range, low-power FM stations having maximum Effective Radiated Power (ERP) of 100 Watts; they are expected to focus on local issues and are owned and managed by a community for the benefit of the community. The outreach of community radio stations is generally 10-15 km radius.

Community radio provides 'voice infrastructures' or 'infrastructures of knowledge production for, of, and by marginalized communities' who are often overlooked by other broadcast media. By engaging in direct communication with its audience, CRS puts community issues first and provides a platform for participatory development. It allows communities to take control of and shape public discourse as suitable to them. CRS is considered to be a powerful medium for social mobilization that can be instrumental in promoting the socio-economic and cultural development of communities, especially in remote and rural areas[1].

These stations are also very useful in times of natural calamity/ disaster, etc for quick and effective dissemination of information. For instance, during COVID-

1 Malik, K. K., & Pavarala, V. (Eds.). (2020). Community radio in South Asia: Reclaiming the airwaves. Taylor & Francis.

19, CRSs were critical in mobilizing communities to protect themselves against the virus by providing locally relevant information, awareness about safety precautions, and debunking fake information circulating on social media.

Presently there are 440 operational community radio stations[3] in India, out of which only 16.5% are Govt. CRSs. 177 CRs are being run by Educational Institutions, 243 by Non-Governmental Organizations and 20 by Krishi Vigyan Kendras.

These many CRSs during this period might seem insignificant given the country's vast population characterised by geographic and cultural diversity, but their contribution to fostering multiple conversations across the national public sphere cannot be underestimated. Despite the rather lethargic movement of the regulatory bureaucracy and continued challenges of financial sustainability, community radios in India have managed to firmly establish an alternative media culture with its diverse ownership structure, community participation in programme production and station management, promotion of local issues and identities, and articulation of the country's linguistic diversity.

1.2 Rationale for the Study

Realizing the vast potential of CRS as an instrument for positive social change and as a tool for community empowerment, the Ministry of Information and Broadcasting (MoIB) sought to assess the extent to which these stations have been delivering the desired benefits to the community. In this context, the Ministry of Information and Broadcasting (MIB) mandated Academy of Management Studies (AMS) to "Conduct a Study on Listenership, Reach, Effectiveness and Sustainability of Community Radio Stations in India" by way of tangible and intangible, direct or indirect benefits to the community.

1.3 Objectives

The overarching objective of the was to undertake an in-depth assessment of the existing CRSs located across the country and draw relevant insights with regard to their reach,

2 Photo Caption: Important instruments used in Community Radio Stations.

3 https://mib.gov.in/sites/default/files/Commissioned%20CRS.pdf

listenership, effectiveness and sustainability. The study also seeked to assess the extent to which CRSs are able to meet educational, development, cultural and social needs of the community.

- To generate reliable estimates for measuring the listenership and reach of Community Radio Stations (CRSs) in the country;
- To study the socio-demographic and economic profile of the listeners for assessing the target segments that these radio stations are catering to;
- To examine the behaviour of the community towards Community Radio Station (CRS) to identify the determinants of the listenership of CRS programmes and to assess the acceptability of community participation in furthering the benefits of CRS;
- To assess the effectiveness of CRS in promoting local talents and culture;
- To estimate the role of CRS in providing tangible and intangible, direct and indirect benefits to the community;
- To assess the financial sustainability of the CRSs.

1.4 Rationale for the Study

A comprehensive research framework was adopted taking into consideration the reach, listenership, effectiveness and sustainability of Community Radio Stations (CRSs). The technical and functional competence of CRS was also assessed as any attempt to understand the above-mentioned components in isolation would have been incomplete. We adopted a causal-comparative method popularly known as the ex post facto research design. A mixed-methods approach was adopted. Both quantitative and qualitative methods of analysis were undertaken. Data sources included both primary and secondary sources for realizing the objectives of the study.

1.5 Research Design

Based on the scope of work and the key deliverables outlined in the Terms of Reference, we followed a causal-comparative method popularly known as the ex post facto research design.

The research design was an alternative method for establishing causal relationships between events and circumstances. It is most suitable for studies in which the independent variable(s) and its effect have already occurred and must be studied in retrospect. In other words, this research design is appropriate for studies where the researcher cannot control the independent variable(s) and needs to study its relationship to and effect on the dependent variable(s).

4 Ex post facto research design allows us to overcome the limitations of (i) historical research (seeks to find out the causes of past events); (ii) normative survey (deals with present events but is mainly focused on status and trends, not causes); as well as (iii) experimental research (where the independent variable is controlled to study its influence on dependent variables)

> "Ex post facto research is that research in which the independent variable or variables have already occurred and in which the researcher starts with the observation of a dependent variable or variables. He then studies the independent variables in retrospect for their possible relations to, and effects on, the dependent variable or variables."
>
> **- Kerlinger (1964)**

In the context of the study, the independent variable "exposure to Community Radio Stations" had already occurred as the sampled CRSs were already functional for more than 1 year at the time of this study. Households located in the catchment areas of the sampled CRSs had already been exposed to the operations of the CRS and some change/effect in the community was already expected to have taken place.

For the study, the agency teams first undertook a survey of the households in the catchment area of the sampled CRSs and the households were asked whether any member of the family listened to the area specific CRS or not. Based on the responses received, the households will be categorised into "Exposed" and "Not Exposed". A comparison between these two groups helped us draw reliable estimates regarding the impact of CRS, and to establish the causality with greater accuracy.

Further, in order to enquire into the issues outlined in the research framework, a mixed methods approach, with both quantitative and qualitative research methods were applied to gather the desired information. The research instruments used for the study were designed to generate quantitative as well as qualitative estimates as desired for the issues under question. The collection of data by involving multiple stakeholder groups, across various common issues, further assisted in the triangulation of data, thus adding further strength to the study results.

1.6 Data Collection Tools

In view of the research questions and conceptual framework of the study is it proposed to use the following techniques to generate the required information:

- Organisational Assessment Questionnaire (See Annexures 1 and 2)
- In-depth Interviews with the Chief Functionary Officer of the sampled Community Radio Stations to assess the functional status of CRS and obtain information about its coverage area.
- Record Checklist to gather data on the infrastructural set-up of the sampled CRS including hardware, software, human resource, etc.
- Questionnaire survey to elicit information from households exposed to and those that were not exposed to the Community Radio Stations (See Annexure 3)
- Mini Focus Groups Discussions with resource persons/volunteers of CRS from the community, community members in general, and members of the listener's club to understand their perceptions and expectations from the CRS. Each FGD had 4-5

participants. (See Annexure 4)

- **Case studies –** Pertinent stories of interest that reflect upon the effectiveness of CRS were identified and collected during interaction with various stakeholders. These case studies were analysed to draw insights into the performance of CRS and they have been quoted in the report as exemplary evidence. (See Annexure 5)

1.7 Sample Size Estimation

The study intended to develop a comprehensive and consolidated estimate of the listenership, reach, effectiveness and sustainability of community radio stations spread across the country. The persons who listened to community radio stations and thus were the beneficiaries formed the key target respondents for this study.

Desk research showed that the amongst both traditional and digital media of information paper, television, internet, etc., the overall listenership of the radio is limited to around 15% of the total population at any given point of time. As per the India Readership Survey 2019, Q4 results, radio has an estimated audience of 226 million against 400 million for information paper, 840 million for television and 449 million for internet. This calculates to about 12% of the total population when considering the coverage of radio. It is assumed that the coverage of community radio stations would be still lower considering the selective nature of programs being aired and the type of communities that are being targeted.

To be able to sample an adequate number of such households that will help generate statistically reliable estimates of the effectiveness of CRSs in the country, we used the following formula:

$$n = Z2_{(1-a)/2} \times p \times \frac{(1-p)}{e^2} \times D_{eff} \times N_r$$

Where,

N = Required sample size
$Z^2_{(1-a)/2}$ = The Z-score corresponding to 95% level of confidence ($\pm$ 1.96)
E = Permissible margin of error
P = Expected population proportion
D_{eff} = Design effect
N_r = Non-Response Rate

Using the given formula, the required sample size was calculated at a 95% level of confidence level and a 3% margin of error. In view of the radio listenership data shared above, we took a conservative approach and assumed the value of population proportion

Sample Size calculated as follows	
Formula	$n = \frac{[Z^2 \times p \times (1-p)]}{e^2} \times DE \times Nr$
Confidence Level at 95% (Z)	1.96
Margin of Error (e)	3%
Population Proportion (p)	10%
Sample Size	384
Design Effect of 1.2	461
Non-response of 10%	507
Final Sample Size per CRS	**500**

(p) to be 10%. To account for the socio-economic variance of the respondents, a design effect of 1.2 has been applied. The sample was further inflated by 10% to adjust for any non-response. Thus, the final sample size worked out to 500. Accordingly, we drew a sample of 500 households from the catchment area of each sampled Community Radio Station.

The table above shows the step-wise calculation of the estimated sample size using the above-mentioned formula.

1.8 Strategy for Sample Selection

We adopted a multi-stage sampling approach for the selection of the required no. of CRS and the households.

Stage 1: Selection of Primary Sampling Units (PSUs) - Community Radio Stations

The Community Radio Stations are the PSUs for this study. From the list of 440 functional Community Radio Stations published by the Ministry of Information and Broadcasting, the agency experts drew a sample of 45 Community Radio Stations using the systematic random sampling approach. Sampling of CRSs was done in close consultation with the client team. The CRSs were proportionately distributed across categories, that is, CRSs run by Educational Institutions, Non-Governmental Organizations and Krishi Vigyan Kendras, with due representation of all zones of the country i.e. (East, West, North, South, North East and Central). As mentioned in the Terms of Reference, in order to ensure that a CRS has had an opportunity to be heard in the community, only those CRSs who have been operational for at least one year were included in the study.

As per the list of functional CRSs published by the M/o Information & Broadcasting on June 7th, 2023, out of the total 440 CRSs functional across the country, approx. 330 CRS have been operational for more than 1 year. Of these CRSs, 147 belong to education, 168 belong to NGOs and 14 belong to KVK category. While selecting the CRSs, we gave due

consideration to two aspects:

- Geographical spread of the radio stations across the country
- The nature of radio station, that is, education, NGO or KVK

For the purpose of ensuring that the CRSs were geographically dispersed across the country, we first divided the states where CRSs are located into 6 geographical zones – North, East, North-East, West, Central and South Zones. After categorizing the CRSs according to geographical zones, we analysed the number of CRSs of each of the three types located in each zone.

	STATES	UNIVERSE		SAMPLE	
		Count	Proportion	Count	Proportion
Central	Chhattisgarh	12	3%	2	4%
	Madhya Pradesh	35	9%	3	7%
East	Bihar	10	2%	2	4%
	Jharkhand	2	0%	1	2%
	Odisha	28	7%	2	4%
	West Bengal	10	2%	1	2%
North	Chandigarh	4	1%	0	0%
	Delhi	4	1%	0	0%
	Haryana	19	5%	3	7%
	Himachal Pradesh	5	1%	1	2%
	Jammu and Kashmir	5	1%	1	2%
	Punjab	8	2%	2	4%
	Uttar Pradesh	46	11%	3	7%
	Uttarakhand	13	3%	2	4%
North East	Arunachal Pradesh	1	0%	0	0%
	Assam	4	1%	1	2%
	Manipur	4	1%	1	2%
	Nagaland	1	0%	0	0%
	Sikkim	1	0%	0	0%
	Tripura	1	0%	0	0%
South	Andhra Pradesh	10	2%	2	4%
	Karnataka	24	6%	3	7%
	Kerala	19	5%	2	4%
	Puducherry	2	0%	0	0%
	Tamil Nadu	43	11%	3	7%
	Telangana	9	2%	1	2%
West	Gujarat	14	3%	3	7%
	Maharashtra	44	11%	3	7%
	Rajasthan	23	6%	3	7%
	TOTAL	**401**		**45**	

Thereafter, while deciding on the number of CRSs to be sampled from each category, we ensured that the number to be selected is equal to at least 10% of the CRSs located in the zone in any specific category, subject to a minimum of 1, unless there is no CRS or zero CRS in any specific category. Accordingly, we identified a sample of 43 CRSs from the 330 that have been operational for at least 1 year. This calculated to 13% of the total CRSs that were identified for the study. These were sufficient to generate statistically reliable estimates for the country-wide analysis.

While selecting the specific CRSs, care was taken that the selected CRS were spread across various states within the zone as well. The specific category of CRSs present in a particular zone were listed and the required number of CRSs were randomly drawn giving due consideration to their spread across various states being covered under a zone. The final list of 45 sampled CRSs were shared with concerned officials of the Ministry to obtain their approval and to seek their help in establishing contact with the selected CRSs. The zone/state wise distribution is depicted in the table.

Stage 2: Selection of Secondary Sampling Units (SSUs) – Clusters

Once the sample CRSs were identified, the agency adopted the cluster sampling approach to select the required number of households from the catchment area of the CRS. "Cluster" shall be a village in rural area or mohalla in an urban area. 10 clusters per sampled CRS were covered.

While a majority of the CRSs were assumed to be representing the rural areas, it was understood that there some CRSs that will be serving the urban population. Accordingly, if the sampled CRS fell in the rural areas, we selected villages. Whereas, if the sampled CRS falls in the urban area, we selected the mohallas. As per the Terms of Reference, the study was mandated to study households with 'Opportunity to Hear' (OTH), i.e. ensuring that they fall within the broadcast signal coverage area of the respective CRS.

To ensure that we were able to sample population with opportunity to hear, it was proposed to first visit the selected CRS and establish contact with its Chief Functionary. This meeting was aimed at collecting information about the coverage area of the sampled CRS. The field staff obtained a list of all villages/mohallas falling in the signal coverage area of the CRS. After obtaining the list, we subjected this list to Probability Proportional to Size (PPS) technique for selecting the desired number of villages/mohallas.

For each selected CRS, distance of a CRS from a specific village/mohalla shall be considered to select a sample cluster. We divided the distance norm into three categories, namely clusters within- i) 2 kms, ii) 2-5 kms, and iii) 5 kms and above. Using the probability proportional to size (PPS) technique, 4 villages/mohallas shall be selected within 2 kms of the CRS, 3 villages/mohallas within 2-5 kms, and 3 villages/mohallas from areas that are more than 5 kms of the CRS.

Stage 3: Selection of Ultimate Sampling Units (USUs) - Households

As mentioned earlier, we drew a sample of 500 households from the catchment area of each CRS. As discussed, a total of 10 villages/mohallas from each CRS were sampled. We tried to maintain a minimum sample of 50 households in each of the distance category. For this, a sample of 50 households were drawn from each of the village/mohalla selected. This gave a total of 500 households within the signal coverage area of each CRS. The table below describes the same along with total number of households selected from each village/mohalla:

Distance from CRS	No. of Villages/ Mohallas per CRS	No. of HHs per Village/Mohalla	Total Households per CRS
Within 2 km	4	50	200
2 to 5 km	3	50	150
5 km and above	3	50	150
Overall	10	50	500

Accordingly, an overall sample of 24,053 Households was drawn for this study.

1.9 Sample Distribution

The final sample size and details are summarized in the table given below:

Particulars	Number
Number of Zones	6
Number of CRS	45
Number of villages/mohallas per CRS	10
Total Number of Villages/Mohallas across 45 CRS	450
Number of Households to be sampled from each Village/Mohalla	50
Total Number of Households to be sampled per CRS	500
Number of Households sampled across 45 CRS	24,053
Number of Case Studies conducted per State	1
Number of FGDs conducted across 45 CRS	45
No. of In-Depth Interviews conducted (@ 1 per sampled CRS)	45
No. of Record Checklists completed (@ 1 per sampled CRS)	45

1.10 Data Collection Mechanism

The study engaged four popular methods of data collection – in-depth interviews, focus group discussions, and structured-questionnaire surveys and case studies. The following data capturing mechanism for each of these methods of data collection is given below:

In-depth Interviews, Focus Group Discussions & Case Studies. In-depth interviews, Focus Group Discussions & Case Study Interviews were conducted using the pen-and-paper interviewing (PAPI) mode. Prior appointments were taken with the target respondents for conducting the interviews/discussions. Before starting the interview/discussion, the interviewer/moderator explained the purpose to the respondent and answer any subsequent

questions from them. Next, written consent was obtained from the respondents before the start of the interview. The interviewer also sought permission from the respondent for the audio recording of the interview. An audio-recorded interview is a great help in the later stages of the study during transcription, translation and analysis. However, only after the respondent's consent was the audio recording be done. Only after these preliminary steps were the interview questions be administered to the respondent. Along with the audio recording (only if consented to), the interviewer ensured to capture the responses in the PAPI mode.

Record Checklist and Structured-Questionnaire Surveys. These were conducted by using the soft version of the questionnaire in computer-assisted personal interviewing (CAPI) mode. For this, we used Android tablets loaded with the ODK/SurveyCTO App that supports both “offline" and "online" modes of data collection. These tablets were provided to all our field staff from our own pool that we maintain on an ongoing basis for undertaking similar large-scale field surveys involving voluminous data samples. At present, we have in our pool over 500 tablets. These tablets were equipped with a GPS system. This allowed our field teams to locate the geospatial coordinates – longitude and latitude of each survey site. This, apart from mapping respondents' locations, went a long way in establishing the reliability of data captured by our field teams. Also, it helped in entering only correct data in the given fields through specially developed and embedded field-check tables (FCTs). Moreover, it helped our field investigators to upload the enumerated data to the server so that it could be accessed by our data validation team at the back office in near real-time.

1.11 Strategy for Data Analysis

Data analysis involved an integration of data using statistical techniques and coding of qualitative data. The information collected from the primary and secondary sources were triangulated to get an insight into the underlying factors behind the results obtained.

Analysis of Quantitative Data: The quantitative data collected through CAPI devices were converted into SPSS formats, specifying the variable names and value labels for each field. The quantitative data so collected through structured interviews was assigned codes by the centralized data analysis team. Further, consistency checks were run on the data and the data cleaned to make it fit for generating reliable estimates so as to meet the purpose of this study. Further, the data was analysed through SPSS to generate desired estimates, fact sheets, tables and graphs used in the final analysis and presentation of data.

Analysis of Qualitative Data: For the analysis of qualitative data gathered through in-depth interviews, the first step was its verbatim transcription. The same was then analysed in a systematic and methodological manner using Atlas-ti or N-Vivo software. The transcribed information was scrutinized for its primary as well as the latent content.

2

Profile of Community Radio Stations (CRSs) Studied

This chapter analyzes various key aspects of CRSs such as reach, listenership, technical competence and infrastructural set-up, human resources, programming structure, financial sustainability, and administrative procedures that are key to the operations of CRSs. These metrics are analyzed according to the different zones of the country that the CRSs studied, belonged to.

2.1 Average Age and Category of CRSs

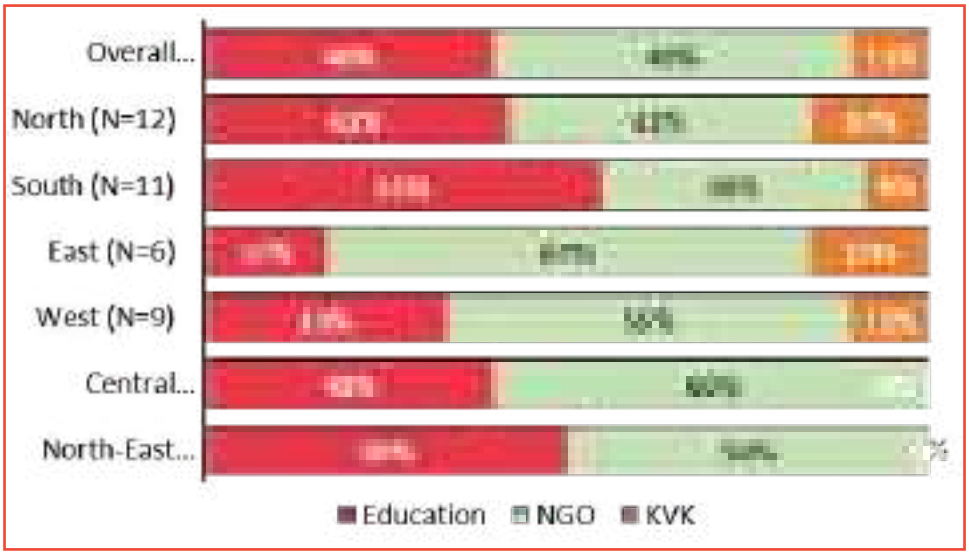
CRSs have been in existence for 20 years now. The average age of CRSs studied was 12 years. The Southern zone had the oldest CRS with the average age being 14 years. The zone-wise average age of all CRSs is represented in Table 2.1 ahead.

CRSs are run by one of three types of civil society organizations - educational institutions, NGOs or Krishi Vigyan Kendras (KVKs). The

Table 2.1: Average Age of CRSs

Zone	Average age
North (N=12)	11
South (N=11)	14
East (N=6)	11
West (N=9)	12
Central (N=5)	12
North-East (N=2)	11
Overall (N=45)	**12**

Figure 2.1 Distribution of CRSs by Category



purpose of involving civil society organizations in the operations of CRS was to provide for greater participation of the civil society on issues related to development & social change[5].

As seen in Figure 2.1, majority of the CRSs studied were run by NGOs (49%), 40% were run by educational institutions and 11% were run by KVKs. The Southern (55%) and North-Eastern (50%) zones had the highest proportion of CRSs run by educational institutions. The Eastern (67%), Central (60%) and Western (56%) zones had the highest proportion of NGO-run CRSs. The Northern and Eastern zones had the highest proportion of KVK-run CRSs (17%).

2.2 Reach and Estimated Listenership of CRS

CRSs are low power FM radio stations with a short reach of 10-15 km radius. CRSs' reach and listenership are limited in its nature. However, CRSs are designed to be short range in order to cater to the information needs of people/community living in a particular locality.

Table 2.2 provides a state and zone-wise representation of the number of villages covered, total population covered and total households covered by CRSs, along with the average transmission radius of the CRS and proportion of CRSs that had mobile apps.

Number of Villages/Wards Covered: The average number of villages/wards covered was 60, with the highest average in the Eastern zone (96%), and lowest average in the North-Eastern zone (34%). The minimum number of villages reached was 10 whereas the maximum number was 250.

5 https://mib.gov.in/broadcasting/revised-policy-guidelines-setting-community-radio-stations-india-13022024

Population Covered: The estimated number of population covered overall was 2,64,198. This was highest in the Southern states (4,91,696) and lowest in the North-Eastern states (75,000). The minimum number of population covered was 10,000 and the maximum number was 15,00,000.

Households Covered: The estimated number of households covered overall was 50,204. This was highest in the Southern states (1,00,720) and lowest in the Eastern states (20,228). The minimum number of households reached was 3000 and the maximum number was 2,50,000.

Transmission Radius: The average overall transmission radius of the CRSs was 14 sq.kms. The transmission radius was largest in the Eastern states (17) and smallest in the Southern states (12). The minimum transmission radius was 4 sq.kms and the maximum was 20.

Mobile App: 47% of CRSs had mobile apps. The Western zone had the highest percentage of CRSs with mobile app (63%) and the Eastern zone had the lowest percentage (33%).

As seen in Figure 2.2, the Chief Functionary Officers (CFOs) of CRSs reported an average of 26,393 listeners per day[6]. The central zone reported the highest average with 90,159 listeners per day, whereas the Southern states reported the lowest average of 4,600 listeners per day.

In order to estimate the number of listeners per day, the metric system used in radio is Average Quarter-Hour (AQH), which measures the average number of listeners tuned into a radio station during a 15-minute period. However, in the absence of this system, most CRSs relied on triangulating this figure through information relayed by collectives like listeners clubs, SHGs, farmers' groups, and so on. Some also relied on the number of calls

Figure 2.2: Estimated Number of CRS Listeners Per Day (N=45)

6 Many CFOs were unable to provide data for the same

they received for their live-in program to estimate this. Listeners' surveys, antenna frequency numbers, and the data from streaming platforms and mobile app downloads were some of the more reliable methods of estimation that were used.

2.2.A Utilization of Mobile Apps by CRSs and their Effectiveness in Increasing Reach

Mobile apps were considered a good way to increase reach. As seen in Table 2.2, 47% of the CRSs studied had mobile apps. Majority of CRSs that didn't have a mobile app said that

Table 2.2: Reach of CRS (N=45)

Zone	State	No. of villages covered	Total population covered	Total HHs covered	Total transmission radius (sq.kms)	CRSs with mobile app (%)
North	Himachal Pradesh	45	1,00,000	17,000	20	0
	Haryana	77	3,20,666	71,000	10	50
	Jammu & Kashmir	25	4,00,000	70,000	20	100
	Punjab	75	60,000	13,000	14	50
	Uttar Pradesh	85	3,50,000	64,500	11	50
	Uttarakhand	19	30,000	8,000	13	100
Average of Northern States:		57	1,86,000	37,487	14	50
South	Andhra Pradesh	133	1,70,000	91,400	5	33
	Telangana	60	10,00,000	2,50,000	20	0
	Karnataka	29	5,43,216	27,265	9	33
	Kerala	28	6,33,504	1,51,177	18	100
	Tamil Nadu	20	3,90,628	96,990	12	50
Average of Southern States:		48	4,91,696	1,00,720	12	45
East	Odisha	79	64,220	12,841	18	0
	West Bengal	130	12,50,000	35,000	15	100
	Jharkhand	108	214000	42800	12	100
	Bihar	37	98,000	19,250	18	50
Average of Eastern States:		78	4,59,480	20,228	16	33
West	Maharashtra	60	1,90,000	31,500	17	66
	Gujarat	57	1,66,666	25,000	10	100
	Rajasthan	45	59,333	11,183	16	0
Average of Western States:		54	1,38,667	22,561	15	63
	Chhattisgarh	88	2,15,318	53,404	13	50
	Madhya Pradesh	95	1,62,098	31,068	15	33
Average of Central States:		92	1,83,386	40,002	14	40
	Assam	55	117000	NA	15	100
	Manipur	55	117000	75000	15	0
Average of North-East States:		34	75,000	67,500	15	50
	Overall:	**60**	**2,64,198**	**50,204**	**14**	**47**

there were planning on developing one in the future.

For instance, in Purulia, West Bengal, where the proportion of CRS listeners was relatively high, most villages surrounding this CRS were remote tribal areas and the residents' access to forms of media other than radio and mobile phones was restricted. The use of radio sets and mobile apps to listen to the CRS drove higher listenership rates for this CRS as compared to other CRSs.

On the other hand, in Wayanad, Kerala, mobile apps were useful to those who migrated away for studies and employment. In this case, mobile apps offered a way for migrants to remain connected with their respective communities back home.

Portability of mobile phones was another reason why mobile apps were considered a good way to increase the reach. They allowed listeners to be reached beyond the limitations of geographical boundaries and stipulated broadcast time that are defaults designs of radio stations.

2.2.B Other Mediums Used to Increase Reach

Besides mobile apps, some CRSs also made use of other mediums such as social media, Whatsapp groups and community meetings such as SHG meetings and those organized by CRS to increase their reach.

Social media allowed CRSs to reach larger audiences, not bounded by geography. They were also platforms where recorded programs of CRS were posted which, according to CFOs, contributed to higher listenership rates by offering listeners the choice of listening to programs at their convenience. Both social media and community meetings also acted as mediums through which community feedback could be received.

Social media can be an effective medium to increase the reach in areas where CRS signal transmission is weak. However, social media would not be effective in remote areas where internet access itself is poor.

2.3 Technical Competence of CRS

The broadcast quality of CRS is largely dependent on the physical infrastructural set up of the station such as the availability of rooms for different purposes of the CRS and the availability of functioning technical equipment. Therefore, an assessment of the technical competence of CRSs would highlight aspects with potential for improvement, which would ultimately contribute to more efficient and effective operations of the CRS.

2.3.A Ownership Status of CRS Building

CRSs are usually housed in buildings where their parent organizations are located. So, CRSs

Figure 2.3: Proportion of CRSs that Owned & Rented Their Building (N=45)

are mostly run from college, KVK, or NGO campuses. It was found that 85% of CRSs overall were being run from buildings that were owned and 15% from buildings that were rented. 100% of the CRSs in the North-East were being run from buildings that were owned. On the other hand, the Eastern states had the highest percentage of CRSs that were being run from rented buildings (33%). This is represented in Figure 2.3.

2.3.B Infrastructural Set Up

Since the main purpose of radio station is the production and transmission of radio broadcasts, aspects such as the availability and adequacy of rooms present in the building, soundproofing and acoustics set up of recording studios assumes importance.

Availability of Different Types of Rooms in CRS: Overall, CRSs had an average of 4 rooms with 2 being the minimum and 10 being the maximum. Most of the CRSs had recording rooms (98%). The Northern zone was the only zone where 100% did not have recording rooms. Further, 91% had live rooms with the highest percentage in the Northern, Eastern and North-Eastern zones (100%) and the lowest in Central zone (60%). 76% had editing rooms, with 100% in the Eastern and North-Eastern zones, and only 44% in the Western zones. 42% had social media rooms with 100% in the Eastern and Central zones and only 9% in the Southern zones. Other rooms that some CRSs had included common

Table 2.3: Percentage of CRSs that had Different Rooms Available

Zone	Recording Rooms	Live Rooms	Editing Rooms	Social-Media Rooms
North (N=12)	93	100	73	40
South (N=11)	100	91	91	9
East (N=6)	100	100	100	100
West (N=9)	100	89	44	44
Central (N=5)	100	60	80	100
North-East (N=2)	100	100	100	0

Figure 2.4: Adequacy of Recording Studios in CRS

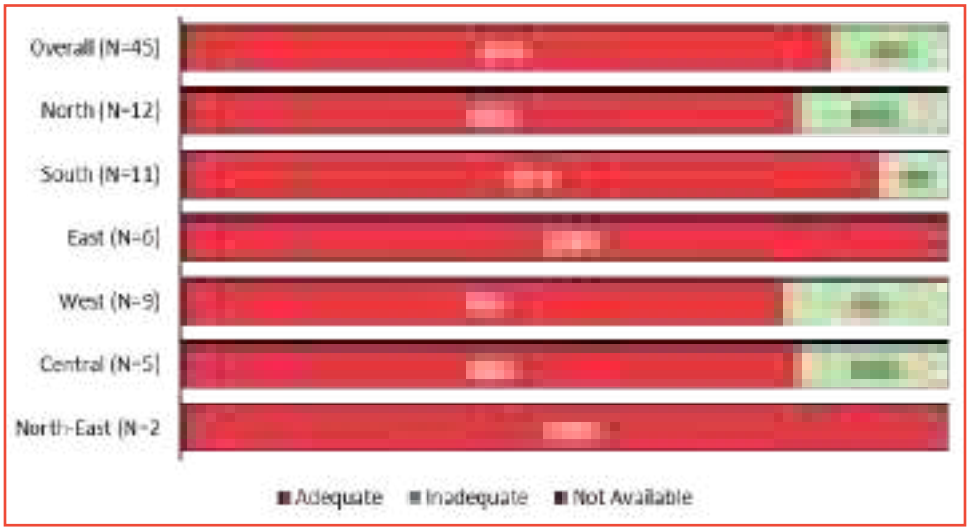


Table 2.4: Percentage of CRSs that had Soundproofed Room & Set Up Acoustics

Zone	Sound-proof Walls	Acoustic Tabletops	Acoustic Walls	Noise-proof Floor	Set-up in Live Room	Noise-proof Doors
North (N=12)	87	53	80	80	93	80
South (N=11)	64	46	64	55	73	82
East (N=6)	100	100	100	100	100	67
West (N=9)	100	74	100	78	89	89
Central (N=5)	100	100	100	80	100	80
North-East (N=2)	100	0	50	50	50	100
Overall (N=45)	87	62	82	73	87	82

room, guest room, conference room, station head room, transmitter/UPS room and so on. The same is represented in Table 2.3.

Adequacy of Recording Studios: 84% overall rated the number of recording studios as adequate whereas 14% rated it inadequate. 100% in the East rated them adequate as compared to 78% in the West. This is seen in Figure 2.4.

Acoustic Set-up and Soundproofing of Rooms: As seen in Table 2.4, 87% of the CRSs had soundproofed the walls and had set-up in live room. 82% had noise-proof doors and acoustic walls. 73% had noise-proof floor and 62% had acoustic tabletops. When analyzed zone-wise, CRSs from the Eastern zone had better acoustic set-up than all CRSs in general, whereas CRSs from the Southern zone had the poorest acoustic.

2.3.C Availability & Maintenance of Equipment

As represented in Table 2.5, a majority of the CRSs had most of the equipment necessary to operate the CRS.

Headphones: 96% of the CRSs had this equipment with the lowest percentage in the

Table 2.5: Percentage of CRSs with Different Types of Equipment Available

Zone	50 W FM (CRS) Transmitter	Self-Supported Transmission tower	2 bay, vertically polarized VHF Transmitting Antenna	Low-loss RF Cable	Off Air Monitoring set up/Logger
North (N=12)	100	100	87	93	47
South (N=11)	91	82	64	82	36
East (N=6)	100	100	100	100	0
West (N=9)	89	89	78	78	22
Central (N=5)	100	100	100	100	60
North-East (N=2)	100	100	100	100	50
Overall (N=45)	86	93	82	89	38
Zone	**Monitor, 50 W**	**On-air broadcast Console**	**Dynamic cardioids/ Condenser Microphones**	**Portable solid state field recorders**	**Headphones**
North (N=12)	80	67	80	87	93
South (N=11)	36	91	82	82	91
East (N=6)	64	67	100	100	100
West (N=9)	64	78	78	78	100
Central (N=5)	100	100	80	60	100
North-East (N=2)	50	100	100	100	100
Overall (N=45)	64	80	82	82	96
Zone	**Personal computers**	**Sound card with differential input**	**3 KVA UPS**	**Phone in equipment**	**3 KVA generator set/Solar Power Generator**
North (N=12)	87	80	93	60	67
South (N=11)	82	82	64	73	64
East (N=6)	100	100	100	100	100
West (N=9)	89	56	78	78	67
Central (N=5)	100	80	80	40	40
North-East (N=2)	100	100	100	100	50
Overall (N=45)	89	78	82	69	64

Zone	Split air conditioners	Audio processor	50 watts dummy load	Studio set-up	Acoustic treatment/ internal work	Voice Recorders
North (N=12)	73	53	47	80	33	87
South (N=11)	82	55	64	82	82	91
East (N=6)	100	67	33	64	100	100
West (N=9)	89	44	44	78	56	100
Central (N=5)	80	40	40	80	60	80
North-East (N=2)	50	50	50	50	50	100
Overall (N=45)	80	51	49	78	58	91

Southern zone (91%).

Self-supported Transmission Tower: 93% of CRS had this equipment with the lowest percentage in the Southern zone (82%).

Voice Recorders: 91% of the CRSs had this equipment with the lowest percentage in the Central zone (80%).

Low-loss RF Cable: 89% of CRSs had this equipment with the lowest percentage in the Western zone (78%).

Personal Computer: 89% of the CRSs had this equipment, with the lowest percentage in the Southern zone (82%).

50W FM Transmitter: 86% of CRSs overall had this equipment, with the lowest percentage in the Western zone (89%).

2 Bay Vertically Polarized VHF Transmitting Antenna: 82% of CRS had this equipment with the lowest percentage in the Southern zone (64%).

Condenser Microphones: 82% of CRSs had this equipment with the lowest percentages in the Western zone (78%).

Portable Solid-State Field Recorders: 82% of the CRSs had this equipment with the lowest percentage in the Central zone (60%).

3 KVA UPS: 82% of the CRSs had this equipment with the lowest percentage in the Southern zone (64%).

On-air Broadcast Console: 80% of the CRSs had this equipment with the lowest percentages in the Northern and Southern zones (67%) each.

Split Air Conditioners: 80% of the CRSs had this equipment with the lowest percentage in the Northern zone (73%).

Sound Card with Differential Input: 78% of the CRSs had this equipment with the lowest percentage in the Western zone (56%).

Studio Set-Up: 78% of the CRSs had this equipment with the lowest percentage in the North-Eastern zone (50%).

Phone in Equipment: 69% of the CRSs had this equipment with the lowest percentage in the Central zone (40%).

3 KVA Generator Set/Solar Power Generator: 64% of the CRSs had this equipment with the lowest percentage in the Central zone (40%).

50W Monitor: 64% of the CRSs had this equipment, with the lowest percentage in the North-Eastern zone (50%).

Acoustic Treatment/Internal Work: 58% of the CRSs had this equipment with the lowest percentage in the Northern zone (33%).

Audio Processor: 51% of the CRSs had this equipment with the lowest percentage in the

Central zone (40%).

50 Watts Dummy Load: 49% of the CRSs had this equipment with the lowest percentage in the Eastern zone (33%).

Off-air Monitoring Set Up/Logger: 38% of CRSs had this equipment with 0% in the Eastern zone.

Other equipment that CRSs had included CD-DVD writer and digital mixing console.

Frequency of Technical Issues Faced by CRS: 11% of CRSs reported facing technical issues frequently, 38% reported facing them occasionally and more than half reported facing them rarely. CRSs in the Southern zone reported facing technical issues on a frequent basis the most (18%) whereas 100% of the CRSs in the North-East reported facing them rarely. This is represented in Figure 2.5.

Equipment Maintenance: 100% of CRSs in all zones said that they conduct regular maintenance. 1 technician on average was available to resolve technical issues. CRSs in the

Figure 2.5: Frequency of Technical Issues Faced by CRSs

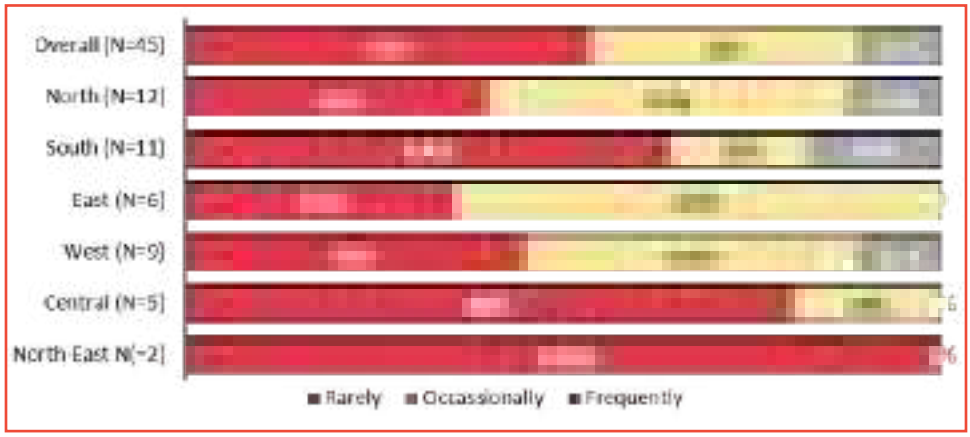
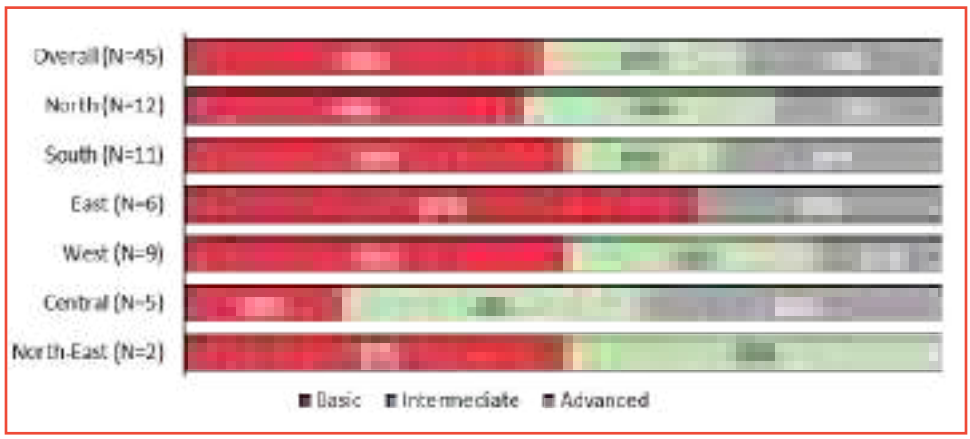


Figure 2.6: Level of Training Received by CRS Technicians



Eastern zone had an average of 3 technicians whereas the North-Eastern zone had 2. As seen in Figure 2.6, an average of 46% of the technicians had undergone basic training, 27% had undergone intermediate training and 26% had undergone advanced training. The Central zone had the largest proportion of technicians that had undergone advanced training (40%). This is represented in Figure 2.6.

2.3.D Signal Strength and Quality of Transmission

Average Height of Antenna: The average height of the antenna was 30 meters above the ground. In the North, the height of the antenna was 28 meters, lesser than the average, whereas in the North-East, it was 35 meters, 5 meters over the average. This is seen in Table 2.6.

Opinion on Signal Strength and Quality of Transmission: 42% of CRSs overall stated that they faced issues with signal strength and quality of transmission. 67% in the Eastern zone, 42% in the Northern zone, 60% in the Central zone, 36% in the Southern zone, and 38% in the Western zone reported poor quality of signal transmission.

Some CRSs that reported facing signal issues said that the signal strength had gone down over the years. Some, like Radio Mattoli in Wayanad, faced transmission issues due to the hilly terrain. However, it is to be noted that apart from Wayanad, none of the other CRSs located in the hilly or mountainous regions of the North-East, Jammu & Kashmir, Himachal Pradesh and Uttarakhand faced this issue. On the other hand, urban CRSs like Ramana Dhwnai in Bangalore faced low radius of transmission due to being surrounded by dense urban infrastructure.

Technical Breakdowns: 33% reported facing frequent breakdowns of technical equipment. 67% in the Eastern zone, 36% in the Southern zone, 80% in the Central zone, 42% in the Northern zone and 13% in the Western zone faced frequent breakdowns.

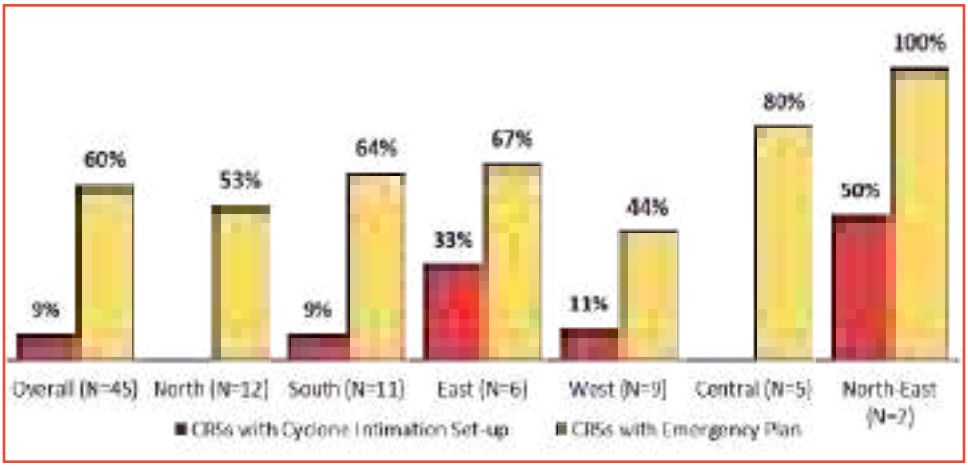
Breakdowns included power cuts and transmitter breakdowns. Power cuts were faced as frequently as 15 days in a year, especially in areas prone to cyclones. CRSs that faced transmitter issues had hired a technician to resolve them. It was also found that 82% of the CRSs had electricity backup in the CRS.

Utilization of solar energy: Overall, 15% utilized solar energy. Of the CRSs that utilized solar energy, 57% belonged to the Western zone and 43% belonged to the Northern zone.

Table 2.6: Average Height of Antenna (in meters)

North (N=12)	South (N=11)	East (N=6)	West (N=9)	Central (N=5)	North-East (N=2)	Overall (N=45)
28	30	30	31	30	35	30

Figure 2.7: Percentage of CRSs with Cyclone Intimation Set-up & Emergency Response Plan



2.3.E CRSs with Cyclone Intimation Set Up and Emergency Response Plan

CRSs are considered to be valuable assets in handling disasters or emergencies. If well equipped, they can help in effective coordination between the disaster management authority and civilians, and in disseminating preparedness and relief-related information to the local community[7].

Overall, 9% of the CRSs had a cyclone intimation set up and 60% had an emergency response plan. The North-Eastern zone had the highest percentage of CRSs having cyclone intimation set-up (50%) and an emergency response plan (100%). None of the CRSs in the Northern and Western zones had a cyclone intimation set up. The Western zone also had the lowest percentage of CRSs with an emergency response plan (44%). This is represented in Figure 2.7.

In order to better equip CRSs to be able to handle disasters, existing CRSs in disaster prone areas can be identified and trained to respond during emergencies. The role that a CRS can play during a disaster was highlighted when it was found that during the Wayanad landslides of 2024, CRS Mattoli in the district was actively involved in understanding the needs of the community and providing relief information through its strong network of volunteers from community.

2.4 Financial Sustainability and Adequacy of Support Received by CRS

Financial sustainability is generally considered as a major challenge to CRSs, as it would be to any other not-for-profit endeavors. Therefore, assessing aspects such as setting up cost of CRSs, operational costs, cash flow and expenditure, and the sources of funds would inform us greatly as to the financial status of CRSs and present viable options to improve financial sustainability.

7 https://www.zone4solution.in/CRinDRR_06122.pdf

Table 2.7: Average Costs Incurred in Setting Up & Running of CRS (in rupees)		
Zone	**Average Cost of Setting-up CRS**	**Average Operational/Recurring Cost of CRS**
North (N=12)	12,79,583	4,86,333
South (N=11)	18,52,818	11,51,848
East (N=6)	9,19,167	3,93,944
West (N=9)	21,95,222	3,49,547
Central (N=5)	20,01,954	5,60,800
North-East (N=2)	15,00,000	22,00,000
Overall (N=45)	16,44,839	6,93,776

2.4.A Setting-up and Operational Cost of CRS

The average annual cost of setting-up the CRS was Rs.16,44,839 and the average annual operational or recurring cost of CRS was Rs.6,93,736. The Western zone had the highest setting-up cost (Rs.44,57,000) whereas the Southern zone had the highest operational costs (Rs.60,00,000). This is represented in Table 2.7.

While the sources of fund for setting up CRSs mainly included funding from the CRS's parent organization, financial assistance from government and donors, the sources of funding for operational costs also included sources like advertisements, income earned from FDs and so on, apart from the above-mentioned sources. Overall, 9% were sourced from public funding, 35% from private funding, 14% from donor grants, 26% from sponsorships and 16% from advertisements.

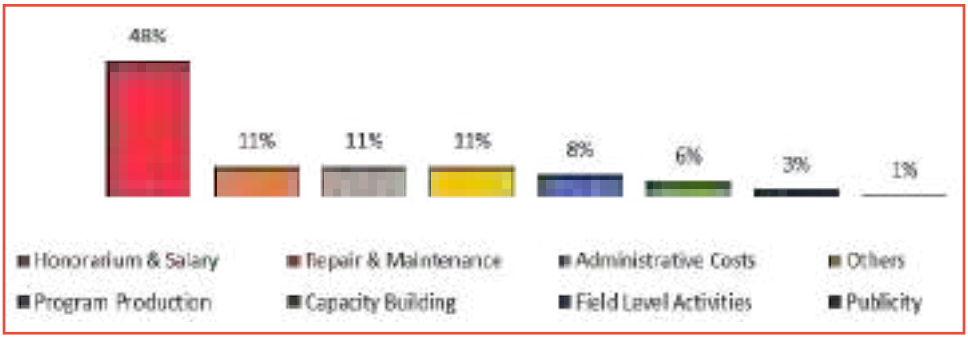
2.4.B Snapshot of Financials

As seen in Table 2.8, CRSs had an average monthly income of Rs.40,044 in FY 2023-24. The monthly income had increased from the previous FY 2022-23. However, the average monthly expenditure of CRSs was found to be almost double their income (Rs.90,752 for FY 2023-24). The Eastern states had the highest average monthly expenditure and the highest average monthly income.

As seen in Figure 2.8, honorarium & salary was the budget head under which CRSs incurred the biggest expenditure (48%). Repair & maintenance, administrative costs, and

Table 2.8: Average Monthly Income & Expenditure of CRSs (in rupees)						
Zone	**Average Monthly Income**			**Average Monthly Expenditure**		
	2021-22	**2022-23**	**2023-24**	**2021-22**	**2022-23**	**2023-24**
North	20,083	25,583	23,917	35,625	39,167	40,417
South	50,409	54,670	38,256	76,118	72,800	79,258
East	49,768	75,361	1,09,635	2,93,435	2,88,194	2,91,301
West	16,794	24,480	22,880	98,189	32,444	37,333
Central	1,62,000	15,920	19,000	44,000	47,400	47,200
North-East	12,065	29,886	26,579	42,500	47,500	49,000
Overall	51,853	37,650	40,044	98,311	87,918	90,752

Figure 2.8: Percentage of Annual Budget Spent under Different Heads



miscellaneous expenditures were 11% each, whereas program production was 8%, capacity building 6%, and field level activities 3% of the expenditure. The smallest percentage of the budget was spent on publicity.

On an average, 6 programs overall were sponsored. In the Northern zone 9 programs were sponsored, whereas in the Western zone it was 8 programs, in the Southern and Eastern zones it was 3 programs, in the Central zone it was 1 program and in the North-Eastern zone, none of the programs were sponsored.

2.4.C Financial Support Received from MoIB

The Central Government-approved grants for the purpose of financially supporting CRS-license holders to establish and run CRSs, are crucial for the sustenance of CRSs. They cover big costs that are often incurred from CRS operations such as setting up of a new CRS, renewal/replacement of equipment, and damages due to natural calamities and other emergencies[8].

CRS license holders who received their license after 2021 are eligible for one-time financial assistance of Rs.10 Lakhs, three months after operationalizing the CRS. It was found that 27% of CRSs had received this assistance. 100% of CRSs in the North-East had received it whereas none in the Eastern zone had received it. An average amount of Rs.7,16,742 was received 3 years after starting the CRS. The same is represented in Table 2.9.

Table 2.9: Percentage of CRSs that Received One-Time Financial Assistance from MoIB

Zone	% of CRSs that had received the assistance	Average amount received	Average number of years after setting-up CRSs assistance was received
North (N=12)	20	7,16,667	3
South (N=11)	27	7.94.722	6
East (N=6)	0	NA	0
West (N=9)	33	6,16,667	0
Central (N=5)	20	7,50,000	2
North-East (N=2)	100	7,50,000	2
Overall (N=45)	27	7,16,742	3

8 MoIB, 2021. Guidelines for Implementation of the Scheme "Supporting Community Radio Movement in India". New Delhi. Government of India.

Table 2.10: Percentage of CRSs that Received Grant from MoIB for Renewal or Replacement of Equipment			
Zone	**% of CRSs that had received the grant**	**Average amount received**	**Average number of years after starting setting-up CRSs grant was received**
North (N=12)	13	1,50,000	5
South (N=11)	9	2,73,103	9
East (N=6)	0	NA	NA
West (N=9)	11	7,50,000	7
Central (N=5)	20	2,00,000	1
North-East (N=2)	0	NA	NA
Overall (N=45)	11	3,04,621	5

CRSs that have been in operation for a minimum of 5 years, are eligible to apply for a grant of up to Rs.7.5 Lakhs for renewal or replacement of equipment. 11% of the CRSs had received this grant. The Central zone had a majority of the CRSs that had received it. An average amount of Rs.3,04,621 was received for this grant, around 5 years after starting the CRS. The same is represented in Table 2.10.

Emergency grants of up to Rs.10 Lakhs are available for CRSs to cover damages due to emergencies or natural calamities like floods, cyclone, etc. None of the CRSs had availed emergency grants.

As seen in Figure 2.9 a significant majority (86%) of CRSs felt that the financial support provided by MoIB was crucial for the sustenance of the CRS. 100% of the CRSs in the Eastern, Central, North-Eastern and Northern zone felt that financial support was crucial.

Figure 2.9: Percentage of CRSs that Felt Financial Assistance Provided by MoIB was Crucial

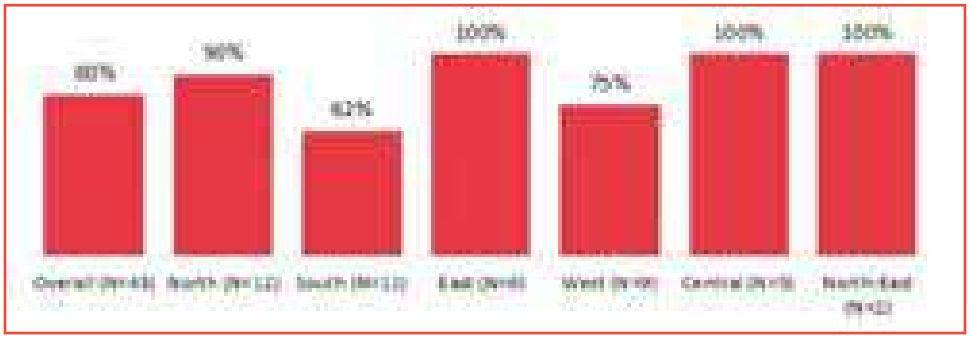


Table 2.11: Sources of Funds Used by CRS when Financial Assistance was Inadequate (%)					
Zone	**Community Contributions**	**Donations from a larger organization**	**Sponsorship or commercial advertisements**	**Support by NGOs**	**None**
North (N=12)	20	27	27	47	7
South (N=11)	18	46	0	18	9
East (N=6)	33	33	33	33	33
West (N=9)	22	11	22	44	22
Central (N=5)	02	20	20	60	0
North-East (N=2)	50	0	50	50	0
Overall (N=45)	22	27	20	40	11

Further, only 22% of CRSs overall stated that the funds they had were adequate. 18% in the South said that they were adequate, followed by 33% in the North, 16% in the East, 20% in the Central, and 22% in the West. Meanwhile, none of the CRSs in the North-East felt that the funding they had to run the CRSs was adequate. Whenever funding was inadequate, a majority of CRSs relied on support by NGOs (40%), whereas 27% relied on donations from a larger organization, 22% relied on community contributions and 20% on sponsorships or advertisements. 11% of the CRS did not rely on any sources of funding. This is represented in Table 2.11.

2.5 Human Resource at CRS

The type of persons involved in the operations of a CRS play a crucial role in determining whether that CRS is being optimally used as an effective medium of mass communication. The experience, passion and diversity of its core staff members, and the commitment of its network of community volunteers, can sometimes be what keeps a CRS running, despite facing financial challenges.

As seen in Table 2.12, the average number of persons engaged with the CRS on a regular basis was 8, the average number of staff hired was 5, and the average number of volunteers was 20. CRSs in the North-East had the highest average number of persons engaged on a daily basis (13), and those in the West (6) had the lowest.

CRSs in the East had the highest average number of staff hired (8), whereas those in the

Table 2.12: Average Numbers of Staff Available across CRSs

Zone	Average number of persons engaged with CRS on a regular basis	Average number of hired staff	Average number of volunteers
North (N=12)	7	4	17
South (N=11)	10	6	43
East (N=6)	9	8	20
West (N=9)	6	4	14
Central (N=5)	7	5	13
North-East (N=2)	13	5	10
Overall (N=45)	8	5	20

Table 2.13: Percentage of CRSs that had Appointed Different Staff

Zone	Station Manager	Admini-strator	Radio Trainer	Community Outreach Worker	Technician	IT Manager	Business Development Worker
North (N=12)	93	53	53	67	53	13	7
South (N=11)	91	82	55	82	82	18	9
East (N=6)	100	67	33	67	100	0	0
West (N=9)	89	56	56	67	67	44	22
Central (N=5)	100	100	80	40	100	20	0
North-East (N=2)	100	50	0	100	100	50	0
Overall (N=45)	93	67	53	69	73	22	9

North and West had the lowest (4). CRSs in the South had the highest average number of volunteers (43), whereas those in the North-East had the lowest (10).

2.5.A Hired Staff

Over 90% of the CRSs had a station manager, 73% had a technician, 69% had a community outreach worker, 67% had an administrator, 53% had a radio trainer, 22% had an IT manager, and 9% had a business development worker.

CRSs in the Southern, Central, North-Eastern and Eastern zones had higher percentages of the different staff whereas CRSs in the Western and Northern zones had lower percentages. This is represented in Table 2.13.

2.5.B Frequency of Engagement of Different Staff:

While more than half of all CRSs said that they engaged all the staff on a daily basis, the station or program manager was most engaged on a daily basis, followed by the administrator and business development worker. 67% of the radio trainers were engaged on a daily basis. The community outreach worker, technician and IT manager was engaged on a less frequent basis. This is represented in Figure 2.10.

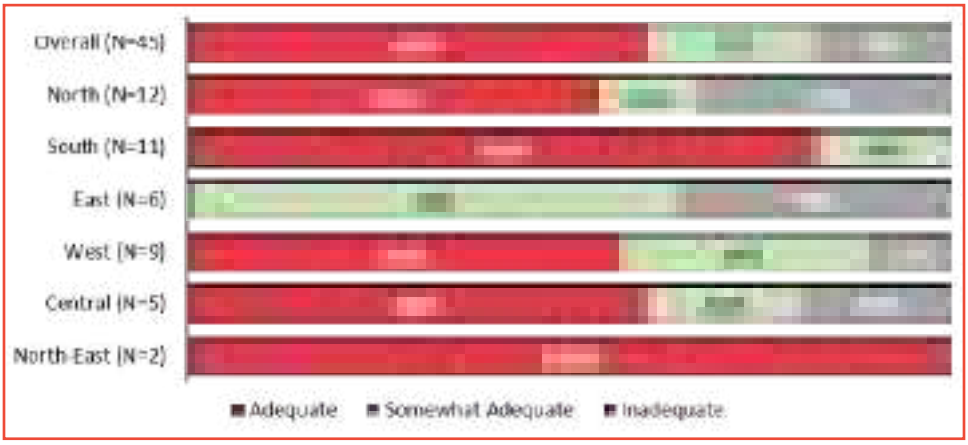
2.5.C Socio-Demographic Profile of CRS Staff

Overall, 57% of the CRS staff were male and 43% were female. In the North-Eastern zone, 100% of the staff were male. The social category of a majority of the staff was general (61%), while 20% belonged to the OBC category, 13% belonged to the ST category and 6% belonged to the SC category. The educational qualification of the staff was high considering that 42% were graduates and 39% were post-graduates. They shared an average of 8 years of work experience among them, whereas 75% had received media training. This is represented in Table 2.14.

Figure 2.10: Frequency of Engagement of Different Staff (N=45)

Table 2.14: Socio-Demographic Profile of CRS Staff								
Zone		**North**	**South**	**East**	**West**	**Central**	**North-East**	**Overall**
Gender (%)	Male	60	45	60	65	65	100	57
	Female	40	55	40	35	35	0	43
Social Category (%)	SC	11	3	0	14	0	0	6
	ST	5	6	24	11	27	0	13
	OBC	24	13	36	18	16	25	20
	General	60	78	40	43	57	75	61
Education (%)	10th Pass	2	6	8	3	0	0	4
	11th-12th	9	18	20	22	8	0	15
	Graduate	67	29	36	47	15	25	42
	Post-Graduate	22	47	64	28	77	75	39
Avg. Years of Work Experience		6	10	8	9	NA	NA	8
Media Training Received (%)		83	49	88	66	64	NA	75

Figure 2.11: Adequacy in Availability of Skilled Staff (N=45)



2.5.D Adequacy in Availability of Skilled Staff

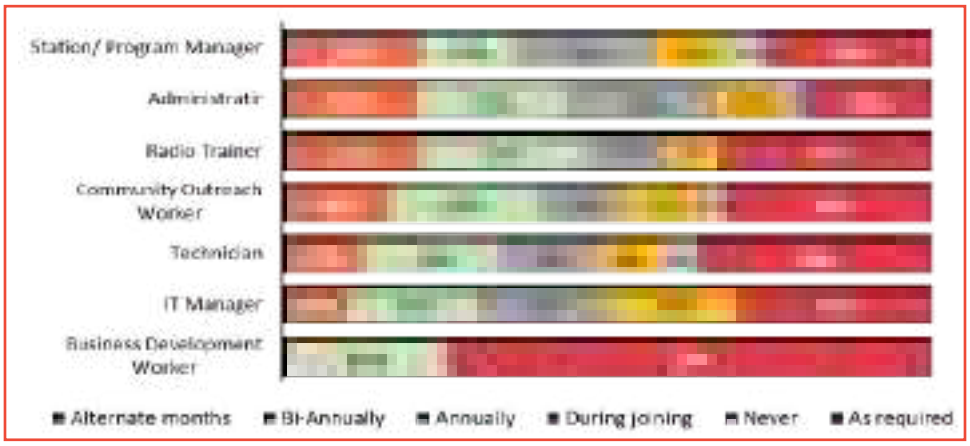
60% of the CRSs said that there was an adequate number of skilled staff. 18% said that it was inadequate whereas 22% said that it was somewhat adequate. 100% of the CRSs in the North-East said that they had an adequate number staff whereas none in the Eastern zone felt the same; 64% felt that it was somewhat adequate whereas 36% felt that it was inadequate. The Northern CRSs followed with 33% expressing that they did not have an adequate number of staff. This is seen in Figure 2.11.

2.5.E Training and Capacity Building for Staff

Through qualitative interviews, it was found that the following types of trainings were more or less provided to the staff of most CRSs:

- Program production and content creation
- Program delivery - Voice modulation, clear articulation and engaging delivery
- Technical - Operating broadcasting equipment, audio editing and troubleshooting technical issues

Figure 2.12: Frequency of Training for Staff



In addition to these, some CRS staff were also given training in:

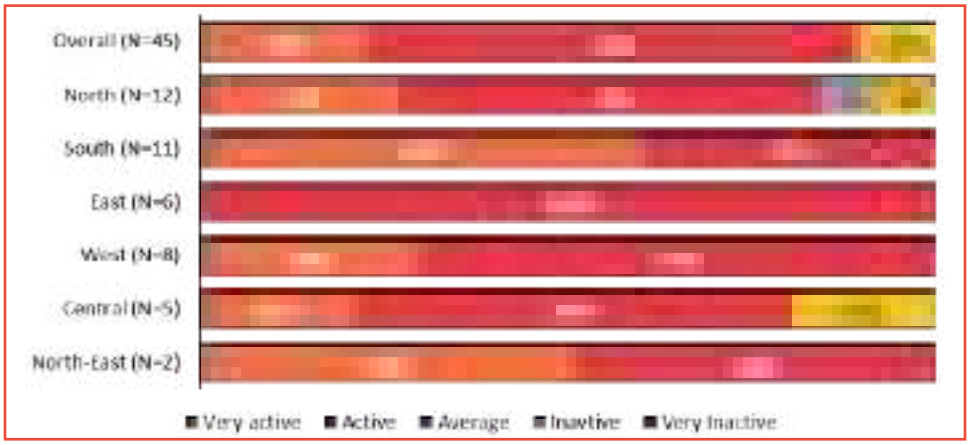
- Regulatory compliance - Understanding and adhering to broadcasting regulations
- Audience engagement - Strategies for engaging listeners through social media, call-in programs, and on- ground activities.
- Production of ads, fund mobilization for financial sustainability

Further, 62% of CRSs had undergone capacity building training conducted by MoIB. 87% in the Western zone, followed by 66% in the Eastern zone, 58% in the Northern zone, 50% in the North-Eastern zone, 45% in the Southern zone and 40% in the Central zone, had undergone this training. This is seen in Figure 2.12.

2.5.F Community Participation in CRS

A majority (67%) of the CRSs said that community participation was active in their CRSs, whereas 22% said that it was very active and only 11% said that it was inactive. It is to be noted that none of the CRSs in the Western, Eastern, and Southern CRSs said that community participation was inactive. Although 100% of the CRSs in the North-Eastern zone said that community participation was either active or very active, it will be noted in

Figure 2.13: Extent of Community Participation in CRS



chapter 8 that participation levels, as reported by the community, was very low. This is depicted in Figure 2.13.

2.6 Administrative Structure of CRS

Since CRSs are essentially non-profit endeavors, whose sustainability is subject to many factors, having a clear and concise administrative structure in order to run it efficiently would be important. This chapter presents findings on the availability of vision and mission documents, Standard Operating Procedure (SoP) documents, and various committees such as the management, advisory and content committees, in the CRS.

2.6.A. Vision and Mission, and SoP Documents of CRS

66% of the CRSs had a vision and mission document. 100% in the Eastern zone, 75% in the Western zone, 64% in the Southern zone, 60% in the Central zone, 58% in the Northern zone had a vision and mission document.

When enquired what progress they had made towards their vision and mission, some CRSs said that they had been able to improve the awareness levels of those seeking to improve their livelihoods through programs on skill development. They also reported that they had been able to contribute to the student community through their educational programs, and that they had been able to address social issues in the community through programs on gender, health, sanitation and so on. Despite the perceived impact that CRSs felt that they had made, they also felt that there was potential for them to do more if some of the hurdles were addressed.

Table 2.15: Percentage of CRSs that had SoP and Vision Documents

Zone	% of CRSs that had SoP documents	% of CRS that had a vision and mission document
North (N=12)	60	58
South (N=11)	100	64
East (N=6)	100	100
West (N=8)	63	75
Central (N=5)	40	60
North-East (N=2)	100	0
Overall (N=45)	71	66

Table 2.16: Percentage of CRSs with Management Committee, Average Number of Members and Percentage of Women Members

Zone	% of CRSs that have Management Committee	Average no. of Members in Committee	% of women members in Committee
North (N=12)	80	7	29
South (N=11)	75	10	30
East (N=6)	100	13	31
West (N=8)	75	6	67
Central (N=5)	83	7	50
North-East (N=2)	50	11	18
Overall (N=45)	78	8	25

71% of CRSs had SoP documents. 100% in the Southern, Eastern and North-Eastern zone had these documents as opposed to only 40% in the Central zone. Attendance register, leave register, salary account register, regulation rule book, HR policy, POSH policy, program register, internship register, and electricity register were some of the SoP documents that CRSs had

2.6. B. Management Committee

78% of CRSs had a management committee. 100% of the CRSs in the East had this committee as opposed to 50% in the North-East. An average of 8 members were present in this committee, and 25% of them were women. The Eastern zone had the highest average number of members in this committee (13) whereas the Western zone had the lowest (6). The Western zone had the largest proportion of women members in the committee (67%) whereas the North-Eastern zones had the smallest proportion (18%). This is represented in Table 2.16.

2.6.C Advisory Committee

73% of CRSs had an advisory committee. 100% of the CRSs in the East had this committee as opposed to 40% in the Central zone. An average of 8 members were present in this committee, and 38% of them were women. The Eastern zone had the highest average number of members in this committee (13) whereas the North-Eastern zone had the lowest (2). The Western, Northern and North-Eastern zones had the largest proportion of women

Table 2.17: Percentage of CRSs with Advisory Committee, Average Number of Members and Percentage of Women Members

Zone	% of CRSs that have Advisory Committee	Average no. of Members in Committee	% of women members in Committee
North (N=12)	91	6	50
South (N=11)	63	10	40
East (N=6)	100	13	31
West (N=8)	75	6	50
Central (N=5)	40	7	43
North-East (N=2)	50	2	50
Overall (N=45)	73	8	38

Table 2.18: Percentage of CRSs with Content Committee, Average Number of Members and Percentage of Women Members

Zone	% of CRSs that have Management Committee	Average no. of Members in Committee	% of women members in Committee
North (N=12)	36	s	40
South (N=11)	43	5	50
East (N=6)	66	5	60
West (N=8)	50	5	50
Central (N=5)	20	6	83
North-East (N=2)	50	10	0
Overall (N=45)	51	5	50

members in the committee (50%) whereas the Eastern zone had the smallest proportion (31%). This is represented in Table 2.17.

2.6.D. Content Committee

51% of CRSs had a content committee. 66% of the CRSs in the East had this committee as opposed to 20% in the Central zone. An average of 5 members were present in this committee, and 50% of them were women. The North-Eastern zone had the highest average number of members in this committee (10). The Central zone had the largest proportion of women members in the committee (83%) as opposed to the North-Eastern zone where none of the 10 members were women. This is represented in Table 2.18.

2.6.E. National CRS Award:

35% of the CRSs had received the National CRS award. 33% in the Eastern zone, 27% in the Southern zone, 60% in the Central zone, and 17% in the Northern zone reported that they had received this award.

2.7 Programming Details

CRSs have the potential to fill the vacuum created by mainstream media to grassroots issues faced by both urban and rural persons from the marginalized sections of society. The programs broadcast by CRS, if reflective of the local culture and issues, can help serve the communities better.

2.7.A Length of Broadcast

It was found that on an average, CRSs broadcast for a period of 12 hours a day, and for an average of 355 days a year. CRSs in the North-East had the shortest broadcast period per day (9 hours), whereas CRSs in the West had the shortest number of days of broadcast in a year (345). This is represented in Table 2.19

2.7.B Types of Programs Broadcasted

On an average, 14 programs were broadcasted per day. In the Southern zone, 23

Table 2.19: Length of broadcast and days of broadcast

Zone	Average no. of hours of broadcast per day	Average no. of days of broadcast per year
North (N=12)	11	350
South (N=11)	11	358
East (N=6)	11	365
West (N=8)	12	345
Central (N=5)	12	365
North-East (N=2)	9	365
Overall (N=45)	12	355

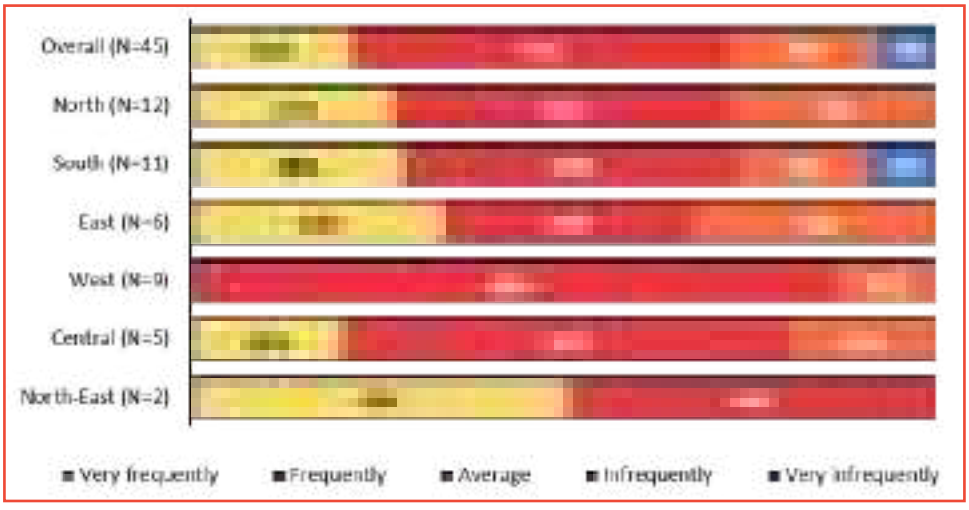
Table 2.20: Average Number of Programs Per Day & Percentage of Different Types of Programs					
Zone	Average no. of programs /day	% of women-centric programs	% of socially-oriented programs	% of programs conducted in local dialect	% of programs of local interest
North (N=12)	14	21	14	36	50
South (N=11)	23	43	57	96	87
East (N=6)	17	35	31	59	65
West (N=8)	10	20	20	60	70
Central (N=5)	19	26	37	32	32
North-East (N=2)	6	17	17	NA	NA
Overall (N=45)	16	31	46	67	67

programs were broadcasted, the highest among all zones, as opposed to 6 programs per day in the North-East, the lowest among all zones. 31% of the programs were women-centric with the highest percentage in the Southern zones (43%) and the lowest percentage in the North-Eastern zones (6%). Here, it must be noted that the staff of the CRSs in the North-Eastern zone were 100% male, which perhaps played a role in influencing this indicator.

Women-centric programs (as defined by the Chief Functionaries) could refer to programs focused on women's health, education, and rights, programs which encourage discussions on domestic violence, gender equality, and financial independence, shows which generate awareness on women centred schemes or shows which are led by women.

46% of the programs were socially-oriented with the highest in the Southern zone (57%) and the lowest percentage in the Northern zone (14%). 67% were broadcasted in the local dialect with the highest percentage in the Southern zone (96%) and the lowest percentage in the Central zone (32%). 67% of the programs broadcast were of local interest with the highest percentage in the Southern zone once again (87%) and the lowest percentage in the Central zone (32%). This is represented in Table 2.20.

Figure 2.14: Distribution of CRSs by Frequency of Inviting Guests



2.7.C Frequency of Inviting Guests on Programs

As seen in Figure 2.14, overall, 21% of the CRSs reported that they invited guests on their programs very frequently, while over half said that they invited frequently. The Western zone had the highest percentage of CRSs to say that they invited guests frequently (86%). In the Southern zone, 9% of CRSs said that they invited guests very infrequently.

2.7.D Major Types of Issues Covered on Programs

Generally, CRSs said that they covered subjects like agriculture and other rural livelihoods, education, health, and local culture in their radio programs. For agricultural communities, the CRS was an important medium through which they received information on market prices, and better methods of cultivation that can be adopted.

They also broadcasted programs to raise awareness on schemes that the communities can avail from the government, as well as a range of other topics such as, water conservation in urban areas, maternal and menstrual health.

During the Covid-19 pandemic particularly, the CRSs played a significant role in providing crucial information on vaccination centers and social distancing protocols to the local communities.

With regard to the programs that were reflective of the local culture, they related to topics like traditional medicine, indigenous sustainable agricultural practices, and so on. Many CRSs were noted to air the programs in multiple languages including several in the local dialect.

2.7.E Planning of Programs

The community was noted to be an important stakeholder in program development. Many CRSs said that while the core committee or the content committee decided on the topics of the programs, they tried to ensure that they are reflective of issues of local importance by directly engaging with the community to understand their needs. They did so either through community meetings held by the CRS's parent organizations, or group discussions held by local volunteers in the community. They also received feedback through call-ins and social media, which helped shape their programs.

"During the COVID-19 pandemic, community radio stations played a crucial role in disseminating accurate information about the virus, preventive measures, vaccination drives, and government guidelines."

- CFO, Radio Surabhi Nayagarh-Odisha

2.8 Major Challenges Faced by CRSs

Overall, a majority of CRSs said that they faced funding as their biggest challenge (69%), followed

Table 2.21: Major Challenges Faced by CRSs			
Zone	Technical Issues	Funding	Limited Staff
North (N=12)	33	60	27
South (N=11)	55	73	0
East (N=6)	0	100	0
West (N=8)	56	56	22
Central (N=5)	60	80	0
North-East (N=2)	0	100	0
Overall (N=45)	42	69	13

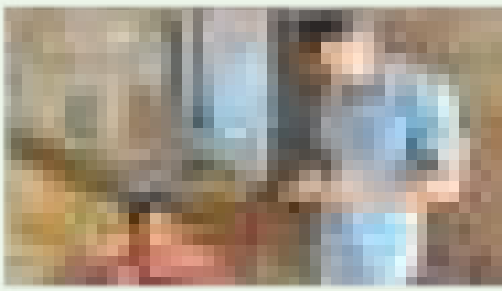
Table 2.22: Potential Areas for Improvement							
Zone	Increased funding	Staff training programs	Enhanced equipment	Increased broadcast hours	Increased community engagement	Reasonable ad rates	Better transmission range
North (N=12)	60	67	60	7	20	33	40
South (N=11)	91	73	55	27	46	64	46
East (N=6)	100	67	33	33	67	33	67
West (N=8)	89	33	64	22	33	44	67
Central (N=5)	100	80	80	0	60	60	80
North-East (N=2)	100	50	100	0	50	50	0
Overall (N=45)	82	62	62	16	38	47	51

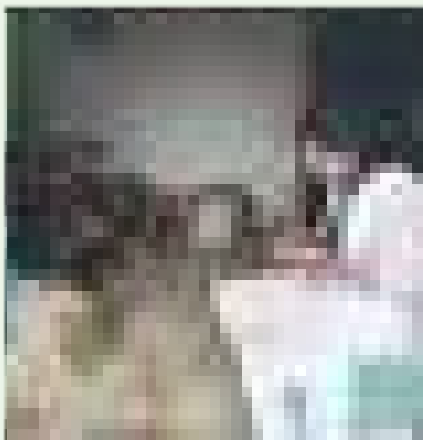
by technical issues (42%), and limited staff (13%). 100% of the CRSs in the Eastern zone said that they faced funding challenges, whereas the Western zone had the highest percentage of CRSs that faced technical challenges, and the Northern CRSs had the highest percentage of CRSs with limited staff (27%). This is represented in Table 2.21.

As it can be seen in Table 2.22, increased funding was the most suggested area of improvement (82%), most required by the North-Eastern, Central and Eastern zone CRSs (100%) and least required by the Northern zone CRSs (60%). Staff training programs and enhanced equipment were suggested by 62% of the CRSs each. Staff training was most required in the Central zone (80%), and least in the Western zone (33%). Enhanced equipment was most required in the North-Eastern zone (100%) and least in the Eastern zone (33%).

Further, 51% of the CRSs suggested better transmission range as an area of improvement. A better transmission range would increase the reach of the CRSs, which was needlessly limited presently according to the CRSs. Better transmission range would increase reach and listenership, which in turn would enable the CRSs to gain more sponsorships and ads. This was most suggested in the Central zone (80%) and least in the North-Eastern zone.

Reasonable ad rates (47%), increased community engagement (38%) and increased broadcast hours (16%) were other areas of improvement that were suggested.





3

Socio-Demographic Profile of Respondents

The socio-economic profile of the sampled households includes a description of factors such as age and gender of the respondents, and region, literacy levels, social and economic categories that the households belong to. These factors have a bearing on households' habits of media consumption, radio listenership and CRS listenership, and would therefore help in a more nuanced understanding of CRS' reach and listenership.

3.1 Region of Residence

The region where a CRS is located, such as an urban, semi-urban or rural area, can influence factors essential for the running of CRS such as listenership and community participation. For instance, residents of urban and semi-urban areas often have access to other media such as TV and computers, and therefore may not spend much of their time listening to radio like those in rural areas. Similarly, the absence of close-knit communities in urban areas may also hinder community participation in the CRS.

As seen in Table 3.1, it was found that overall, 35% of households belonged to urban areas, 4% belonged to semi-urban areas and a majority of 61% belonged to rural areas. The Northern zone (80%) followed by the Central zone (78%) had the highest proportion of households that belonged to rural areas. The Southern zone (58%) and the Eastern zones (57%) had the highest

Table 3.1: Distribution of HHs According to Region (%)			
Zone	Urban	Semi-Urban	Rural
North (N=6327)	20	0	80
South (N=5771)	57	5	38
East (N=3423)	39	0	61
West (N=4922)	36	10	54
Central (N=2663)	22	0	78
North-East (N=1020)	56	0	44
Overall (N=24052)	35	4	61

proportion of households in urban areas.

3.2 Gender and Age-wise Distribution of Respondents

The age and gender of a person can have a significant bearing on whether they listen to radio, and if they do, when and how they listen. The age factor will be taken into account while analyzing aspects of radio and CRS listenership in the subsequent chapters. However, an overview of the age-wise distribution of the respondents can be seen in Table 3.2.

The majority of respondents across all zones were men. Overall, 78% of respondents were men whereas 22% were women. The Western states had the highest percentage of male respondents (88%) whereas the Southern states had the lowest 65%). The largest proportion of respondents (44%) across all zones fell in the 26-35-year age group.

Table 3.2: Distribution of Respondents According to Age & Gender (%)						
Zone	Age				Gender	
	18-25	26-35	36-45	46 and above	Male	Female
North (N=6327)	21	47	26	6	85	15
South (N=5771)	28	39	27	6	65	35
East (N=3423)	25	39	28	8	73	27
West (N=4922)	21	49	25	5	88	12
Central (N=2663)	14	48	30	8	82	18
North-East (N=1020)	11	36	37	16	68	32
Overall (N=24052)	22	44	27	7	78	22

3.3 Social Category of Households

Overall, 42% belonged to the general category, followed by 34% in the OBC category, 12% in the SC category and 12% in the ST category. When seen zone-wise a majority of the households belonged to the general category across all zones except Eastern, Western and Central zones. A majority in the Eastern zones belonged to the OBC (38%), followed by the general (32%) category. In the Central states, a majority belonged to the ST (51%) category, followed by the OBC category (33%). In the Northern, Southern and North-Eastern zones, a majority belonged to the general, followed by OBC, SC and ST categories. The same is represented in Table 3.3.

Table 3.3: Distribution of HHs According to Social Category (%)				
Zone	General	SC	ST	OBC
North (N=6327)	62	10	2	26
South (N=5771)	43	17	6	34
East (N=3423)	32	11	19	38
West (N=4922)	36	10	9	45
Central (N=2663)	10	6	51	33
North-East (N=1020)	45	26	8	21
Overall (N=24052)	42	12	12	34

3.4 Economic Category of Households

As seen in Table 3.4, the main source of income for a majority of the households overall was agriculture & allied sectors (31%). Salaried jobs as well as self-employment were the primary source for 27% of households each, followed by daily wages (14%). A small proportion of households were dependent on investments such as fixed deposits (FDs), real estate, and pension.

85% of the households overall received subsidized ration, with the highest percentage in the Central states (93%), and the lowest in North-East (75%).

Table 3.4: Distribution of HHs According to Primary Source of Income (%)						
Zone	Agriculture & Allied Sectors	Salaried	Self-employed	Daily Wages	Investments	Pension
North (N=6327)	39	16	34	9	0	1
South (N=5771)	14	39	30	14	2	1
East (N=3423)	38	29	20	12	0	1
West (N=4922)	34	35	22	7	1	1
Central (N=2663)	38	5	21	35	0	1
North-East (N=1020)	17	26	37	17	0	3
Overall (N=24052)	31	27	27	14	0	1

Figure 3.1: Distribution of HHs According to Annual Income

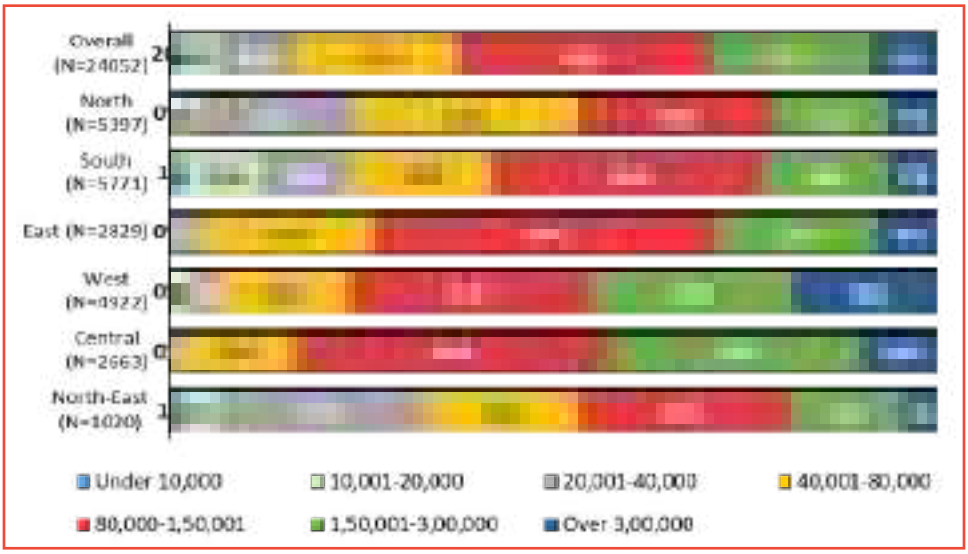


Figure 3.1, which depicts the annual household income, shows that almost one-third of the households overall earned an income between Rs.80,000 and Rs.1,50,000. Income levels were noted to be lowest in the North-East with 33% having an annual income of less than Rs.40,000. On the other hand, it was highest in the Western zone with 46% earning more than Rs.1,50,000.

3.5 Housing Condition and Access to Utilities

Table 3.5 represents the condition of households' dwelling, access to electricity and toilets. Overall, more than three-fourths of the households resided in pucca houses, 14% in semi-pucca houses and 7% in kutcha houses. The Northern states had the highest percentage of pucca houses (92%). Contrastingly, only 41% in the North-East had pucca houses. However, the Northern states had the lowest percentage of uninterrupted electricity connection (91%). 95% of the households overall had a valid and uninterrupted electricity connection. 93% had access to toilets, with the highest percentage in Southern states (98%) and the lowest percentage in the North-Eastern states (81%).

3.6 Ownership of Vehicles by Households

As seen in Table 3.6, most households owned motorbikes (79%), followed by bicycles (42%), and cars (18%). Around 8% did not own any vehicle. The Southern states showed higher ownership of cars than other states (30%) whereas the Central states showed the lowest (6%). The percentage of households not owning any vehicle was highest in the North-East (18%) and lowest in the Central zone (2%).

Table 3.5: Distribution of HHs By Housing Condition and Access to Utilities (%)

Zone	Pucca	Semi-Pucca	Kutcha	Electricity	Toilet
North (N=6327)	92	7	1	89	93
South (N=5771)	73	25	2	97	98
East (N=3423)	74	12	14	98	88
West (N=4922)	89	9	2	97	97
Central (N=2663)	62	17	21	96	88
North-East (N=1020)	41	35	24	94	81
Overall (N=24052)	79	14	7	95	93

Table 3.6: Percentage of HHs with Vehicle Ownership (%)

Zone	Bicycle	Motorbike	Car	Tractor	Bullock Cart	None
North (N=6327)	28	78	20	6	0	12
South (N=5771)	23	80	30	1	0	10
East (N=3423)	80	68	7	7	1	2
West (N=4922)	42	92	24	8	3	4
Central (N=2663)	71	77	6	5	0	2
North-East (N=1020)	33	63	13	0	0	18
Overall (N=24052)	42	79	18	5	1	8

3.7 Composition of Households

As seen in Table 3.7, a majority of the households overall were large households with more than 5 members. 39% had 3-4 members and only 4% had 1-2 members. The Northern states had the highest percentage of large households (73%). The prevalence of small and nuclear households was most in the Southern states (65%).

A majority of the households (90%), had 1-2 earning members. This trend was similar across all zones. Although the Southern states had smaller households, they had a higher percentage of households with 3-4 earning members. This is represented in Table 3.8.

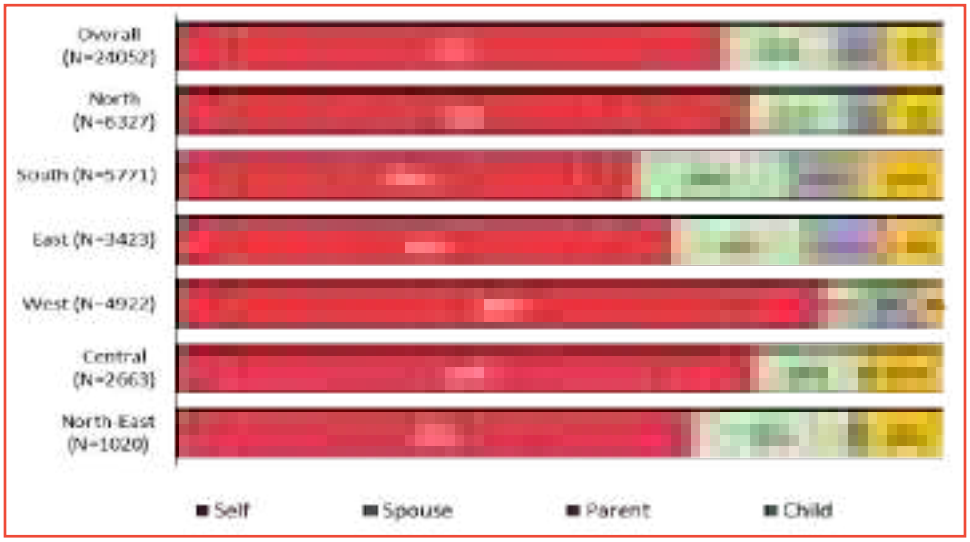
Table 3.7: Distribution of HHs by Number of Members (%)

Zone	1-2	3-4	5-6	7 & above
North (N=6327)	1	29	52	17
South (N=5771)	9	56	31	4
East (N=3423)	4	30	46	20
West (N=4922)	3	37	43	17
Central (N=2663)	4	34	42	19
North-East (N=1020)	7	42	43	8
Overall (N=24052)	4	39	43	14

Table 3.8: Distribution of HHs by Number of Earning Members (%)

Zone	1-2	3-4	5-6	7 & above
NNorth (N=6327)	90	9	1	0
South (N=5771)	87	12	1	0
East (N=3423)	90	9	1	0
West (N=4922)	93	6	1	0
Central (N=2663)	92	7	1	0
North-East (N=1020)	90	10	0	0
Overall (N=24052)	90	9	1	0

Figure 3.2: Distribution of Respondents by Relation to Head of Household



Overall, more than three-fourths of the respondents were heads of the households (HOH) themselves. 14% stated that they were spouses of the HOH while 8% said that they were parents and another 7% said that they were children. In the Central, only 1% of the respondents stated that they were parents of the HOH. This could be because a large proportion of the respondents in these states belonged to older age groups as seen in Table 3.2.

3.8 Literacy Levels of Households

To assess the literacy levels, respondents were asked about the educational status of the highest-educated members of their households.

As illustrated in Figures 3.3 & 3.4, the educational qualification of the highest-educated male member of the household was graduation (33%), followed by 12th class (32%) whereas that of the highest-educated female member was class 12 (32%), followed by 10th

Figure 3.3: Distribution of HHs by Literacy Level of Highest-Educated Male Member

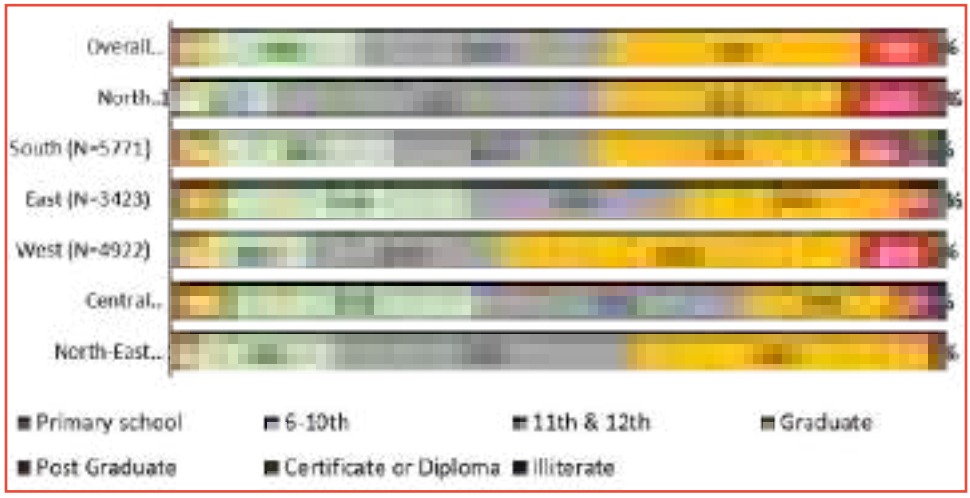
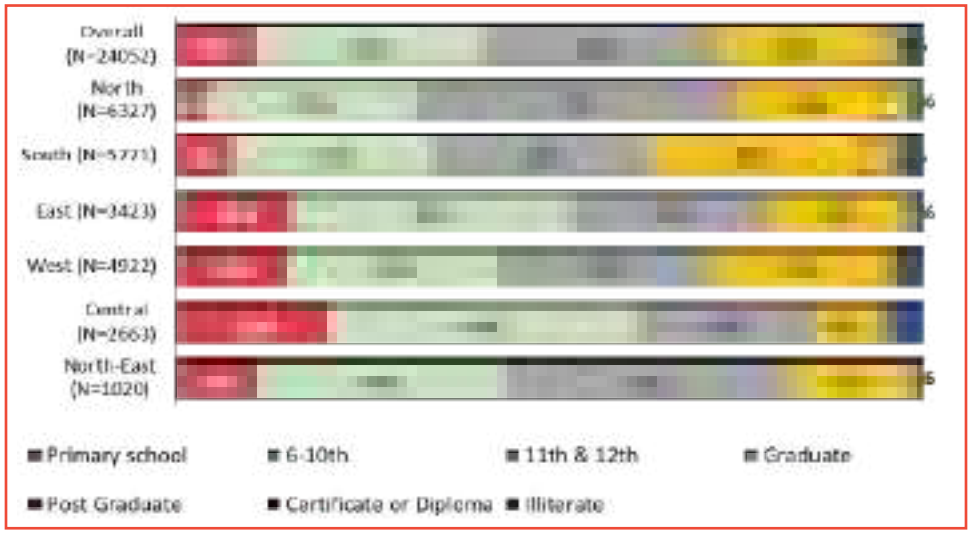
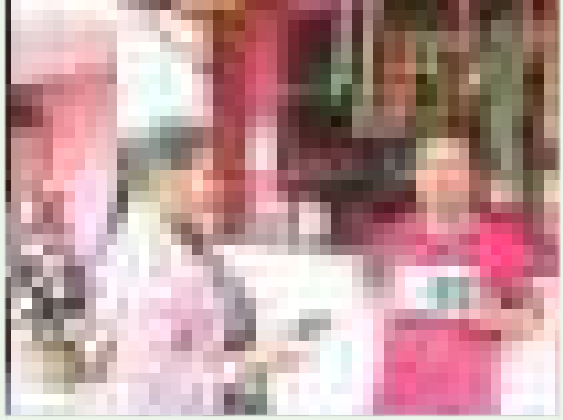
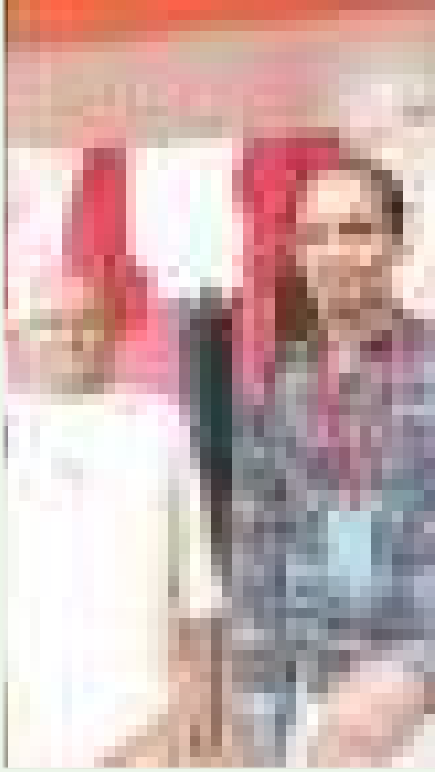


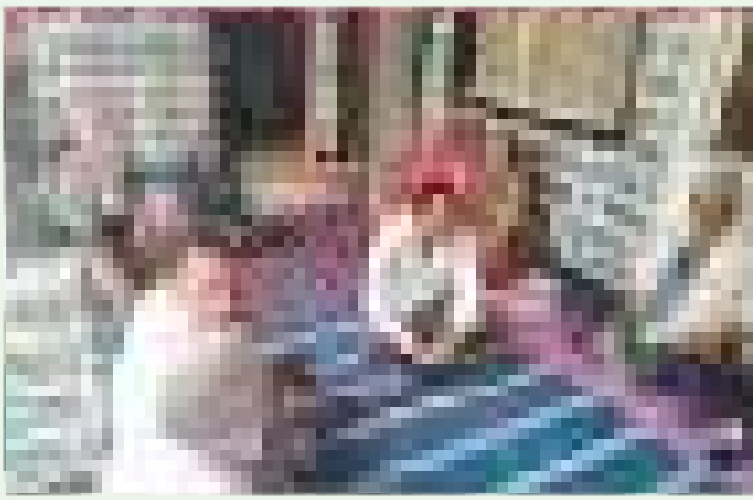
Figure 3.3: Distribution of HHs by Literacy Level of Highest-Educated Male Member

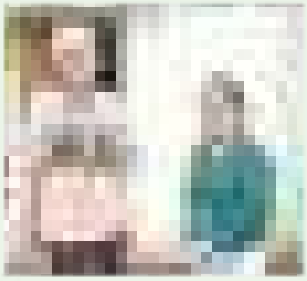


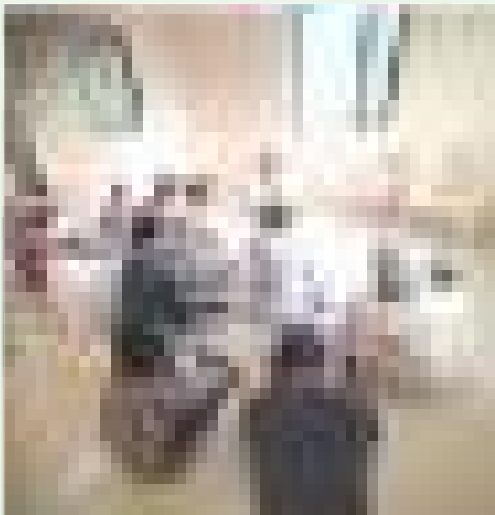
class (31%). Illiteracy rates were under 2%. It was observed that the highest percentage of male graduates (46%) were from the western states and the maximum number of female respondents who completed their higher secondary education were from the central states.







4

Media Consumption Habits of Respondents

The proliferation of digital media in the 21st Century has widely impacted the media consumption habits of people all over the world. Media consumption habits refer to the patterns and preferences of individuals with regard to accessing different types of media. Due to digitalization, once-traditional media has been made more accessible[9].

For instance, information papers can be accessed online. In the context of this study, an understanding of media consumption habits would provide insights on the drivers of the same and enable further optimization of CRS reach and listenership.

4.1 Types of Media Owned/Accessed and Preferred by Households

As represented in Table 4.1 ahead, overall, mobile phone was the most owned media (95%), followed by television (73%). 20% of the respondents owned radio sets, 12% accessed newspapers and/or magazines and 7% owned computers. Radio ownership in the North zone was significantly higher than the overall average at 90%.

Zone-wise, households in the North-Eastern states showed the highest ownership of radio (35%), and those in the Central states the least (10%).

9 https://www.midiaresearch.com/media-consumption-habits#:~:text=What%20are%20media%20consumption%20habits,of%20traditional%20and%20digital%20media.

Table 4.1: Distribution of HHs based on Types of Media Owned/Accessed (%)

Zone	TV	Radio	Newspapers/ Magazines	Computer	Mobile Phone	None
North (N=6327)	54	18	8	4	94	1
South (N=5771)	92	21	16	10	93	0
East (N=3423)	76	22	10	4	99	0
West (N=4922)	75	22	17	10	97	1
Central (N=2663)	83	10	7	4	95	0
North-East (N=1020)	50	35	11	3	91	1
By Region						
Region	**TV**	**Radio**	**Informationpapers/ Magazines**	**Computer**	**Mobile Phone**	**None**
Urban (N=8400)	84	20	13	11	97	0
Semi-Urban (N=890)	82	16	7	6	92	1
Rural (N=14762)	67	20	12	4	94	1
By Income Levels						
Annual Income of HH	**TV**	**Radio**	**Informationpapers/ Magazines**	**Computer**	**Mobile Phone**	**None**
<10,000 (N=130)	68	29	8	4	65	1
Rs. 10,001-20,000 (N=1108)	66	18	11	4	83	2
Rs. 20,001-40,000 (N=2507)	46	25	10	4	92	1
Rs. 40,001-80,000 (N=5182)	66	19	7	2	96	1
Rs. 80,001-1,50,000 (N=8050)	76	18	13	5	95	1
Rs. 1,50,001-3,00,000 (N=4921)	86	21	13	8	97	0
>3,00,000 (N=2154)	91	22	24	25	99	0
Overall (24052)	73	20	12	7	95	1

Table 4.2: Distribution of HHs based on Type of Media Preferred (%)

Zone	TV	Radio	Information papers/ Magazines	Computer	Mobile Phone
North (N=6327)	34	5	2	0	59
South (N=5771)	58	3	2	1	37
East (N=3423)	37	4	0	0	59
West (N=4922)	56	2	1	1	41
Central (N=2663)	58	3	1	0	38
North-East (N=1020)	12	30	5	0	53
By Region					
Region	**TV**	**Radio**	**Information papers/ Magazines**	**Computer**	**Mobile Phone**
Urban (N=8400)	48	3	2	1	46
Semi-Urban (N=890)	67	2	0	0	30
Rural (N=14762)	44	6	1	0	49
By Income Levels					
Annual Income of HH	**TV**	**Radio**	**Informationpapers/ Magazines**	**Computer**	**Mobile Phone**
<10,000 (N=130)	45	14	3	1	37
Rs. 10,001-20,000 (N=1108)	50	6	1	0	42
Rs. 20,001-40,000 (N=2507)	28	12	3	0	56
Rs. 40,001-80,000 (N=5182)	43	5	1	0	51
Rs. 80,001-1,50,000 (N=8050)	51	4	1	0	44
Rs. 1,50,001-3,00,000 (N=4921)	49	2	1	1	47
>3,00,000 (N=2154)	50	2	3	1	45
Overall (24052)	46	5	1	0	47

Highest ownership of TV was seen in the Southern states (92%), that of newspapers and magazines was seen in the Western states (17%).

Although urban households (84%) had a higher percentage of TV ownership than rural households (67%), both had an equal percentage of radio ownership (20%). Mobile phone ownership was slightly higher among urban respondents (97%) than rural respondents (94%).

When seen according to income levels, it was found that TV, mobile phone and computer ownership was lesser in lower-income households, and higher in higher-income households. However, radio ownership was found to be generally higher in lower-income households, than higher-income households.

When it came to preferences, mobile phone was the most preferred media (47%), followed by TV (46%), radio (5%) and newspapers/magazines (1%). Majority of the respondents in the North-East (30%) preferred radio, significantly higher than the overall average of 5%. The high usage of radio in the North-East can be attributed to issues with TV signal transmission, as evidently, only 12% in the North-East preferred TV, the lowest among all zones.

The preference for radio was once again higher among lower-income and rural households. This is represented in Table 4.2.

4.2 Daily Usage of Different Media

As seen in Table 4.3, 87% of those who owned a mobile phone preferred to use in on a daily basis. This was followed by newspapers/magazines (69%), TV (67%), and computer (61%). Radio was least preferred to be used on a daily basis (47%).

Daily usage of radio was highest in the North-Eastern states (60%), whereas that of TV was highest in the Southern (85%) followed by Eastern (84%) states. Respondents in the Western states once again showed a preference for newspapers and magazines, with 84% saying that they accessed it on a daily basis.

Table 4.3: Distribution of HHs based on Daily Usage of Different Media (%)

Zone	TV	Radio	Newspapers/ Magazines	Computer	Mobile Phone
North (N=6327)	37	43	44	41	84
South (N=5771)	85	43	77	46	89
East (N=3423)	60	58	69	36	90
West (N=4922)	78	42	84	62	89
Central (N=2663)	62	57	48	78	86
North-East (N=1020)	52	60	31	36	77
Overall (24052)	67	47	69	61	87

4.3 Radio Listenership among Households

42% of households overall listened to radio. Listenership rates was highest in the East at 52%, followed by the North-East (51%), and was lowest in the Central zone at 20%.

As mentioned earlier, the reason for significantly higher radio listenership rates in the North-East can be attributed to a lower reliance on other media such as TV and computer due to signal transmission and network issues. The same is depicted in Figure 4.1.

As seen in Table 4.4, rural households (44%) listened to radio slightly more than urban (40%). Interestingly, although lower income households showed higher ownership/access to radio in the previous section, the proportion of those who listened to radio in these households was lower. The primary occupation of the majority of households who listened

Figure 4.1: Percentage of HHs that Listened to Radio (Zone-wise)

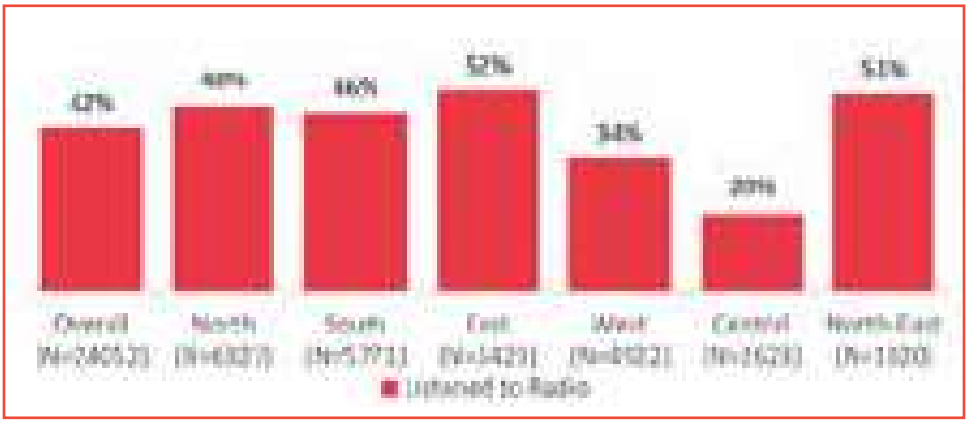


Table 4.4: Percentage of HHs that Listened to Radio by Region, Annual Income and Primary Occupation of Households

Region	Radio Listenership
Urban (N=8400)	40
Semi-Urban (N=890)	38
Rural (N=14762)	44
Annual Income of HHs	**Radio Listenership**
<10,000 (N=130)	1
Rs. 10,001-20,000 (N=1108)	4
Rs. 20,001-40,000 (N=2507)	13
Rs. 40,001-80,000 (N=5182)	23
Rs. 80,001-1,50,000 (N=8050)	31
Rs. 1,50,001-3,00,000 (N=4921)	19
>3,00,000 (N=2154)	10
Primary Occupation of HHs	**Radio Listenership**
Agriculture & Allied Activities (N=7389)	31
Regular Wage / Salaried (N=6383)	26
Self-Employed (N=6598)	29
Casual / Daily Wage Labour (N=3245)	11
Investments in FDs, Real Estate (N=121)	1
Pension Holder (N=247)	1

to the radio was agriculture and allied activities (31%), followed by self-employment (29%) and regular wage/salaried jobs (26%).

4.4 Devices Used to Listen to Radio

As seen in Figure 4.2, a majority of respondents (62%) preferred to listen to radio via mobile phone. This was followed by those who used radio sets (29%), music system in car (5%) and TV through the free dish program (3%). Shared radio during community events was the least preferred (1%). Mobile phone was most preferred in the Northern states (73%) and least preferred in the North-East (34%), both of which correlate to a higher rate of radio-set ownership in the respective zones, as was represented in Table 4.1. Shared community radio was present to some extent in the Southern (1%) and Western (2%) states.

Figure 4.2: Type of Device Used to Listen to Radio (Overall) [N=10200]

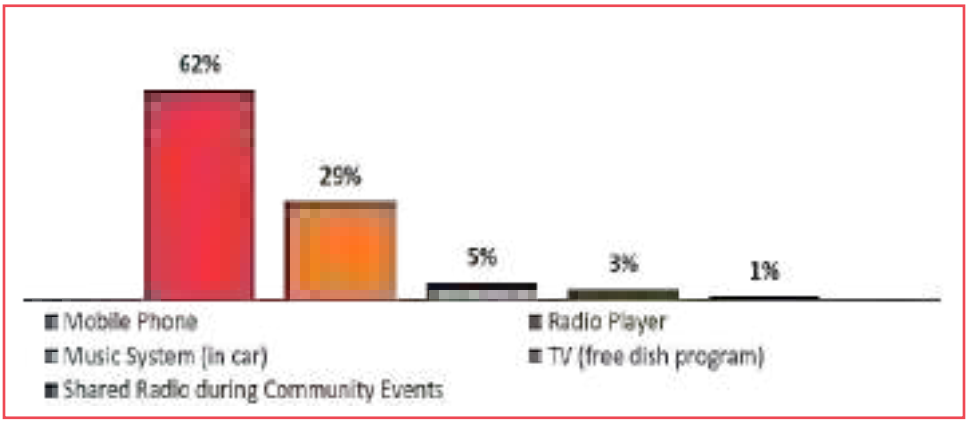


Table 4.5: Distribution of HHs based on Type of Device Used to Listen to Radio (%)

Zone	Radio Player	Mobile Phone	TV	Music System (in car)	Shared Community Radio
North (N=3041)	21	73	3	3	0
South (N=2670)	29	62	2	7	1
East (N=1766)	28	66	2	4	0
West (N=1688)	34	50	5	10	2
Central (N=552)	31	60	4	5	0
North-East (N=517)	63	34	0	3	0
By Region					
Zone	**Radio Player**	**Mobile Phone**	**TV**	**Music System (in car)**	**Shared Community Radio**
Urban	35	55	3	8	0
Semi-Urban	31	48	1	19	0
Rural	26	67	3	3	1
By Income Level					
Annual Income of HH	**Radio Player**	**Mobile Phone**	**TV**	**Music System (in car)**	**Shared Community Radio**
<Rs.10,000 (N=60)	43	52	3	2	0
Rs. 10,001-20,000 (N=420)	20	75	2	3	0
Rs. 20,001-40,000 (N=1276)	22	75	1	1	0
Rs. 40,001-80,000 (N=2327)	25	71	3	1	1
Rs. 80,001-1,50,000 (N=3203)	31	61	3	4	1
Rs. 1,50,001-3,00,000 (N=1942)	35	52	4	9	1
>Rs. 3,00,000 (N=972)	36	45	2	18	0

4.5 Characteristics of Radio-Owning Households

AAmong those households who listened to radio through radio sets, 95% owned a single set, 4% owned two sets and 1% owned 3 or more sets.

Overall, 19% of the radio sets owned cost less than Rs.500. 41% cost between Rs.501 and 1000, 32% cost between Rs.1001 and 2000, and 8% cost more than Rs.2000. The Central states had the higher percentage of least expensive radios (6%). This is depicted in Figure 4.3.

As seen in Figure 4.4, a majority of radio owners had purchased their radio from a physical marketplace (85%), followed by online marketplace (8%). The remaining 7% had received it as a gift.

Figure 4.3: Distribution of HHs based on Cost of Radio Sets Owned

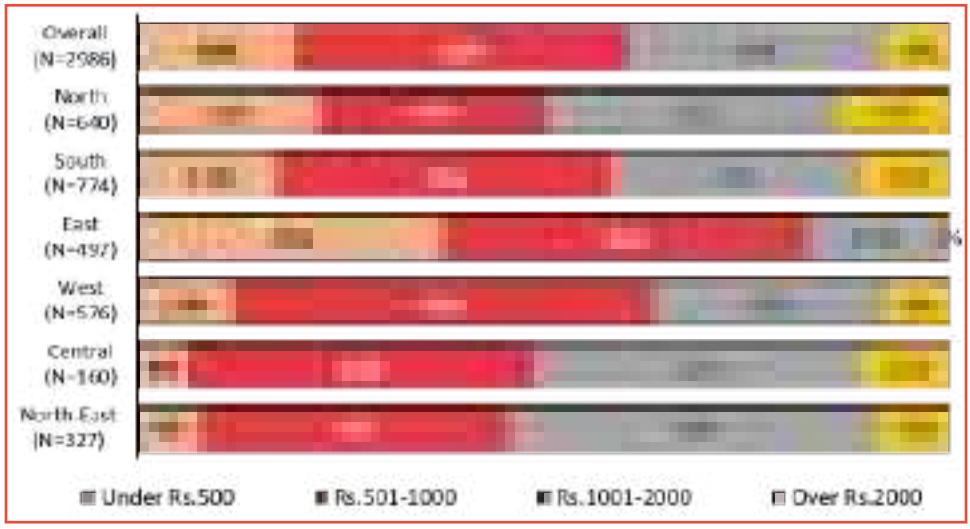


Figure 4.4: Distribution of HHs based on Place of Radio Purchase

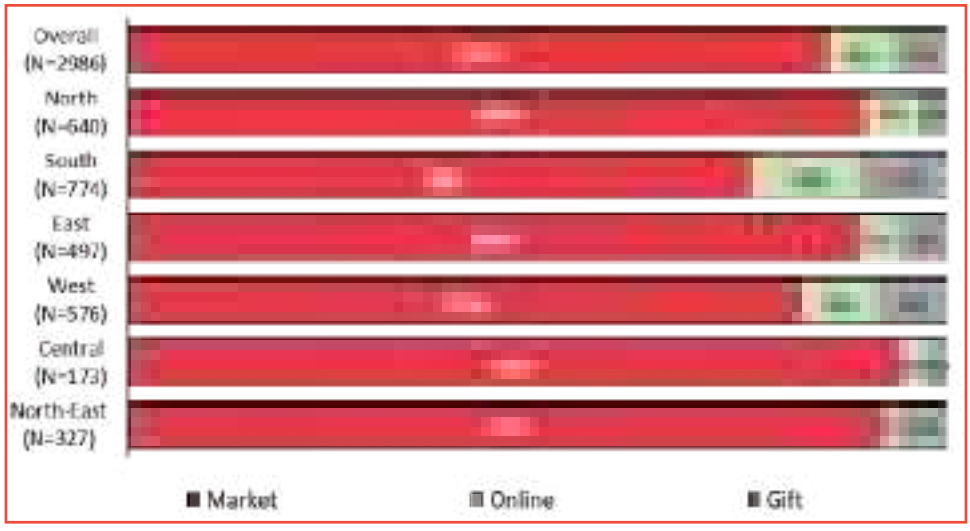


Table 4.6: Distribution of HHs based on Brand of Radio Sets Owned (%)				
Zone	Philips	Sony	Samsung	Others
North (N=640)	49	30	16	6
South (N=774)	37	19	13	34
East (N=497)	75	14	4	8
West (N=576)	32	42	23	6
Central (N=173)	39	15	8	38
North-East (N=327)	64	23	5	10
Overall (N=2986)	48	25	13	16

Nearly half of the radio sets owned were of the Philips brand, a quarter was Sony, 13% were Samsung and 16% were others. This is depicted in Table 4.6.

4.6 Characteristics of Mobile Phone-Owning Households

Households that listened to radio through mobile phones were enquired about the type of phones they used. As seen in Table 4.7, 72% of them owned a smartphone, 13% owned a keyboard phone and another 15% owned both types of phones. The North-Eastern states had the highest percentage of smartphone ownership (96%), whereas the Central states had the highest percentage of keyboard phone ownership.

When it came to the type of phone they used to listen to radio, 76% stated that they used a smartphone, 15% used a keyboard phone and 9% used both. This is depicted in Table 4.8. The North-Eastern states showed the most preference for smartphone (97%) and the Central states showed the highest preference for keyboard phone (28%).

Table 4.7: Distribution of HHs based on Type of Mobile Phone Owned (%)			
Zone	Smartphone	Keyboard Phone	Both
North (N=2225)	72	17	11
South (N=1654)	78	11	11
East (N=1161)	62	8	30
West (N=844)	76	12	12
Central (N=315)	53	18	29
North-East (N=174)	96	1	3
Overall (N=6350)	72	13	15

Table 4.8: Distribution of HHs based on Type of Mobile Phone Used to Listen to Radio (%)			
Zone	Smartphone	Keyboard Phone	Both
North (N=2225)	75	20	5
South (N=1654)	80	12	8
East (N=1161)	69	9	22
West (N=844)	81	14	5
Central (N=315)	60	28	13
North-East (N=174)	97	2	1
Overall (N=6350)	76	15	9

Table 4.9: Distribution of HHs Based on Members who Listened to Radio (%)					
Zone	**Self**	**Spouse**	**Children**	**Parents**	**Siblings**
North (N=3041)	92	18	10	9	0
South (N=2670)	81	22	11	15	0
East (N=1766)	93	33	15	12	2
West (N=1688)	90	19	6	10	0
Central (N=552)	96	29	20	8	0
North-East (N=517)	85	36	16	14	0
By Region					
Region	**Self**	**Spouse**	**Children**	**Parents**	**Siblings**
Urban (N=3366)	89	24	12	12	0
Semi-Urban (N=337)	88	15	5	6	0
Rural (N=6497)	89	24	11	11	0
Overall (N=10200)	89	24	11	11	0

4.7 Radio Listeners within Households

Radio-listening households were enquired which members of their households listened to radio. A majority of the respondents (89%) said that they themselves listened to radio, 24% said that their spouses listened, 11% said children, and 11% said parents. These trends were more or less similar across all zones and regions as represented in Table 4.9.

4.8 Awareness of CRS

As seen in Figure 4.5, more than half of the respondents overall were aware of CRS while 13% were somewhat aware and 28% were not aware. Awareness was highest in the Eastern states and lowest in the Southern states.

When analyzed with income levels as represented in Table 4.10, awareness of CRS was noted to be higher among lower-income households and progressively lesser among higher-income households. Most of the households that were aware of CRS were engaged

Figure 4.5: Proportion of HHs that were Aware of CRS

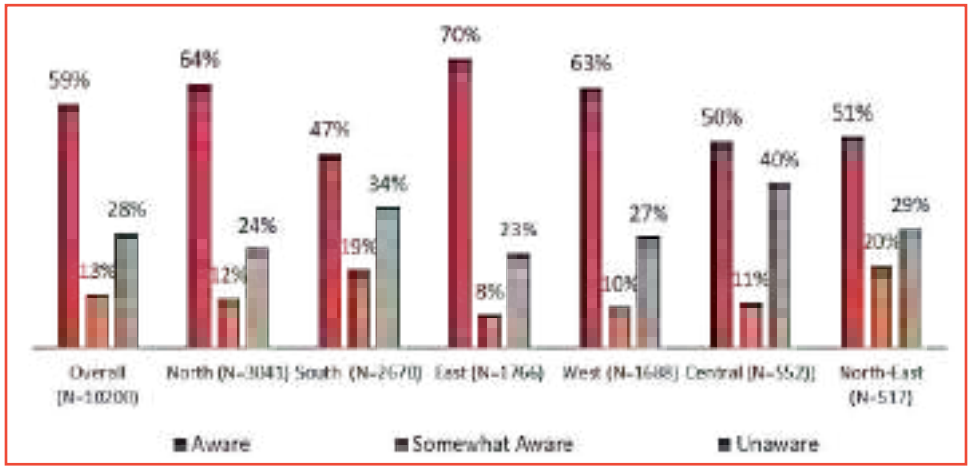


Table 4.10: Proportion of HHs that were Aware of CRS by Region, Income Levels and Primary Occupation (%)			
By Region			
Region	**Aware**	**Somewhat Aware**	**Unaware**
Urban (N=3366)	53	10	37
Semi-urban (N=337)	44	20	36
Rural (N=6497)	63	14	23
By Income Levels			
Annual Income of HH	**Aware**	**Somewhat Aware**	**Unaware**
<Rs.10,000 (N=60)	72	17	11
Rs. 10,001-20,000 (N=420)	57	23	20
Rs. 20,001-40,000 (N=1276)	56	15	29
Rs. 40,001-80,000 (N=2327)	59	13	28
Rs. 80,001-1,50,000 (N=3203)	62	12	27
Rs. 1,50,001-3,00,000 (N=1942)	58	13	29
>Rs. 3,00,000 (N=972)	58	10	31
By Primary Occupation			
Primary Occupation of HH	**Aware**	**Somewhat Aware**	**Unaware**
Agriculture & allied activities	67	13	20
Regular Wage / Salaried	55	12	33
Self-Employed	58	15	27
Casual / Daily Wage Labour	51	14	36
Investments in FDs, Real Estate	63	16	21
Pension Holder	59	10	31
Overall (N=10200)	59	13	28

in agriculture and allied activities (67%). Awareness of CRS in households engaged in other occupations was more or less near the overall average.

4.9 CRS Listenership Among Households

Among respondents who said that they were aware or somewhat aware of CRS, 76% said that their households listened to CRS. CRS-listenership rates were highest in the Southern states (85%), and lowest in the Northern and Eastern states (69%). The same is depicted in Figure 4.6.

Urban households (81%) showed a higher proportion of CRS-listenership than rural households (74%). Households engaged in agriculture as their primary occupation had the

Figure 4.6: Percentage of HHs that Listened to CRS (Zone-wise)

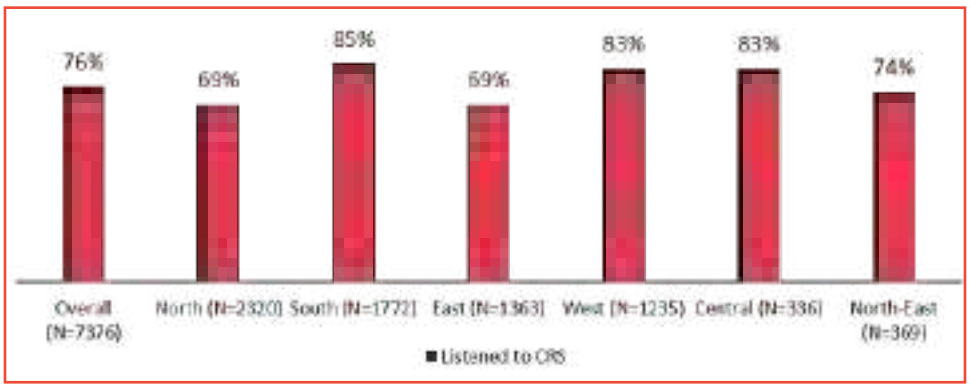


Table 4.11: Proportion of HHs that Listened to CRS by Region, Income Levels and Primary Occupation (%)	
Region	**CRS Listenership**
Urban (N=2131)	81
Semi-Urban (N=216)	62
Rural (N=5039)	74
Annual Income of HHs	**CRS Listenership**
<10,000 (N=60)	1
Rs. 10,001-20,000 (N=420)	5
Rs. 20,001-40,000 (N=1276)	12
Rs. 40,001-80,000 (N=2327)	23
Rs. 80,001-1,50,000 (N=3203)	31
Rs. 1,50,001-3,00,000 (N=1942)	19
>3,00,000 (N=10200)	10
Primary Occupation of HHs	**CRS Listenership**
Agriculture & Allied Activities (N=3168)	33
Regular Wage / Salaried (N=2688)	25
Self-Employed (N=3002)	29
Casual / Daily Wage Labour (N=1134)	10
Investments in FDs, Real Estate (N=68)	1
Pension Holder (N=108)	1

highest proporiton of listeners (33%). Given that 67% from agricultural households were aware of CRS and only 33% of them were listeners, there is potential to increase listenership among this sub-group. The highest proportion of CRS-listenership (31%) was found among households with an income range of Rs.80,001-1,50,000, followed by households in the income range of Rs.40,001-80,000 (23%). Lowest-income households showed the least

Table 4.12: Distribution of HHs Based on Members who Listened to CRS (%)				
Zone	**Self**	**Spouse**	**Children**	**Parents**
North (N=1603)	92	21	12	8
South (N=1501)	84	24	12	15
East (N=936)	95	39	16	12
West (N=1023)	89	24	10	15
Central (N=282)	98	41	26	6
North-East (N=274)	87	43	17	15
By Region				
Region	**Self**	**Spouse**	**Children**	**Parents**
Urban (N=1728)	92	26	15	13
Semi-Urban (N=134)	97	16	2	3
Rural (N=3744)	88	28	13	12
By Income Levels				
Annual Income of HH	**Self**	**Spouse**	**Children**	**Parents**
Under 10,000 (N=48)	94	23	0	4
Rs. 10,001-20,000 (N=270)	89	22	14	11
Rs. 20,001-40,000 (N=688)	91	18	8	10
Rs. 40,001-80,000 (N=1272)	89	29	12	13
Rs. 80,001-1,50,000 (N=1719)	90	30	15	12
Rs. 1,50,001-3,00,000 (N=1047)	89	28	15	12
Over 3,00,000 (N=562)	87	30	15	16
Overall (N=5606)	90	27	13	12

listenership rates for CRS.

As seen in Table 4.12, a majority (90%) of the respondents who said that their households listened to CRS, themselves listened to CRS. 27% said that their spouses listened to CRS, 13% said that their children listened, and another 12% said that their parents listened. These trends were somewhat similar to the trends of radio listenership within households as represented in Table 4.9. Further, in 38% of households, more than 1 member of the family listened to CRS. Qualitative interviews with CFOs further revealed that older and younger age groups were more likely to listen to CRS and radio due to their relatively flexible schedules. Overall, considering female respondents who personally listen to CRS and male respondents who reported that their spouses listen to CRS, the proportion of female listeners stands at 36%. However, this calculation does not account for listeners who are parents or children.

4.10 Places Where Household Members Listened to CRS

A large majority of respondents (90%) listened to CRS at their homes. Workplaces (32%) were the second-most preferred place to listen to CRS. 13% liked to tune into CRS while they

Figure 4.7: Distribution of HHs based on Places Where They Listened to CRS (Overall) [N=5606]

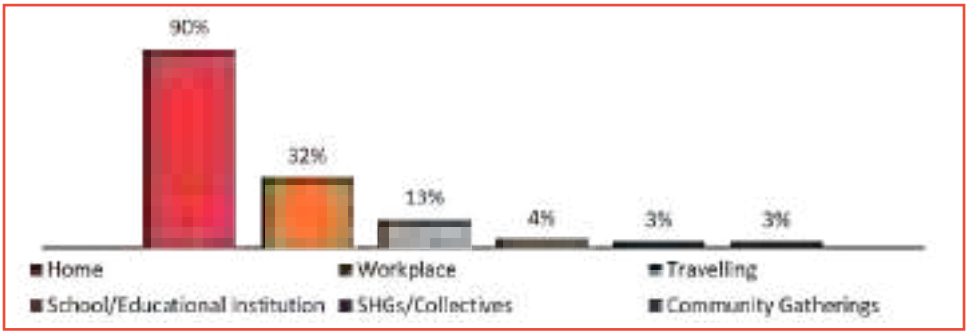
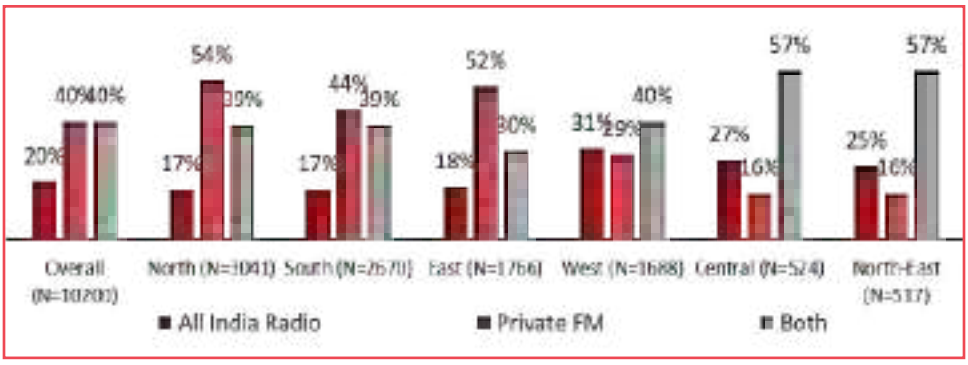


Table 4.13: Distribution of HHs Based on Places Where They Listened to CRS by Zone & Region (%)

Zone	Home	Workplace	School or Educational Institution	SHGs or Collectives	Community Gatherings	Traveling
North (N=1603)	95	29	3	1	2	9
South (N=1501)	86	39	4	2	1	15
East (N=936)	97	24	1	1	0	12
West (N=1023)	77	34	11	12	7	18
Central (N=282)	90	28	7	4	10	23
North-East (N=274)	100	31	0	0	2	1
			By Region			
Zone	Home	Workplace	School or Educational Institution	SHGs or Collectives	Community Gatherings	Traveling
Urban (N=1728)	83	35	5	3	3	22
Semi-Urban (N=134)	92	34	2	2	6	7
Rural (N=3744)	92	30	4	3	3	9

Figure 4.8: Distribution of HHs Based on the Type of Radio Station They Listened To



were traveling, whereas a small percentage listened from their schools or educational institutions (4%), SHGs or other collectives (3%) and community gatherings (3%).

When seen zone-wise, 100% of respondents in the North-Eastern states and 97% of respondents in Eastern states listened to CRS at their homes. 39% of respondents in the South listened to CRS at their workplace. The percentage of respondents that listened to CRS through community gatherings was highest in the Central states (10%).

4.11 Other Types of Radio Stations that Households Listened To

Overall, 20% of radio listeners listened to All India Radio (AIR), 40% listened to private FM and the rest 40% listened to both AIR and private FM. Listenership of private FM was highest in the Eastern and Northern states. More than half (57%) in the North-East and Central listened to both. This is depicted in Figure 4.8.

While 18% urban households listened to AIR, a higher percentage, 21% listened to the same in rural areas. On the other hand, a higher percentage of urban households listened to FM radio (42%) than rural households (39%). 40% each of urban and rural households listened to both.

4.12 Households' Access to Community-Oriented Media

The households were enquired about their access, daily usage and preferences for community-oriented media. As represented in Table 4.14, social media emerged as the

Table 4.14: Distribution of HHs Based on Access to Community Oriented Media (%)

Zone	Local newspaper	Regional Channel on TV	Local cable channel on TV	Local Radio Channel	Social Media	None
North (N=6327)	35	26	22	65	28	0
South (N=5771)	39	30	43	37	0	0
East (N=3423)	38	27	24	61	94	0
West (N=4922)	49	48	17	37	0	0
Central (N=2663)	49	20	11	57	0	15
North-East (N=1020)	20	7	42	66	0	1
Overall (N=24052)	39	30	27	52	59	1

most widely accessed form of community media (69%), followed by local radio channels (52%). In contrast, only 27% of the households reported having access to local cable channels on TV while 30% accessed regional TV channels. 67% had access to local radio channels in the Eastern zone. Access to social media was reported only in the Eastern (94%) and Northern zones (28%)

4.13 Daily Usage of Community Oriented Media by Households

Among households that accessed the abovementioned community-oriented media, nearly half (48%) accessed their local radio channel on a daily basis. Those in the Eastern zone accessed the local cable channel on TV the most (67%) on a daily basis. Households in the Southern zone accessed regional channel on TV the most (57%) on a daily basis. Local radio channel was accessed the most daily in the North-Eastern zone (57%). This is represented in Table 4.15.

4.14 Preference of Community-Oriented Media by Households

When it came to preferences, local radio was the most preferred community-oriented media (36%), followed by local newspaper (32%), regional channel on TV (16%), local cable channel (15%) and social media (1%). Respondents in the South (28%), East (21%) and North-East (21%) preferred local radio channel more than those in other zones. The high access to local radio channel in the East and North-East can be attributed to issues with mobile network connectivity and TV signal transmission. The same is represented in Table 4.16.

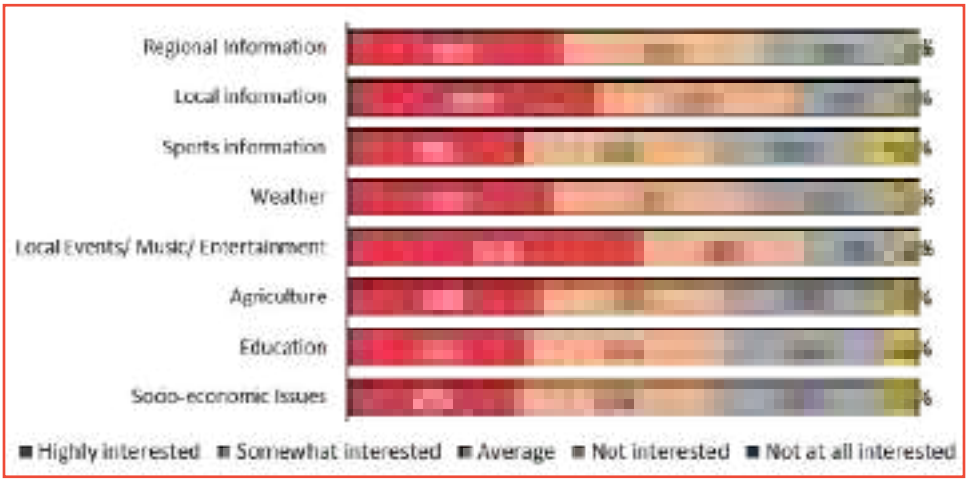
Table 4.15: Distribution of HHs Based on Daily Usage of Community Oriented Media (%)

Zone	Local newspaper (N=3990)	Regional Channel on TV (N=3016)	Local cable channel on TV (N=2789)	Local Radio Channel (N=5298)	Others (N=125)
North	60	28	31	47	87
South	60	57	65	51	0
East	66	60	67	51	0
West	67	39	41	50	0
Central	21	32	31	35	0
North-East	34	3	41	57	0
Overall	59	43	52	48	69

Table 4.16: Distribution of HHs Based on Preference of Community Oriented Media

Zone	Local newspaper	Regional Channel on TV	Local cable channel on TV	Local Radio Channel	Social Media
North	36	12	8	40	3
South	31	19	28	22	0
East	3	12	21	64	0
West	44	28	8	20	0
Central	35	9	3	51	0
North-East	15	5	21	59	0
Overall	32	16	15	36	1

Figure 4.9: Distribution of HHs with Level of Interest in Different Types of Media Programs (Overall) [N=10200]



4.15 Level of Household Interest in Different Types of Media Programs

When enquired about their preferences for different types of media programs, over half of the respondents (51%) expressed a high interest in local events, music, and entertainment. Local information (43%), regional information (37%) weather (36%) and agriculture (35%) were also among the types of programs that respondents said that they were highly interested in. Although a very small percentage of households expressed disinterest across all types of programs, they expressed disinterest the most in sports information (8%).

4.16 Household Participation Levels in Community Events & Gatherings

Overall, 43% of the households were involved in clubs and organizations with the highest in the Eastern zone (82%). 55% engaged in community events and gatherings with the highest in the North-Eastern (93%) and Central zones (92%). 41% of households were aware of CRS-related events. The Eastern zone had the highest percentage of households aware of CRS-related events (62%), whereas the Central states had the least (31%). While 38% of urban respondents said that they were aware of local CRS-related activities, a slightly higher percentage of rural respondents (42%) said the same.

Table 4.17: Proportion of HH Participation in Community Events and Gatherings (%)

Zone	HHs involved in clubs or organizations	HHs involved in events or gatherings	HHs awareness of CRS-related events
North (N=3042)	30	41	32
South (N=2670)	35	37	35
East (N=1766)	77	83	62
West (N=1689)	43	55	44
Central (N=552)	31	92	31
North-East (N=517)	49	93	44
Overall (N=10200)	43	55	41

5

CRS - Listenership Habits among Households

An understanding of the listenership habits of CRS audience would inform us further on the reach of CRS and point to potential areas of improvement. This chapter will analyze listenership habits such as reasons behind awareness of CRS, frequency of listenership, duration of listenership, valued programs of CRS, the time of day preferred to tune into CRS and so on.

5.1 Frequency of CRS Listenership

The frequency of CRS listenership rates was found to be high across all zones. As seen in Figure 5.1, overall, 47% of CRS-listeners tuned into their respective

Figure 5.1 Distribution of HHs by Frequency of CRS-Listenership

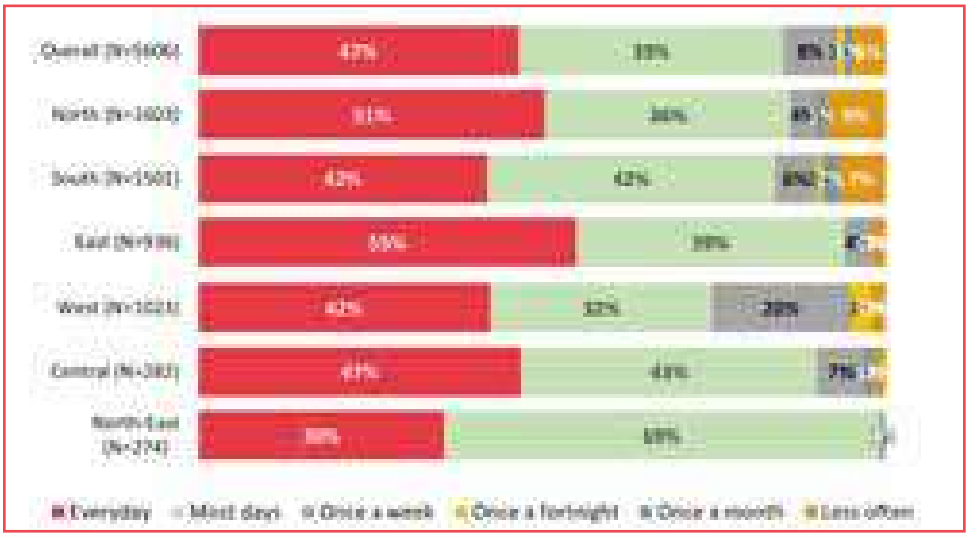


Table 5.1: Distribution of HHs by Frequency of CRS-Listenership and Region (%)						
Region	Everyday	Most days	Once a week	Once a fortnight	Once a month	Less oftens
Urban (N=1728)	44	40	9	1	1	5
Semi-Urban (N=134)	36	30	21	3	7	4
Rural (N=3744)	48	39	6	1	1	5

CRS daily and 39% on most days of the week.

Respondents in the North-East listened to CRS more frequently than other zones, with 99% tuning in either daily or on most days of the week. On the other hand, the Western states displayed least frequent listenership with 74% tuning in either daily or on most days of the week. Listeners from rural areas (48%) tuned in on a daily basis slightly more than urban listeners (44%).

5.2 Duration of CRS-Listenership

As seen in Figure 5.2, 45% of CRS-listeners had started listening to CRS 1 to 3 years ago and 18% had started listening under a year ago. 54% had started listening more than 4 years ago. This suggests that CRSs have displayed a growth in listenership rates over the years, including in recent years.

When seen zone-wise, the Eastern (83%) and North-Eastern (62%) states, had more listeners who had been listening for a longer time (over 4 years). On the other hand, Western (81%) and Northern states (72%) had more listeners who had been listening for a shorter duration (under 3 years). In the Southern states, nearly one-third of the listeners had started listening under a year ago.

5.3 Reasons behind Listeners' Awareness and Engagement with CRS

Most of the respondents stated that they started listening to CRS because their family/peers recommended it. 44% became aware while seeking entertainment. 40% said that they were

Figure 5.2 Distribution of HHs by Duration of CRS-Listenership

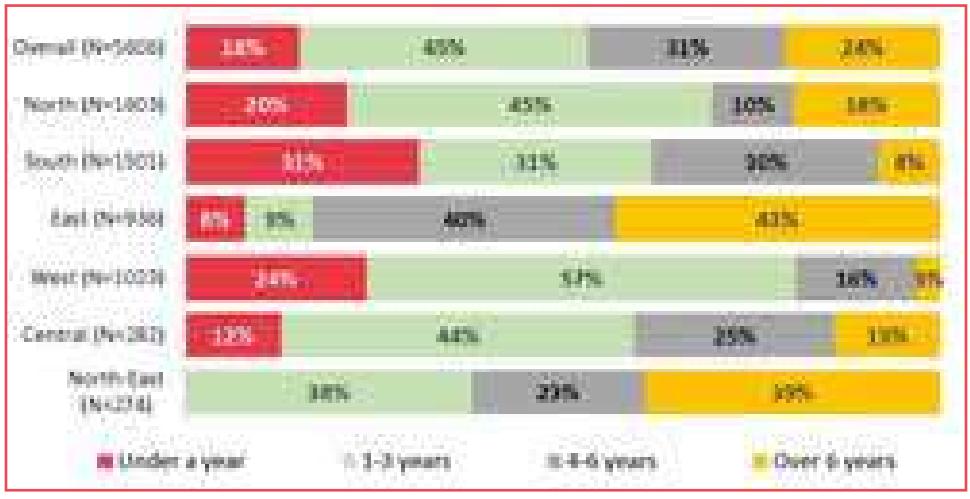
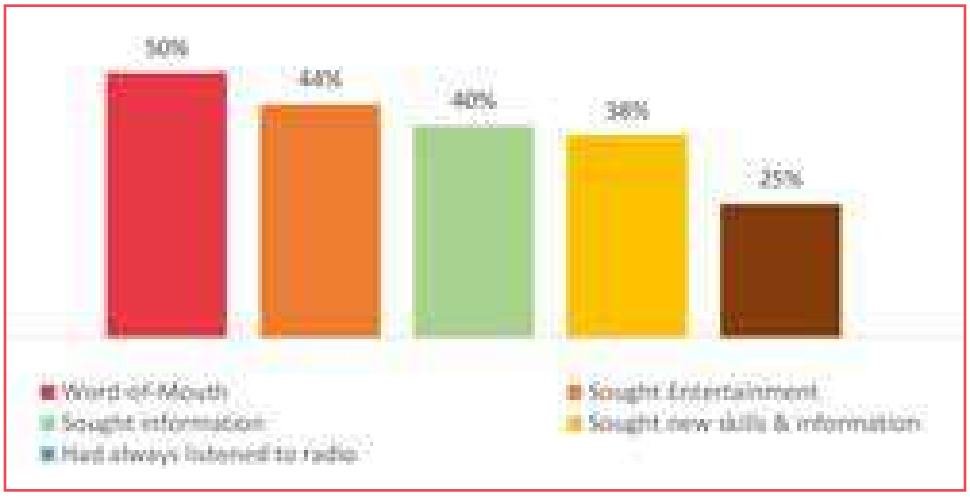


Figure 5.3 Reasons Behind Listeners' Awareness & Engagement with CRS (Overall) [N=5606]



seeking information and therefore started listening to CRS, 38% of them became aware of CRS while seeking new skills & information, while another 25% said that they had always listened to the radio and were therefore interested to listen to CRS.

A significant majority in the North-East (84%) started listening to CRS because they were seeking information. In the Eastern (56%), and Northern (55%) states, word-of-mouth played the biggest role. 45% of listeners in the Western states also said that they were seeking information. A majority in the West said that they were seeking new skills & information (50%). A significant proportion of listeners in the East had always listened to radio and therefore became interested in CRS (62%). This is represented in Table 5.2.

Table 5.2: Reasons Behind Listeners' Awareness & Engagement with CRS (zone-wise %)

Zone	Word-of-mouth	Sought new skills & information	Sought information	Sought entertainment	Had always listened to radio
North (N=1603)	55	23	40	34	75
South (N=1501)	49	34	37	45	21
East (N=936)	56	47	25	58	62
West (N=1023)	47	50	45	40	21
Central (N=282)	48	37	41	59	36
North-East (N=274)	22	59	84	61	11
By Age					
Age Group	**Word-of-mouth**	**Sought new skills & information**	**Sought information**	**Sought entertainment**	**Had always listened to radio**
18-30 years (N=984)	48	36	36	47	25
31-45 years (N=2447)	51	38	41	44	22
46-60 years (N=1728)	51	37	38	44	29
>60 years (N=447)	46	43	47	50	31
By Gender					
Gender	**Word-of-mouth**	**Sought new skills & information**	**Sought information**	**Sought entertainment**	**Had always listened to radio**
Male (N=4657)	50	38	40	43	25
Female (N=948)	52	36	39	54	25

It was also found that a higher percentage of women (54%) had started listening to CRS seeking entertainment than men (43%). On the other hand, a higher percentage of men (38%) had started listening to CRS because they were seeking to learn new skills and information, than women (36%).

5.4 Valued Aspects of CRS

When CRS-listeners were enquired about the aspects of CRS that they valued or that interested them, more than half said musical programs. This was followed by CRS's coverage of local information (53%), coverage of local events (47%), coverage of socio-cultural issues (36%) and informative programs (30%). Promotion of local talent and culture (13%), presentation style of anchors (12%), community participation (10%), experts' views (10%) and educational shows (10%) were least valued.

Coverage of local information was most valued in the North-East (79%) whereas coverage of local events was most valued in the Central and Eastern states (71% and 53%). Coverage of socio-cultural issues (47%), musical programs (69%), and informative programs (28%) were most valued in the Eastern states.

Women (64%) valued musical programs more than men (52%). Men (54%) valued coverage of local information more than women (46%). When seen age-wise, community participation, promotion of local culture, informative programs and coverage of socio-cultural issues were valued more by older listeners. Musical programs were valued almost equally among all age groups. The younger age groups valued coverage of educational topics more than the older age groups.

5.5 Types of Programs Aired by CRSs

When enquired about the types of programs that their respective CRSs aired, 57% said that they aired musical programs. This was followed by local information programs (56%),

Figure 5.4 Valued Aspects of CRS among Listeners (Overall) [N=5606]

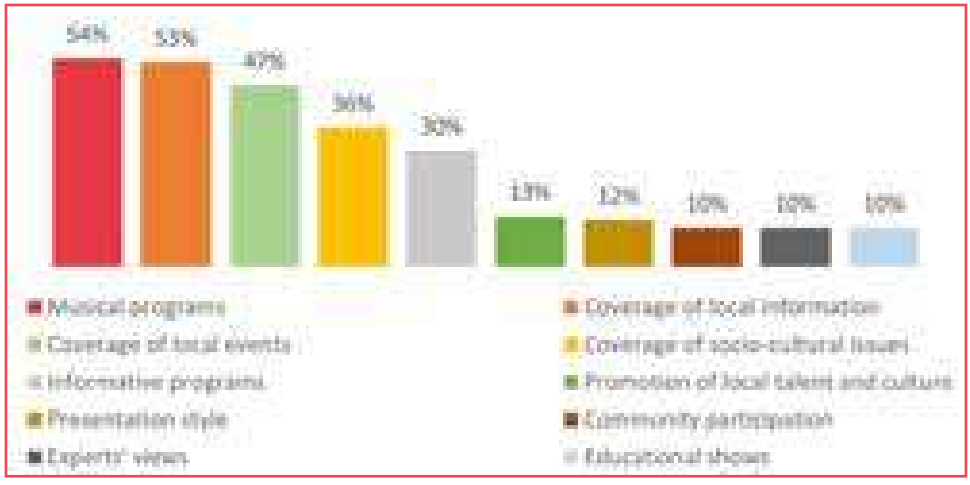


Table 5.3: Valued Aspects of CRS among Listeners (Zone-wise %)					
Zone	**Coverage of local information**	**Coverage of local events**	**Coverage of socio-cultural issues**	**Musical programs**	**Informative programs**
North (N=1603)	60	45	29	55	30
South (N=1501)	53	42	32	45	25
East (N=936)	40	53	47	69	28
West (N=1023)	40	44	41	48	41
Central (N=282)	74	71	39	76	44
North-East (N=274)	79	45	35	51	12
By Age					
Age Group	**Coverage of local information**	**Coverage of local events**	**Coverage of socio-cultural issues**	**Musical programs**	**Informative programs**
18-30 years (N=984)	48	45	35	51	25
31-45 years (N=2447)	55	47	34	55	30
46-60 years (N=1728)	53	49	37	56	30
>60 years (N=447)	51	45	43	55	36
By Gender					
Gender	**Coverage of local information**	**Coverage of local events**	**Coverage of socio-cultural issues**	**Musical programs**	**Informative programs**
Male (N=4657)	54	47	35	52	30
Female (N=948)	46	46	38	64	26
By Zone					
Zone	**Presentation style of presenters**	**Community participation in programs**	**Experts' views & opinions**	**Promotion of local culture & talent**	**Coverage of educational topics**
North (N=1603)	14	14	10	15	7
South (N=1501)	11	9	8	11	11
East (N=936)	15	7	10	22	19
West (N=1023)	10	10	11	6	10
Central (N=282)	3	2	1	3	1
North-East (N=274)	5	4	25	8	5
By Age					
Age group	**Presentation style of presenters**	**Community participation in programs**	**Experts' views & opinions**	**Promotion of local culture & talent**	**Coverage of educational topics**
18-30 years (N=984)	12	6	8	10	14
31-45 years (N=2447)	10	10	10	13	10
46-60 years (N=1728)	13	11	10	13	9
>60 years (N=447)	14	11	14	14	12
By Gender					
Gender	**Presentation style of presenters**	**Community participation in programs**	**Experts' views & opinions**	**Promotion of local culture & talent**	**Coverage of educational topics**
Male (N=4657)	11	10	10	12	10
Female (N=948)	14	9	11	15	14

livelihood development programs (38%), regional information (36%), debates & discussions (22%), and information on schemes (21%). Educational programs, programs on social & developmental issues and Mann Ki Baat were some of the least aired programs by CRS as reported by listeners.

A significant majority of 88% in the North-East said that their CRS aired local information

Figure 5.5 Types of Programs Aired by CRS as Reported by Listeners (Overall) [N=5606]

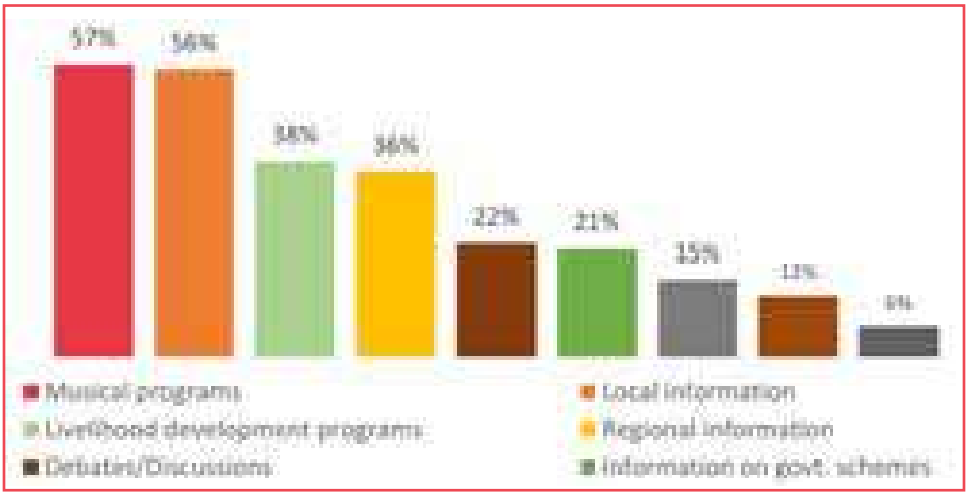


Table 5.4: Types of Programs Aired by CRS as Reported by Listeners (Zone-wise %)

Zone	Local information	Regional information	Musical programs	Debates & discussions
North (N=1603)	57	34	55	24
South (N=1501)	59	34	43	17
East (N=936)	38	28	71	23
West (N=1023)	51	40	56	26
Central (N=282)	86	69	76	23
North-East (N=274)	88	29	66	25

Zone	Livelihood programs development	Educational programs	Information about Govt Policies & Schemes	Social & developmental issues	Mann Ki Baat
North (N=1603)	31	15	13	12	7
South (N=1501)	31	23	19	12	8
East (N=936)	49	42	9	14	6
West (N=1023)	50	16	19	12	3
Central (N=282)	53	2	16	3	8
North-East (N=274)	16	10	11	14	6

programs. Given the fact radio was the choice of mass media for a majority of respondents from the North-East, the findings were particularly relevant.

Respondents from the Eastern zone reported CRSs airing musical programs (71%), livelihood development programs (49%) and educational programs (42%) the most. Regional information was most reported in the Central states (69%).

5.6 Most Liked Program of CRS

CRS listeners were enquired about their favorite programs, and the majority (46%) expressed their liking towards musical programs (46%), followed closely by local information (45%), livelihood development programs (26%), and regional information (24%). The least liked programs were on social and developmental issues (5%) and Maan ki Baat (4%).

Figure 5.6 Most Liked Programs of CRS (Overall) [N=5606]

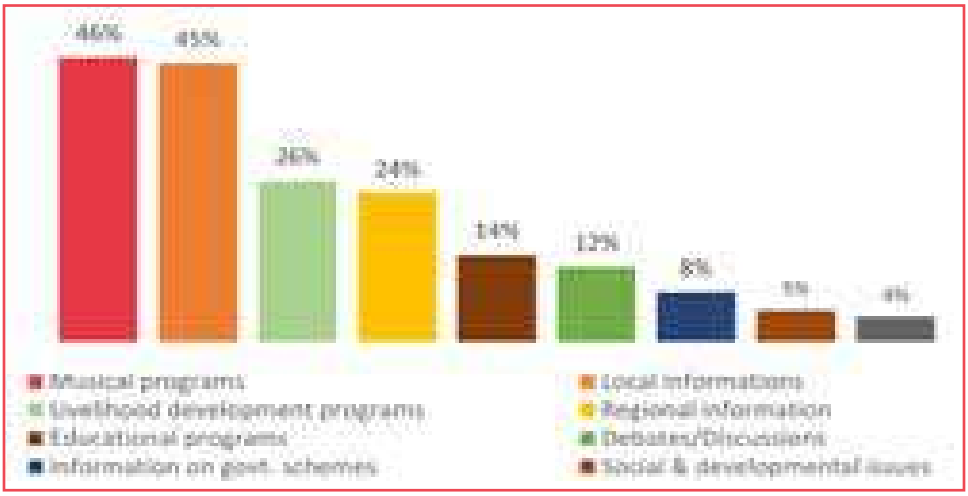


Table 5.5: Most Liked Programs Aired by CRS (Zone-wise)

Zone	Local information	Regional information	Musical programs	Debates & discussions
North (N=1603)	49	32	43	13
South (N=1501)	49	25	35	9
East (N=936)	32	41	41	8
West (N=1023)	39	27	37	9
Central (N=282)	66	52	66	12
North-East (N=274)	79	11	31	8
By Age				
Age Group	**Local information**	**Regional information**	**Musical programs**	**Debates & discussions**
18-30 years (N=984)	43	21	42	10
31-45 years (N=2447)	45	24	47	12
46-60 years (N=1728)	46	25	47	13
>60 years (N=447)	47	24	44	13
By Gender				
Gender	**Local information**	**Regional information**	**Musical programs**	**Debates & discussions**
Male (N=4657)	47	25	44	12
Female (N=948)	35	21	54	13

		By Zone			
Zone	**Livelihood programs programs**	**Information about Govt Schemes**	**Educational programs**	**Social & developmental issues**	**Mann Ki Baat**
North (N=1603)	17	9	5	2	4
South (N=1501)	22	11	14	5	6
East (N=936)	28	19	10	4	3
West (N=1023)	35	11	8	5	1
Central (N=282)	35	11	0	1	5
North-East (N=274)	8	3	4	4	2
		By Age			
Zone	**Livelihood programs programs**	**Information about Govt Schemes**	**Educational programs**	**Social & developmental issues**	**Mann Ki Baat**
18-30 years (N=984)	25	7	17	3	3
31-45 years (N=2447)	26	8	15	5	4
46-60 years (N=1728)	27	8	13	6	4
>60 years (N=447)	29	10	14	6	3

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By Gender					
Zone	Livelihood programs programs	Information about Govt Schemes	Educational programs	Social & developmental issues	Mann Ki Baat
Male (N=4657)	26	7	13	5	4
Female (N=948)	29	10	20	6	4

In the zonal breakdown, it was found that listeners in the North-East zone liked local information the most (79%), while those in the eastern zone preferred musical programs the most (85%). Age-wise, the majority of the listeners who enjoyed local information were over 60 years old (47%), whereas those who enjoyed musical programs were predominantly between 31-45 and 46-60 years old (47% each). Females showed the most interest in musical programs (54%), while males preferred local information the most (47%).

5.7 Daily Listenership of Most-Liked Programs Aired by CRS

The daily listenership patterns for the most-liked CRS program revealed a high preference for information and musical programs. Local information was found to be most popular among listeners with a 51% daily listenership rate, followed by livelihood development programs (48%), musical programs (44%), and regional information (41%). Conversely, the least engagement is seen with the Maan ki Baat program, with only 10% daily listenership, and social and developmental issues with 21%. This is also evident from the fact that these programs were less frequently aired and received lower preference, as illustrated in Figures 5.5 and 5.6.

The analysis of daily listenership patterns for the CRS programs revealed distinct regional preferences. Local information emerged as the most listened-to program for

Table 5.6: Daily Listenership of Most-Liked CRS Programs (%)

Zone	Local information (N=2323)	Regional information (N=1238)	Musical programs (N=2360)	Debates & discussions (N=622)
North (N=1603)	57	34	55	24
South (N=1501)	59	34	43	17
East (N=936)	38	28	71	23
West (N=1023)	51	40	56	26
Central (N=282)	86	69	76	23
North-East (N=274)	88	29	66	25

Zone	Livelihood programs programs (N=1367)	Information about Govt Schemes (N=408)	Educational programs (N=748)	Social & developmental issues (N=268)	Mann Ki Baat (N=190)
North	37	26	39	27	24
South	36	26	23	37	3
East	42	23	27	18	6
West	69	36	44	19	0
Central	75	57	0	100	0
North-East	27	25	46	20	0
Overall	48	29	29	21	10

the northern zone, with a 68% daily listenership rate. In the South, musical programs attract 46% of daily listeners. Livelihood development programs have significant popularity, particularly in the Central and Western zones, where they achieve high daily listenership rates at 75% and 69%, respectively. Regional information was most favored in the East, with a 65% daily listenership rate, while educational programs lead in the North-East at 46%.

5.8 Time of Day Preferred to Listen to CRS

Although a majority of CRSs broadcast 24 hours a day, 6 to 10 AM was the most preferred time for CRS-listeners to tune in, with 49% saying so. 34% preferred to tune in between 10 AM and 1 PM. 20% preferred to tune in at night between 7 PM and 12 AM. 12% said that they did not follow a specific routine. The same is represented in Figure 5.7.

The earlier finding that a majority of CRS-listeners tuned into CRS from their homes (90%) can be made sense of when seen with the finding that CRS a majority of listeners preferred to listen in the early mornings (49%) and evenings and nights (47%).

Figure 5.7 Time of Day Preferred to Listen to CRS (Overall) [N=5606]

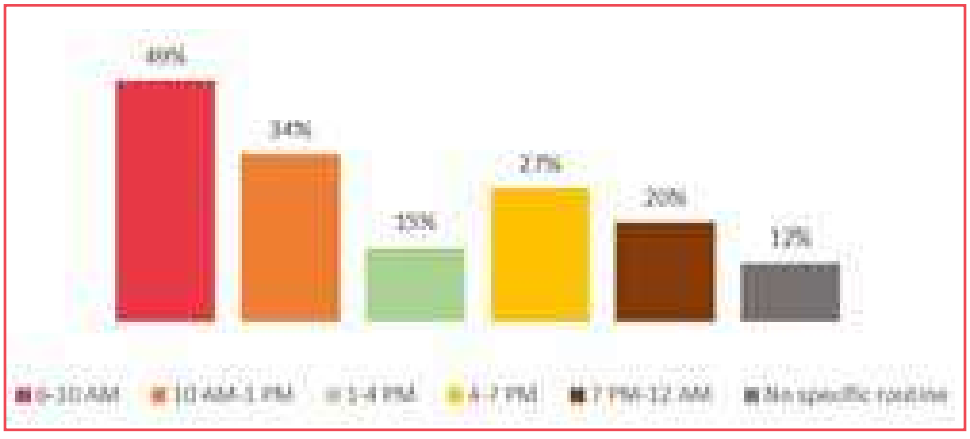


Table 5.7: Time of Day Preferred to Listen to CRS by Zone and Region (%)						
Zone	**6-10 AM**	**10 AM – 1 PM**	**1-4 PM**	**4-7 PM**	**7 PM – 12 AM**	**No specific routine**
North (N=1603)	28	52	12	14	14	14
South (N=1501)	58	34	23	33	14	12
East (N=936)	69	21	11	19	30	9
West (N=1023)	59	36	20	23	11	7
Central (N=282)	36	20	17	23	51	25
North-East (N=274)	60	38	15	42	46	7
By Region						
Region	**6-10 AM**	**10 AM – 1 PM**	**1-4 PM**	**4-7 PM**	**7 PM – 12 AM**	**No specific routine**
Urban (N=1728)	53	33	15	30	22	17
Semi-Urban (N=134)	76	25	22	13	15	1
Rural (N=3744)	47	35	15	26	20	11

When seen zone-wise, the trends in the Central zone contrasted the overall trends. Here, the majority preferred to listen to CRS during late hours. The central zone also had the highest percentage of listeners that did not have any specific routine. In the East, majority of respondents preferred the early morning hours (69%). Urban listeners (53%) preferred early morning slightly more than rural listeners (47%). This is depicted in Table 5.7.

6

Radio Listenership Habits among Non-CRS Exposed Households

Understanding the radio listenership habits of non-CRS listeners living in the same vicinity as the CRS listeners on indicators that are comparable would inform us about the differences in listenership habits of CRS-exposed and CRS-unexposed households. This would further add to insights on increasing the reach of CRS.

6.1 Frequency of Radio Listenership

The frequency of radio listenership rates was similar across all zones. As seen in Figure 6.1, 38% of Radio listeners tuned into their respective radio daily and

Figure 6.1 Distribution of HHs by Frequency of Radio Listenership

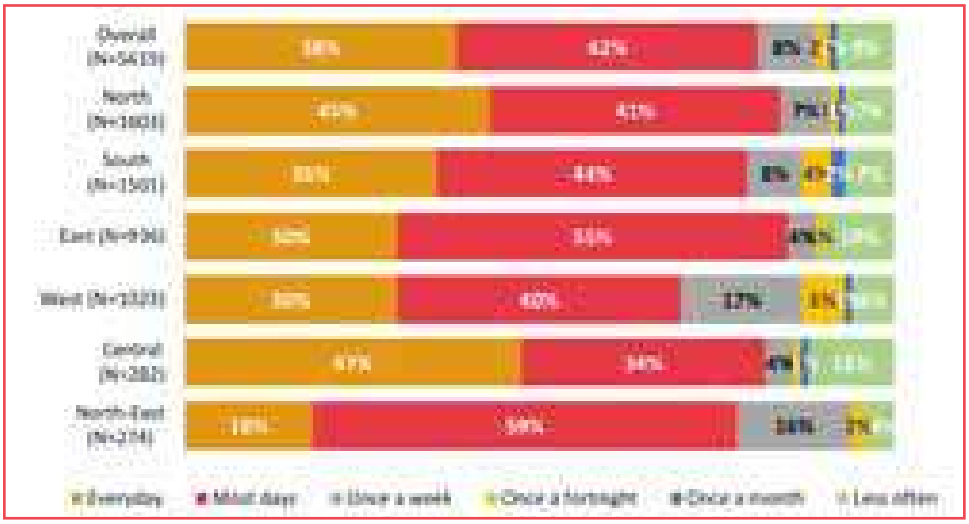
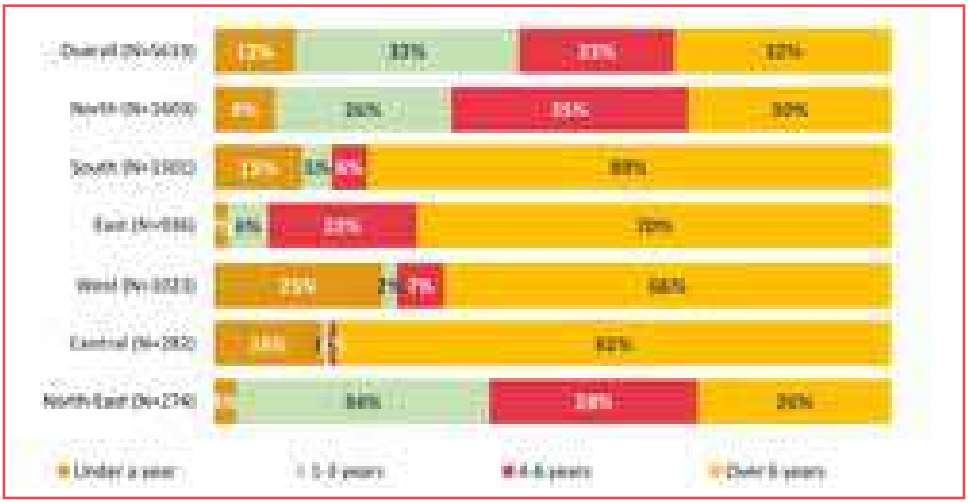


Figure 6.2 Distribution of HHs by Duration of Radio Listenership



42% on most days of the week. Respondents in the Central states listened to Radio more frequently than other zones, with 47% tuning in daily. On the other hand, the Western and Eastern states displayed least frequent listenership with 30% tuning in daily.

6.2 Duration of Radio Listenership

As seen in Figure 6.2, 34% of Radio-listeners had started listening to radio 1 to 3 years ago, 28% had started listening 4-6 years ago and 26% had started listening more than 6 years ago.

When seen zone-wise, the Central (83%) and Southern (62%) states, had more listeners who had been listening for a longer time (over 6 years). On the other hand, North-Eastern (37%) and Northern states (35%) had more listeners who had been listening for a shorter duration (under 3 years). In the Western states, a quarter of the listeners had started listening under a year ago.

6.3 Reasons behind Listeners' Awareness of Radio Stations

Nearly half of the respondents reported that they began listening to the radio based on recommendations from family or peers, and because they were seeking information. 43% became aware of the radio while seeking entertainment, and 32% while looking for new skills & information. This is illustrated in Figure 6.3.

Some regional differences were observed in the listening habits of the people. In the North-East, 73% of listeners started tuning in because they were seeking information, whereas in the Northern states, 60% were influenced by word-of-mouth. In contrast, the East saw 88% of listeners drawn in by a search for entertainment. This trend was also evident in the Southern (61%) and Central (65%) states where listeners became aware of the radio stations while seeking entertainment, as shown in Table 6.1.

Figure 6.3 Reasons Behind Radio Listeners' Awareness of Radio Stations (Overall) [N=5619]

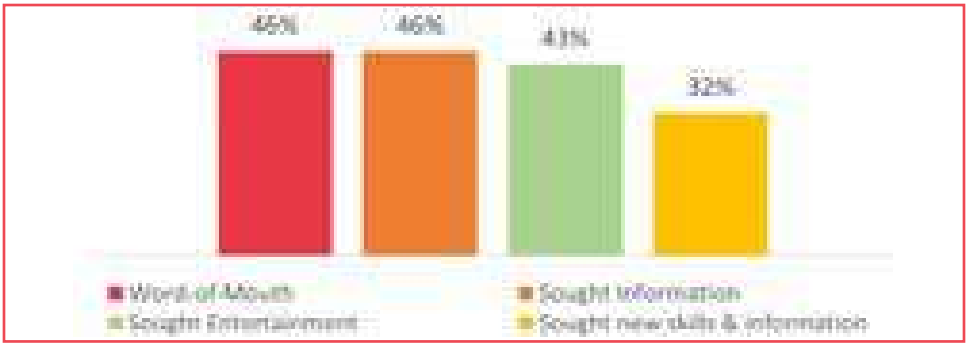


Table 6.1: Reasons Behind Listeners' Awareness of Radio Stations by Zone, Age & Gender (%)				
Zone	**Word-of-mouth**	**Seeking new skills & information**	**Seeking information**	**Seeking entertainment Others**
North (N=1603)	60	29	43	27
South (N=1501)	43	29	39	61
East (N=936)	20	44	52	88
West (N=1023)	43	42	34	36
Central (N=282)	40	15	37	65
North-East (N=274)	15	48	73	35
By Age				
Age Group	**Word-of-mouth**	**Seeking new skills & information**	**Seeking information**	**Seeking entertainment Others**
18-30 years (N=984)	43	33	38	46
31-45 years (N=2447)	46	32	42	46
46-60 years (N=1728)	48	32	45	45
>60 years (N=447)	38	36	53	52
By Gender				
Gender	**Word-of-mouth**	**Seeking new skills & information**	**Seeking information**	**Seeking entertainment Others**
Male (N=4657)	45	33	44	43
Female (N=948)	47	31	39	57

Older age groups had become aware of these radio stations while seeking information more than younger age groups. On the other hand, younger age groups had become aware while seeking entertainment. Meanwhile, women had become aware while seeking entertainment (57%) more than men.

6.4 Valued Aspects of Radio Stations

Radio listeners were asked about the various aspects of radio that they valued or found most interesting. More than half cited musical programs (55%) and local information (55%) as the most valued. This was followed by radio's coverage of local events (38%), socio-cultural issues (29%), and informative programs (23%). Less valued aspects included the presentation style of anchors (9%), promotion of local talent and culture

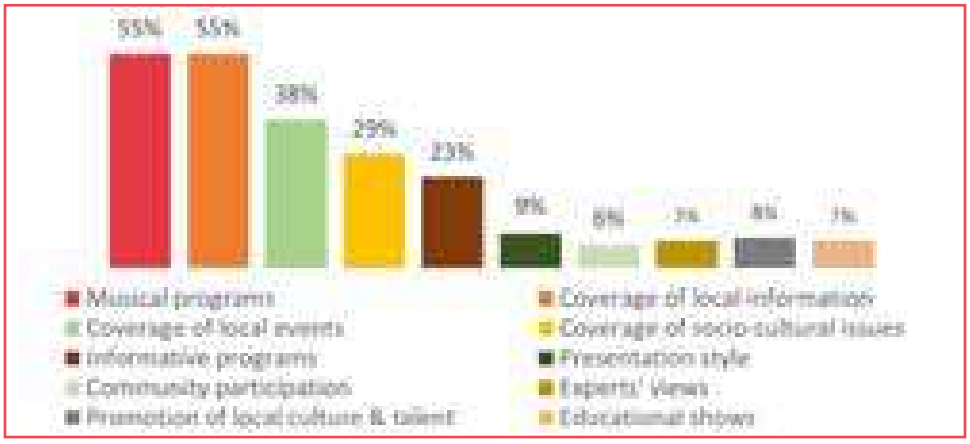
(8%), experts' views (7%) and educational shows (7%), and community participation (6%). This is depicted in Figure 6.4.

Coverage of local information was most valued in the North-East (72%) and Northern states

Table 6.2: Valued Aspects of Radio Stations Among Listeners by Zone, Age & Gender (%)

By Zone					
Zone	**Coverage of local information**	**Coverage of local events**	**Coverage of socio-cultural issues**	**Musical programs**	**Informative programs**
North (N=1603)	63	43	23	45	20
South (N=1501)	54	35	29	55	22
East (N=936)	22	35	50	89	37
West (N=1023)	46	38	38	48	28
Central (N=282)	56	25	25	73	30
North-East (N=274)	72	39	19	58	7
By Age					
Age Group	**Coverage of local information**	**Coverage of local events**	**Coverage of socio-cultural issues**	**Musical programs**	**Informative programs**
18-30 years (N=984)	53	36	26	49	21
31-45 years (N=2447)	55	38	29	55	22
46-60 years (N=1728)	55	39	29	55	25
>60 years (N=447)	54	40	38	63	32
By Gender					
Gender	**Coverage of local information**	**Coverage of local events**	**Coverage of socio-cultural issues**	**Musical programs**	**Informative programs**
Male (N=4657)	57	38	27	52	23
Female (N=948)	47	40	31	64	23
By Zone					
Zone	**Presentation style of presenters**	**Community participation in programs**	**Experts' views & opinions**	**Promotion of local culture & talent**	**Coverage of educational topics**
North (N=1603)	7	4	4	5	5
South (N=1501)	12	7	9	9	8
East (N=936)	15	11	15	28	24
West (N=1023)	8	6	5	4	6
Central (N=282)	2	1	0	1	2
North-East (N=274)	14	2	17	7	3
By Age					
Age Group	**Presentation style of presenters**	**Community participation in programs**	**Experts' views & opinions**	**Promotion of local culture & talent**	**Coverage of educational topics**
18-30 years (N=984)	7	4	4	7	7
31-45 years (N=2447)	9	6	6	7	8
46-60 years (N=1728)	12	6	8	9	7
>60 years (N=447)	9	6	12	11	10
By Gender					
Gender	**Presentation style of presenters**	**Community participation in programs**	**Experts' views & opinions**	**Promotion of local culture & talent**	**Coverage of educational topics**
Male (N=4657)	9	6	7	8	8
Female (N=948)	11	6	6	8	7

Figure 6.4 Valued Aspects of Radio Stations (Overall) [N=5619]



(63%). In contrast, musical programs were particularly valued in the Eastern (89%) and Central states (73%).

Across all age groups, listeners preferred local information and musical programs. Female listeners were most interested in musical programs (64%), while male listeners showed a greater interest in local information (57%). Both male and female listeners were least interested in community participation in the programs (6%).

6.5 Types of Programs Aired by Radio Stations

When enquired about the types of programs that their respective radio stations aired, 56% said that they aired local information. This was followed by musical programs (51%), regional information (42%), and livelihood development programs (33%). Debates & discussions (19%), educational programs (19%), information on government schemes (16%), and social & developmental issues (9%) were some of the lesser-aired programs on the radio as reported by listeners.

Figure 6.5 Types of Programs Aired by Radio Stations (Overall) [N=5619]

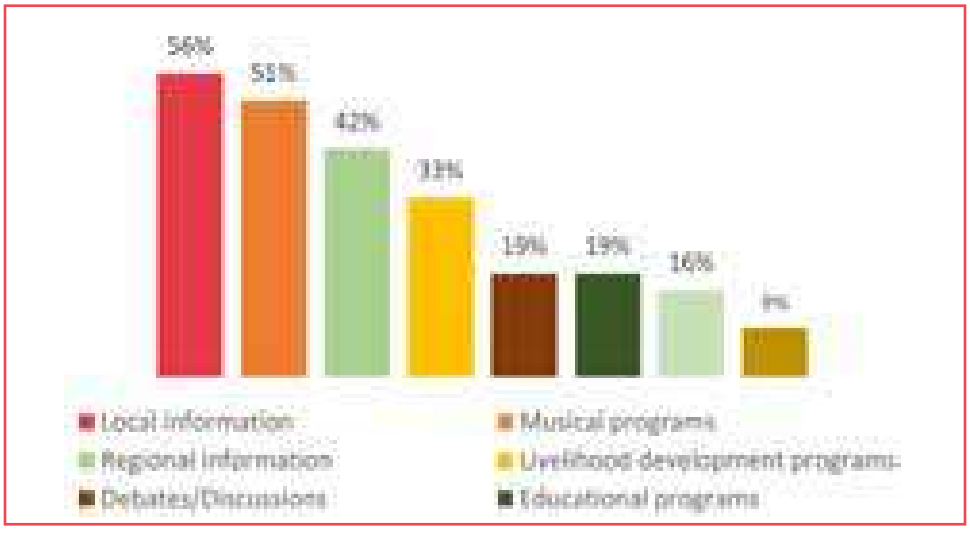


Table 6.3: Types of Programs Aired by Radio Stations by Zone (%)				
Zone	**Local information**	**Regional information**	**Musical programs**	**Debates & discussions**
North (N=1603)	60	46	44	14
South (N=1501)	62	37	55	25
East (N=936)	17	50	65	21
West (N=1023)	48	38	50	21
Central (N=282)	54	43	44	11
North-East (N=274)	69	20	60	23
Zone	**Livelihood develop. programs**	**Educational programs**	**Information on govt. schemes**	**Social & developmental issues**
North (N=1603)	24	11	7	4
South (N=1501)	32	23	26	17
East (N=936)	61	47	29	18
West (N=1023)	44	22	16	5
Central (N=282)	38	12	24	2
North-East (N=274)	15	15	4	7

The majority of listeners reported that their radio stations aired local information programs, with 69% in the North-East, 62% in the South, 60% in the North, and 54% in the Central zone stating this. Meanwhile, respondents from the Eastern (65%) and Western (50%) zones indicated that musical programs were the most frequently aired on their radio. Across all zones, programs on social and developmental issues were the least broadcast, as shown in Table 6.3.

6.6 Most Liked Programs of Radio Stations

When enquired about their favorite programs, the majority of radio listeners expressed their liking for local information (43%) and musical programs (42%). These were followed by regional information (28%), livelihood development programs (20%), and information on government schemes (11%). The least favored programs were debates or discussions (10%), educational programs (10%), and social and developmental issues (4%).

The zonal breakdown revealed that listeners in the Northern zone enjoyed local information the most (51%), while those in the Eastern zone preferred musical programs (57%). Across all age group, local information and musical programs were consistently the

Figure 6.6 Most Liked Programs Aired by Radio Stations (Overall) [N=5619]

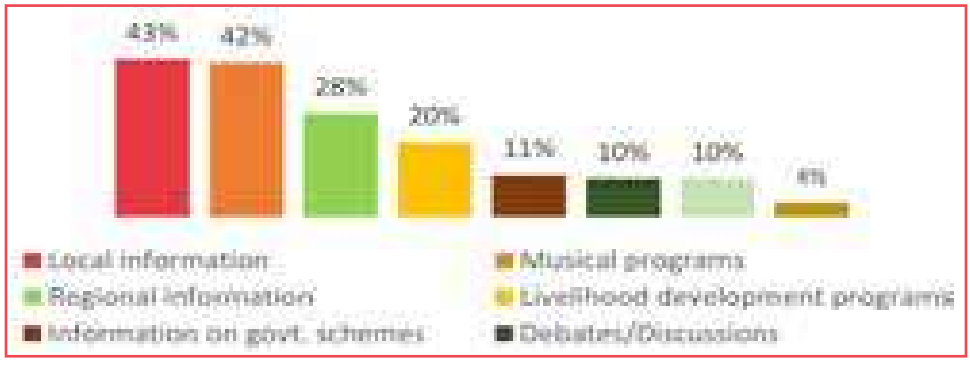


Table 6.4: Most Liked Programs Aired by Radio Stations by Zone, Age & Gender (%)				
By Zone				
Zone	**Local information**	**Regional information**	**Musical programs**	**Debates & discussions**
North (N=1603)	51	37	38	11
South (N=1501)	48	23	46	11
East (N=936)	10	37	57	13
West (N=1023)	32	17	40	7
Central (N=282)	49	35	31	5
North-East (N=274)	56	8	33	6
By Age				
Age Group	**Local information**	**Regional information**	**Musical programs**	**Debates & discussions**
18-30 years (N=984)	43	25	41	7
31-45 years (N=2447)	42	28	43	9
46-60 years (N=1728)	45	29	41	12
>60 years (N=447)	48	36	41	10
By Gender				
Gender	**Local information**	**Regional information**	**Musical programs**	**Debates & discussions**
Male (N=4657)	46	28	39	10
Female (N=948)	36	29	51	11
By Zone				
Zone	**Livelihood developt. programs**	**Educational programs**	**Information on govt. schemes**	**Social & developmental issues**
North (N=1603)	13	7	4	2
South (N=1501)	18	10	18	10
East (N=936)	48	35	19	7
West (N=1023)	24	8	5	1
Central (N=282)	29	3	22	2
North-East (N=274)	6	3	1	2
By Age				
Age Group	**Livelihood developt. programs**	**Educational programs**	**Information on govt. schemes**	**Social & developmental**
18-30 years (N=984)	16	11	9	5
31-45 years (N=2447)	20	10	11	4
46-60 years (N=1728)	22	10	11	4
>60 years (N=447)	26	10	11	6
By Gender				
Gender	**Livelihood developt. programs**	**Educational programs**	**Information on govt. schemes**	**Social & developmental**
Male (N=4657)	20	9	11	4
Female (N=948)	22	14	11	5

top interests, with debates and discussions being the least preferred. Women were most interested in musical programs (51%), while men liked local information (46%) more.

6.7 Daily Listenership of Most Liked Programs Aired by Radio Stations

Overall, 54% of listeners tune in to local information daily, while 45% do the same for musical programs daily. 44% listen to regional information daily and 39% listen to livelihood development programs. When seen region-wise, while there was not a significant difference between urban and rural listeners with regard to daily listenership of

Table 6.5: Daily Listenership of Most Liked Programs by Zone (%)				
Zone	**Local information**	**Regional information**	**Musical programs**	**Debates & discussions**
North (N=1603)	66	56	52	36
South (N=1501)	46	35	40	35
East (N=936)	29	42	56	13
West (N=1023)	44	16	30	7
Central (N=282)	50	41	54	57
North-East (N=274)	35	25	27	27
Overall (N=5619)	54	44	45	29
Zone	**Livelihood developt. programs**	**Educational programs**	**Information on govt. schemes**	**Social & developmental issues**
North (N=1603)	41	39	26	29
South (N=1501)	30	34	34	30
East (N=936)	38	26	23	16
West (N=1023)	51	56	37	0
Central (N=282)	40	13	43	75
North-East (N=274)	13	0	0	20
Overall (N=5619)	39	35	32	27

most radio programs, it was found that a higher percentage of rural listeners (49%) liked to listen to regional and national information on a daily basis than urban listeners (33%).

Zone-wise, daily listenership of local information was highest in the North (66%), followed by the South (46%), and the West (44%). In the Central zone, daily listenership for debates and discussions was notably high.

6.8 Time of Day Preferred to Listen to Radio

Although most radio stations broadcast 24 hours a day, the most preferred time for listeners to tune in is between 6 to 10 AM, with 39% listening during these hours. Another 32% preferred to tune in between 10 AM and 1 PM, while 18% favored late afternoon between 4 to 7 PM and late evening between 7 PM and 12 AM. 21% of listeners said that they do not follow a specific routine. The same is represented in Figure 6.7.

When seen zone-wise, the trends in the Central zone differed from the overall pattern. Here, the majority of listeners do not follow any specific routine, and 32% preferred to listen between 7 PM and 12 AM. In the East, 47% preferred listening radio at night, as presented in Table 6.6.

Figure 6.7 Time of Day Preferred to Listen to Radio (Overall) [N=5619]

Table 6.6: Time of Day Preferred to Listen to Radio by Zone & Region (%)						
By Zone						
Zone	**6-10 AM**	**10 AM – 1 PM**	**1-4 PM**	**4-7 PM**	**7 PM – 12 AM**	**No specific routine**
North (N=1603)	40	47	11	12	13	11
South (N=1501)	34	24	18	24	19	30
East (N=936)	55	16	14	33	47	17
West (N=1023)	46	29	16	13	4	21
Central (N=282)	20	11	12	16	32	47
North-East (N=274)	37	24	9	30	25	23
By Region						
Region	**6-10 AM**	**10 AM – 1 PM**	**1-4 PM**	**4-7 PM**	**7 PM – 12 AM**	**No specific routine**
Urban (N=1728)	38	27	15	22	21	26
Semi-Urban (N=134)	40	30	13	13	10	23
Rural (N=3744)	40	36	13	16	17	18

A glimse of CRS Studio

6.9 Reasons behind Radio Listeners Not Listening to CRS

The radio listeners who do not listen to CRS were asked about their reasons for not listening. Almost half of the respondents (47%) cited lack of awareness as the primary reason. 16% reported a lack of interest, while 12% mentioned technical problems.

A smaller percentage of radio listeners reported that they do not have access (7%) or find the programs unengaging (5%). Lack of awareness was the main reason across all zones, except in the East, where technical problems were most commonly reported. In the

Figure 6.8 Reasons Behind Radio Listeners Not Listening to CRS (Overall) [N=5619]

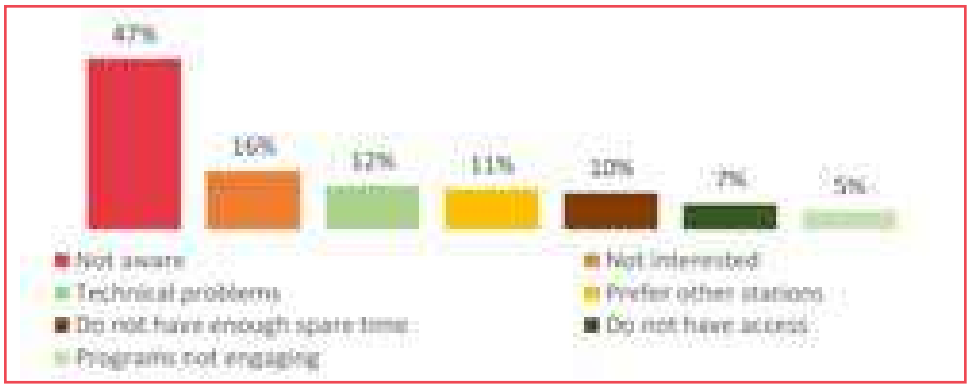


Table 6.7: Reasons why Radio Listeners Don't Listen to CRS by Zone, Region, Age & Gender (%)				
Zone	**Not aware**	**Not interested**	**Unengaging programs**	**Technical problems**
North (N=1603)	48	17	6	6
South (N=1501)	53	11	7	17
East (N=936)	27	9	4	31
West (N=1023)	38	25	5	13
Central (N=282)	73	20	4	3
North-East (N=274)	52	13	1	0
By Region				
Region	**Not aware**	**Not interested**	**Unengaging programs**	**Technical problems**
Urban (N=1728)	53	14	3	12
Semi-Urban (N=134)	47	15	9	23
Rural (N=3744)	44	17	7	11
By Age				
Age Group	**Not aware**	**Not interested**	**Unengaging programs**	**Technical problems**
18-30 years (N=984)	42	17	6	13
31-45 years (N=2447)	46	17	6	12
46-60 years (N=1728)	52	13	5	10
>60 years (N=447)	54	13	5	11
By Gender				
Gender	**Not aware**	**Not interested**	**Unengaging programs**	**Technical problems**
Male (N=4657)	46	16	6	11
Female (N=948)	52	13	4	14
Zone	**Prefer other stations**	**Do not have access**	**Do not have enough spare time**	
North (N=1603)	11	12	9	
South (N=1501)	11	5	6	
East (N=936)	19	7	14	
West (N=1023)	13	2	10	
Central (N=282)	3	3	2	
North-East (N=274)	2	2	36	
By Region				
Region	**Prefer other stations**	**Do not have access**	**Do not have enough spare time**	
Urban (N=1728)	8	5	10	
Semi-Urban (N=134)	9	2	3	
Rural (N=3744)	13	9	10	
By Age				
Age group	**Prefer other stations**	**Do not have access**	**Do not have enough spare time**	
18-30 years (N=984)	14	9	9	
31-45 years (N=2447)	11	9	8	
46-60 years (N=1728)	10	6	12	
>60 years (N=447)	7	4	15	
By Gender				
Gender	**Prefer other stations**	**Do not have access**	**Do not have enough spare time**	
Male (N=4657)	12	8	10	
Female (N=948)	8	4	11	

North-East, 36% mentioned that they do not have enough spare time and to listen to CRS.

A gender-wise and age-wise analysis showed similar patterns, with the majority across both genders and all age-groups citing a lack of awareness about CRS as the main reason for not listening.

6.10 Radio Listeners' Opinion on CRS' Usefulness to Community

60% of urban listeners, 75% of semi-urban listeners and 56% of rural listeners felt that CRS was useful to the community. The majority of people in North-East (92%) felt that CRS is useful, compared to just 45% in the West.

When asked how they think CRS can benefit the community, 66% of respondents highlighted its informative role, and 49% mentioned its potential to be educational for children. 31% of the listeners felt that CRS can be useful for discussing community-related issues, 29% for promoting local culture and talent, and 24% for spreading awareness about social issues.

In contrast to this overall trend, majority of listeners in the Eastern zone emphasized spreading awareness about social issues and promoting local culture and talent as the primary benefits of CRS. This is presented in Table 6.8.

When asked why they feel CRS in not useful to the community, more than half of the respondents cited the lack of discussion on topics relevant to community as the primary reason. Additionally, 31% mentioned that solutions to problems faced by the community are not discussed, 19% pointed to the poor quality of the programs broadcast, 16%

Figure 6.9 Radio Listeners' Opinion on CRS' Usefulness to Community by Zone

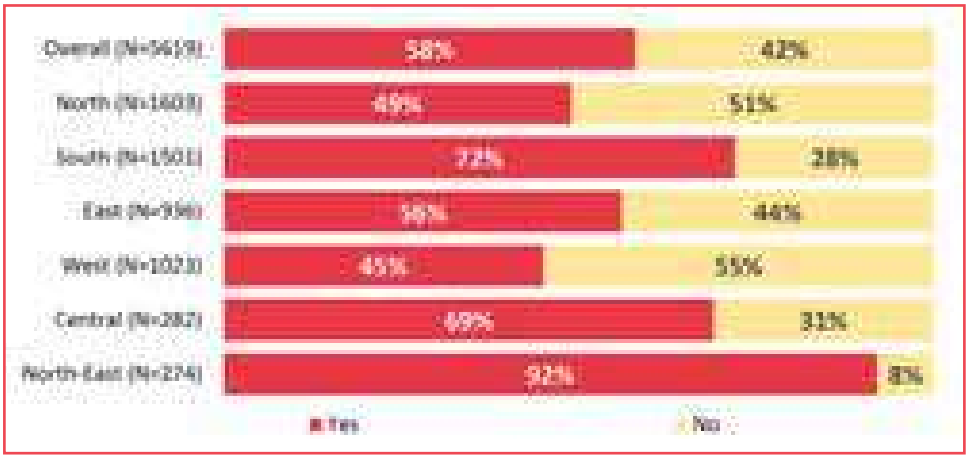


Table 6.8: Reasons Behind Listeners' Opinion on CRS' Usefulness to Community by Zone (%)

Zone	Informative	Educational for Children	Issues related to community discussed	Promotes local culture & talent	Spreads awareness about social issues
North (N=783)	77	49	24	27	11
South (N=844)	68	58	40	37	32
East (N=348)	26	53	24	44	47
West (N=298)	53	50	30	18	20
Central (N=187)	63	40	24	16	28
North-East (N=223)	76	22	37	21	22
Overall (N=2683)	66	49	31	29	24

Table 6.9: Reasons Behind Listeners' Opinion on CRS' Non-Usefulness to Community by Zone (%)					
Zone	Topics relevant to community not discussed	Solutions to problems faced by community not discussed	Poor quality of programs broadcast	Lack of variety of programs	Too many advertisements
North (N=640)	61	32	13	16	20
South (N=325)	49	22	25	14	10
East (N=482)	16	19	9	17	4
West (N=367)	50	44	33	16	4
Central (N=83)	51	29	18	17	11
North-East (N=20)	40	30	20	35	25
Overall (N=1917)	52	31	19	16	13

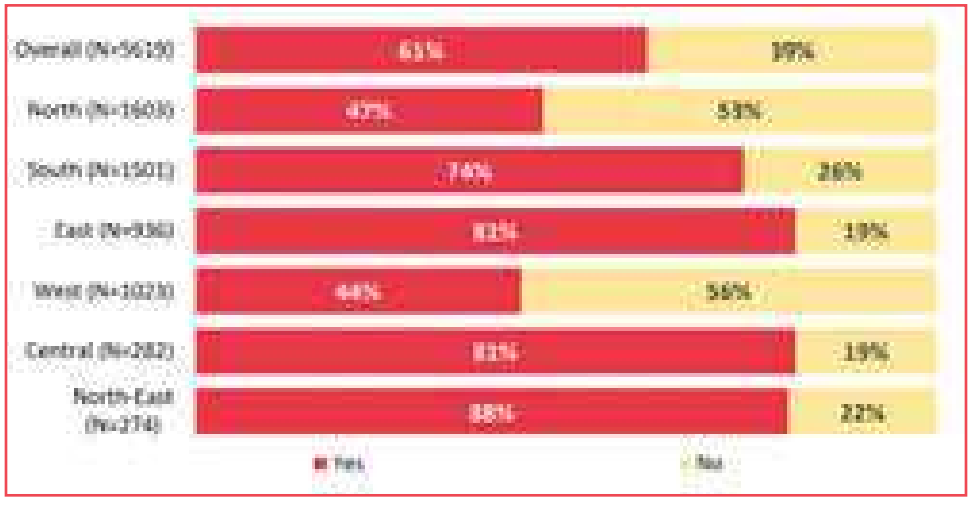
reported a lack of variety of programs, and 13% criticized too many advertisements as the reasons for the non-usefulness of CRS to the community. This trend was similar across all zones.

6.11 Radio Listeners' Opinion on the Need for Source of Information on Local Issues

Overall, 61% of radio listeners felt a need for information sources to keep them informed. 66% of women as opposed to 60% of men said that there is a need for sources of information that keeps them abreast of local socio-cultural issues.

Older listeners felt the need for information sources on local issues more than younger listeners. 70% of listeners above 60 years of age said that there was a need whereas only 57% of listeners between 18-30 years of age said this. A slightly higher percentage of urban listeners (64%) felt the need, compared to 59% of rural listeners.

Figure 6.10 Need for Information Sources for Local Socio-Cultural Issues by Zones



7

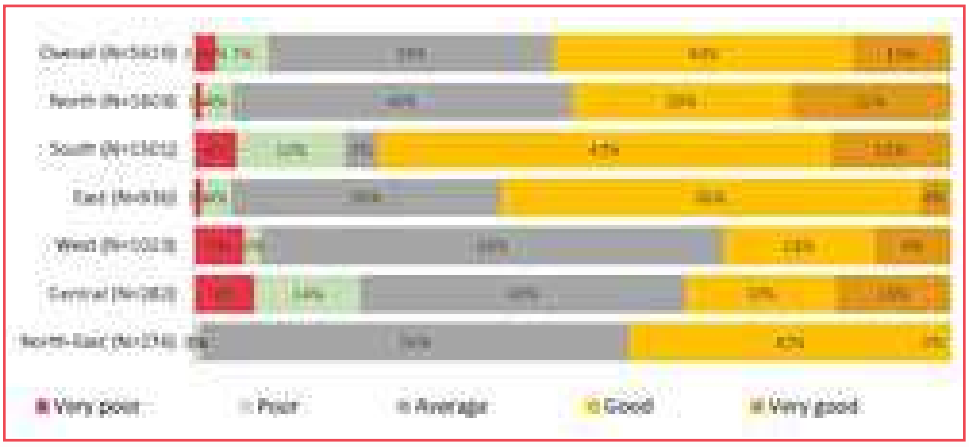
Perceived Effectiveness of CRS Among Listeners

The effectiveness of CRS as perceived by listeners, with regards to various aspects such as the quality of signal transmission, quality of content, variety of programs aired, usefulness of educational programs broadcast by CRS, effectiveness of disaster management protocols, and impact on listeners' lives as presented in this chapter, would help us reach non-biased conclusions on the impact and effectiveness of CRS.

7.1 Quality of Signal Transmission

Since CRSs are short-range, low power radio stations that are meant to reach only the local communities surrounding them, the quality of signal transmission would be fundamental to ensuring reach and listenership.

Figure 7.1: Listeners' Perception on Quality of Signal Transmission



According to the CRS-listeners studied, the quality of signal transmission of their respective CRSs was reported to be good by 40% and very good by 13% overall. The Eastern followed by Southern CRSs (60% and 53% respectively) were most positively rated. Almost a quarter (21%) rated it very good in the North. On the other hand, the Central states gave the least positive ratings, with 22% rating it poor or very poor. This is depicted in Figure 7.1.

7.2 Quality of Content Presented

The variety and quality of content presented by CRSs makes or breaks listeners' engagement with the programs, and therefore, the listenership rates as well. The quality of content showcased by CRS was also perceived to be either good or very good by more than half (54%) overall. This was once again, most highly rated in the Eastern states (72%) followed by the Southern states (60%). In the Western states, while 14% rated it to be very good, the second-highest among all zones, they also had a relatively higher percentage of average, poor or very poor ratings (11% cumulative). The Central states received the least positive ratings among all zones. This is depicted in Figure 7.2

Figure 7.2: Listeners Perception on Quality of Content Presented

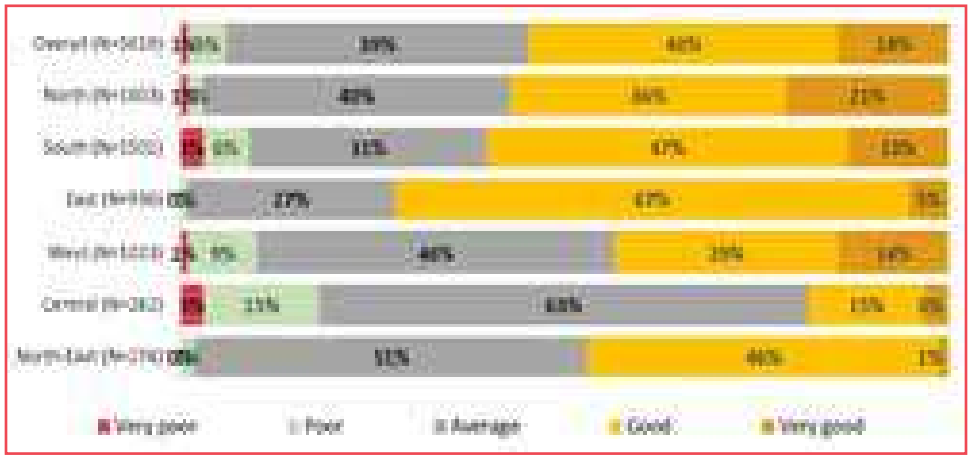


Figure 7.3: Listeners' Perception on Variety of Programs Aired

7.3 Variety of Programs Aired

As seen in Figure 7.3, overall, 50% of the listeners rated the variety of programs broadcast by CRS to be either good or very good. 43% of them rated it to be average. CRSs in the Eastern (70%), Southern (57%) and Northern states (53%) were rated most positively.

7.4 Topics that Captured Listeners' Attention

Among the topics discussed by CRSs in their programs, culture and tradition captured the attention of a majority (59%) of listeners. This was followed by education and environment, as reported by nearly half the respondents. Health and sanitation (35%), agriculture (33%), poverty and food security (24%) were other topics that captured listeners' attention the most. 19% were interested in topics like local issues of community and government policies and schemes, each. 5% were unable to say which topics interested them. This is depicted in Figure 7.4.

Figure 7.4: Topics that Captured Listeners' Attention (Overall) [N=5619]

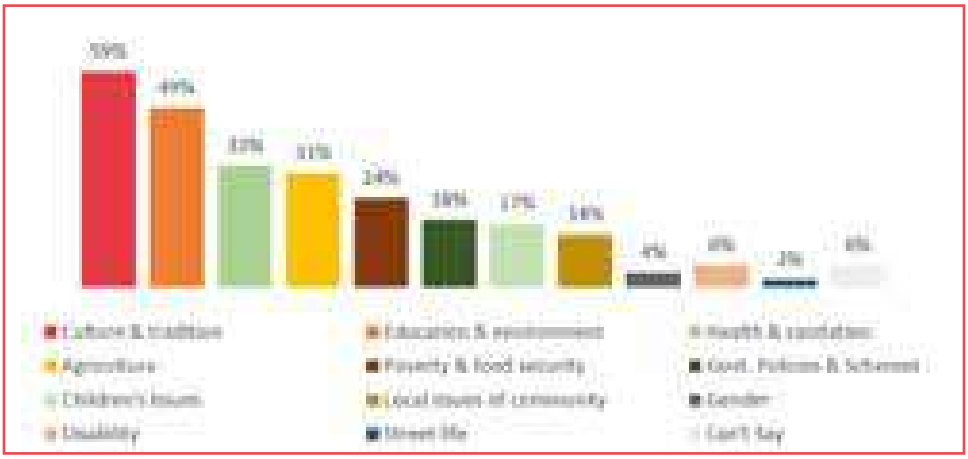


Table 7.1: Topics that Captured Listeners' Attention by Zone (%)

Zone	Culture and tradition	Education and environment	Poverty and food security	Health and sanitation	Gender	Disability
North	61	48	23	23	4	5
South	51	50	28	37	4	7
East	76	38	9	66	4	15
West	47	57	28	29	6	4
Central	49	52	27	38	2	2
North-East	77	36	30	15	2	1
Zone	**Street life**	**Children's issues**	**Agriculture**	**Govt. policies & schemes**	**Local issues of community**	**Can't say**
North	2	15	31	20	13	6
South	1	13	20	15	11	6
East	1	48	59	18	15	2
West	3	12	39	18	11	5
Central	0	13	28	23	2	24
North-East	0	3	16	18	53	0

When seen zone-wise, topics related to culture and tradition, and education and environment captured the interest of listeners the most in the North-Eastern (77%) and Eastern (76%) states. Listeners from the North-Eastern states also preferred programs on local issues of the community the most (53%). Topics related to health and sanitation (66%), children's issues (48%), and agriculture (59%) captured listeners' interest the most in the Eastern states. Education and environment received the highest percentage in the Central states (57%). Topics such as gender and government policies & schemes were more or less equally preferred among all zones.

7.5 Topics that Need to be Presented on CRS

Listeners expressed their preference for topics related to culture and tradition, education and environment, poverty and food security, once again as they felt that these issues should be presented and discussed more often on the CRSs. As seen in Figure 7.5, 36% said that culture and tradition should be discussed more often, while 32% said education and environment,

Figure 7.5: Topics that Listeners felt Needed to be Discussed on CRS (Overall) [N=5619]

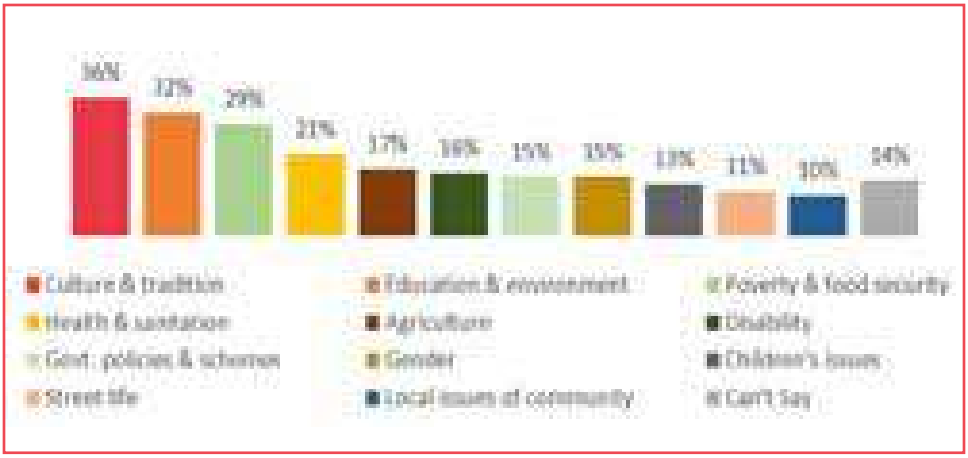


Table 7.2: Topics that Listeners Felt Needed to Be Discussed on CRS by Zone (%)

Zone	Culture and tradition	Education and environment	Poverty and food security	Health and sanitation	Gender	Disability
North (N=1603)	39	28	28	22	14	14
South (N=1501)	35	34	26	20	10	13
East (N=936)	19	28	49	30	34	30
West (N=1023)	42	37	23	17	12	16
Central (N=282)	45	39	25	19	1	2
North-East (N=274)	35	32	27	8	32	24
Zone	**Street life**	**Children's issues**	**Agriculture**	**Govt. policies & schemes**	**Local issues of community**	**Can't say**
North (N=1603)	9	16	19	13	6	13
South (N=1501)	9	14	14	19	13	11
East (N=936)	15	18	14	27	24	10
West (N=1023)	9	9	24	9	3	16
Central (N=282)	0	10	14	12	6	35
North-East (N=274)	36	4	3	3	7	7

29% poverty and food security, 21% health and sanitation and 17% agriculture.

Listeners from the Eastern and Central states expressed the strongest desire to hear different topics on CRS programs. Almost half (49%) the respondents in the East wanted to listen to poverty and food security, whereas 34% were interested in gender and 30% were interested in health and sanitation. 45% of the respondents in Central states said that culture and tradition should be discussed more often. Listeners in the Central states also expressed a desire for topics related to education and environment (39%), and agriculture (24%) the most. This is represented in Table 7.2.

7.6 Factors that Drew Listeners' Interest to CRS

When enquired which factors drew their interest towards CRS, over half (51%) of the listeners overall reported that it was the content presentation techniques. 41% of said that it was the variety and wholesome coverage of issues. For 35%, it was the format of the programs presented. 29% said that group discussions, and 24% said that experts' views and CRSs' interactions with the community drew their interest. This is depicted in Figure 7.6.

Figure 7.6: Factors that Drew Listeners' Interest to CRS (Overall) [N=5619]

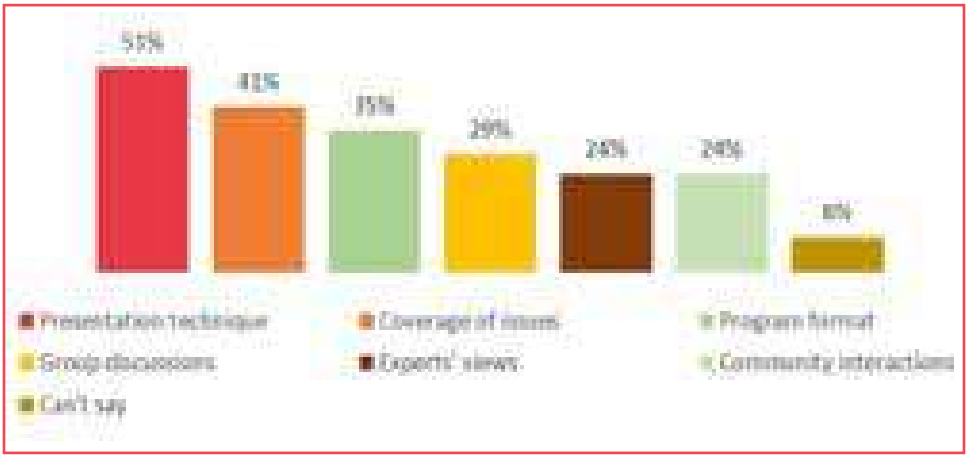


Table 7.3: Factors that Drew Listeners' Interest to Listen to CRS by Zone (%)

Zone	Presentation technique	Coverage of issues	Program format	Group discussions
North (N=1603)	63	35	31	30
South (N=1501)	43	38	32	23
East (N=936)	65	62	54	18
West (N=1023)	40	36	37	42
Central (N=282)	34	31	35	30
North-East (N=274)	45	73	28	32

Zone	Special guests on programs	Interactions with community	Can't say
North (N=1603)	23	20	5
South (N=1501)	21	21	14
East (N=936)	42	37	0
West (N=1023)	22	29	6
Central (N=282)	13	13	37
North-East (N=274)	28	31	0

As seen in the zone-wise analysis presented in Table 7.3, 63% in the Eastern (65%) states reported presentation technique, the highest among all states. The breadth and depth of coverage of issues was reported the most in the North-Eastern states (73%), and least in the Central states (31%). Group discussions received the highest percentage in the Western states (42%), whereas the format of programs received the highest percentage in the Eastern states (54%). The appearance of special guests on programs (42%) and community interactions (37%) were also the highest reported in the East as factors that drew listeners' interest to listen to CRS.

7.7 Personal Gains from CRS

Nearly two-thirds (62%) of CRS listeners overall reported that a major personal gain that they had made from the CRS was enhanced knowledge and awareness. This is depicted in Figure 7.7. As seen in Table 7.4, this was most reported in the Eastern states (79%) and least in the Western states (42%). 43% reported that listening to the CRS or engaging with the CRS had improved their social interactions within the community. Listeners in the Northern and Western states (45%) reported this gain the most and those in the Eastern states (39%) the least.

35% said that the CRS had had a positive impact on their overall personal well-being. This was once again, most reported in the Eastern states (61%). 31% reported skill development as a gain they had made from the CRS. The Western states had the highest percentage (48%) of listeners this as a gain.

Figure 7.7: Percentage of Listeners that Felt They Had Made Personal Gains from CRS (Overall) [N=5619]

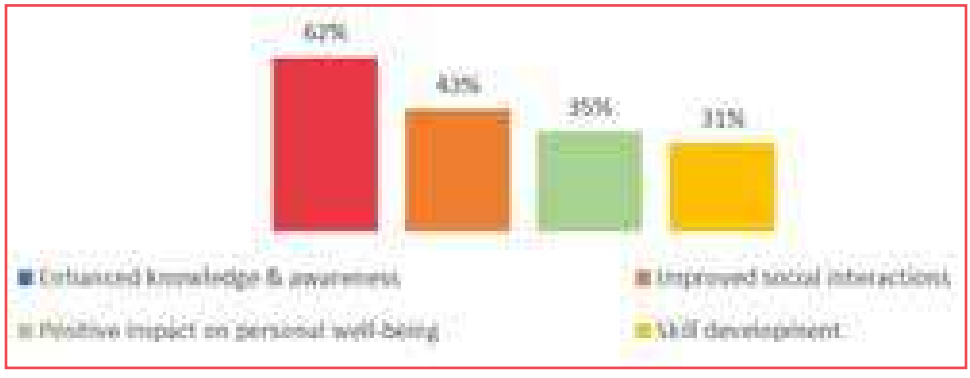
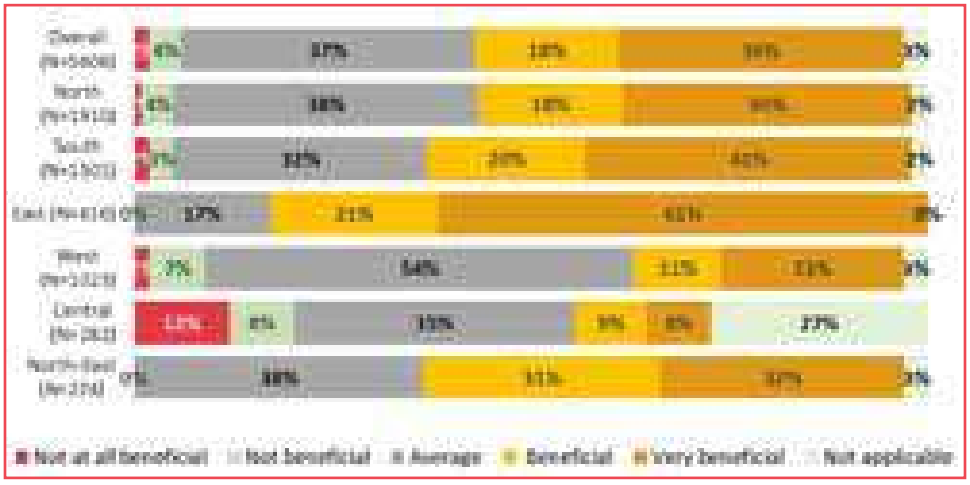


Table 7.4: Percentage of Listeners that Felt they had made Personal Gains from CRS by Zone (%)

Zone	Enhanced knowledge & awareness	Improved social interactions	Positive impact on personal well-being	Skill development
North (N=1603)	68	45	25	27
South (N=1501)	57	41	34	27
East (N=936)	79	39	61	29
West (N=1023)	42	45	37	48
Central (N=282)	58	44	29	20
North-East (N=274)	73	44	36	40

Figure 7.8: Usefulness of Educational Programs Broadcast by CRS



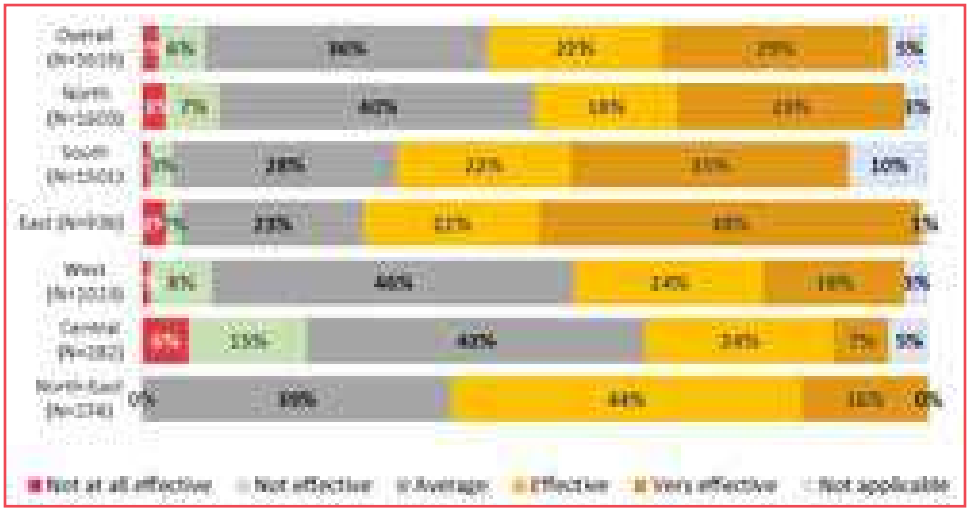
7.8 Usefulness of Educational Programs Broadcast by CRS

CRS-listeners were enquired whether educational programs broadcast by CRS were beneficial for their children. As depicted in Figure 7.8, 54% overall said that they were either beneficial or very beneficial. Only 6% did not find them beneficial whereas 3% said that the question was not applicable to them. The Eastern states had the highest ratings with nearly two-thirds rating them very beneficial. The Central states had the lowest ratings among all zones, with 20% rating them to be not beneficial or not at all beneficial.

7.9 Effectiveness of Disaster Management or Cyclone Protocols

Overall, 51% of respondents felt that the disaster management or cyclone protocols of the CRS were either effective or very effective, while 36% felt they were average. Respondents in the Eastern states (49%) reported them to be most effective among all the zones, followed by the Southern states (45%).

Figure 7.9: Effectiveness of Disaster Management or Cyclone Protocols



On the other hand, those in the Central (21%) reported them to be the least effective the most. This is depicted in Figure 7.9.

7.10 Impact of CRS during the Covid-19 Pandemic

As seen in Figure 7.10, 64% of respondents overall said that the CRS played an impactful role disseminating information during the Covid-19 pandemic. The Eastern states had the highest percentages with 79% saying that the CRS played an impactful role, followed by the Southern (68%) and the North-Eastern states (66%), states. It was reported to be least effective in the Central states (11%).

7.11 CRS' Impact on Listeners' Lives

Overall, more than half of the CRS-listeners (57%) said that the CRS had had a positive impact on their lives. A significant majority of 92% in the Eastern states reported positive impact, the highest among all zones. The Western states (12%) had the highest percentage

Figure 7.10: Impact of CRS during the Covid-19 Pandemic

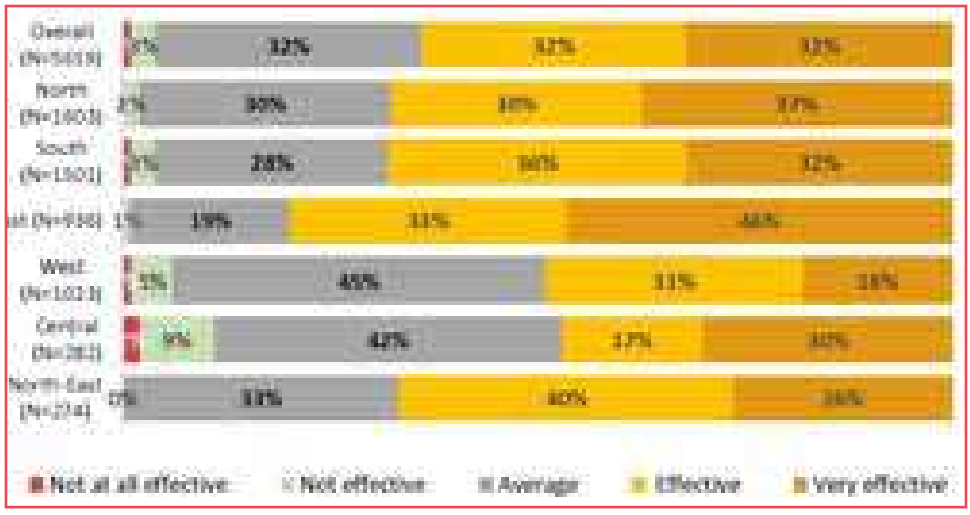


Figure 7.11: CRS' Impact on Listeners' Lives

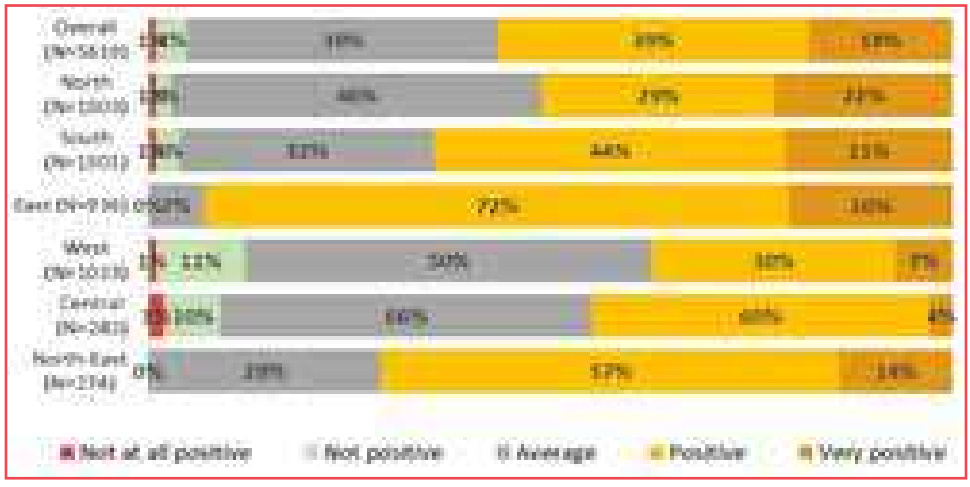


Table 7.5: Proportion of Listeners that felt the CRS Involved the Community & the Programs Reflected the Local Culture		
Zone	**CRS' involvement of community in programs**	**CRS broadcasts programs to showcase local culture and talent**
North (N=1603)	42	36
South (N=1501)	24	20
East (N=936)	35	68
West (N=1023)	5	5
Central (N=282)	1	1
North-East (N=274)	32	26

to report a not-so-positive impact. This is depicted in Figure 7.11.

7.12 CRS's Involvement of Community and Reflectiveness of Local Culture

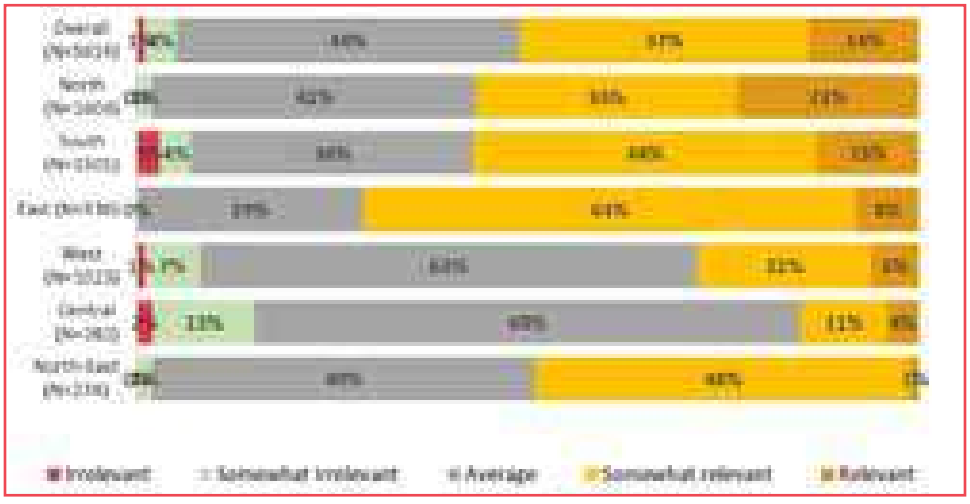
When respondents were enquired whether the CRS involves the local community in its programs, 27% overall said that it does. The highest reported percentage was in the Northern states where 42% said that the CRS involved the local community. Meanwhile, a mere 1% reported this in the Central states, followed by 5% in the Western states. (Possible reason why listenership is less or vice versa?).

29% overall said the CRS broadcasts programs to showcase the local culture and talent. This was reported highest in the Eastern states (68%), and least in the Central (1%) and Western (5%) states. This is represented in Table 7.5.

7.13 Relevance of Programs to Community

As seen in Figure 7.12, 37% of respondents overall said that the programs broadcast by the CRS were relevant to the community, while 13% said that they were very relevant. This was reported highest in the Eastern states (71%), followed by the Southern (57%) and Northern states (56%). On the other hand, it was rated lowest in the Central states where three-

Figure 7.12: Relevance of Programs to Community



fourths of them rated the relevance of programs average and 12% rated them somewhat irrelevant.

7.14 Style of Program Presentation

Nearly two-thirds (61%) had a favourable outlook towards the style of program presentation by CRSs. This was reported highest once again in the Eastern states (80%), followed by the Southern states (65%). Once again, the Central states had the least favourable outlook with 13% reporting the style of presentation to be poor or very poor and 67% reporting it to be average. This is depicted in Figure 7.13.

7.15 Quality of Language Used in Programs

As seen in Figure 7.14, 59% overall reported the quality of language used by presenters in the program as either good or very good. Respondents in the Eastern states reported the most positive ratings (81%) followed by the Southern states (65%). On the other hand, respondents in the Central states reported the least favourable ratings with 12% rating it to be poor or very poor.

Figure 7.13: Style of Presentation

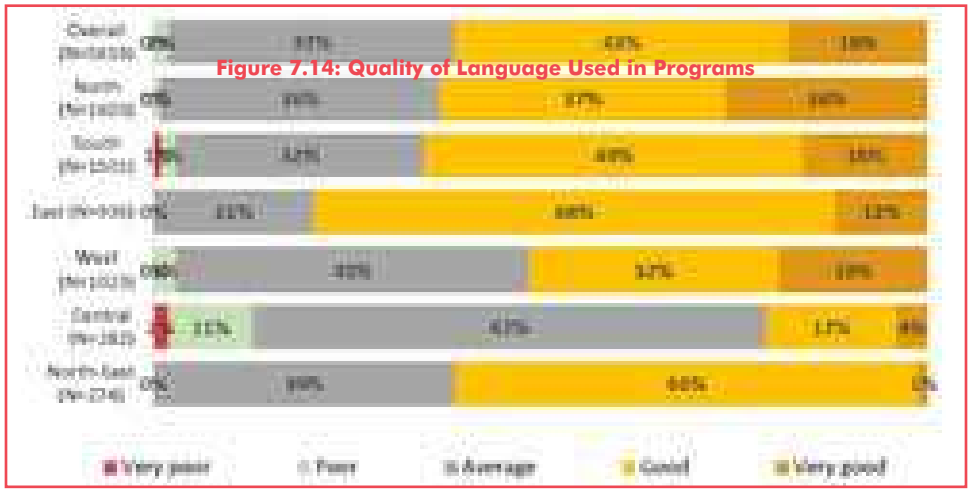
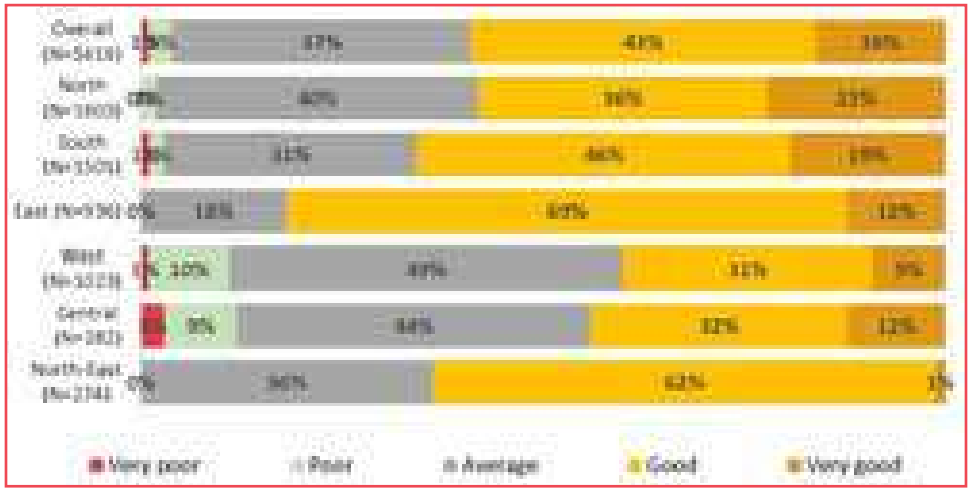


Figure 7.14: Quality of Language Used in Programs



7.16 Ease of Understanding Content

Ease of understanding content received similar ratings as quality of language used, with 61% rating it to be either easy or very easy. 78% in the Eastern states reported this to be easy or very easy, the highest among all states. While the Central (8%) and Western (7%) states reported least favourable ratings once again, it was slightly better than the ratings for quality of language used in these states. The same is represented in Figure 7.15.

7.17 Adequacy of Coverage Received by Stories of Local Interest

As seen in Figure 7.16, 67% of listeners either agreed or completely agreed to the statement that the CRS is good at covering stories of local interest, while 14% disagreed and 6% completely disagreed. Respondents in the North agreed with this statement (75%) the most whereas those in the Western states (32%) disagreed with it the most.

Figure 7.15: Ease of Understanding Content

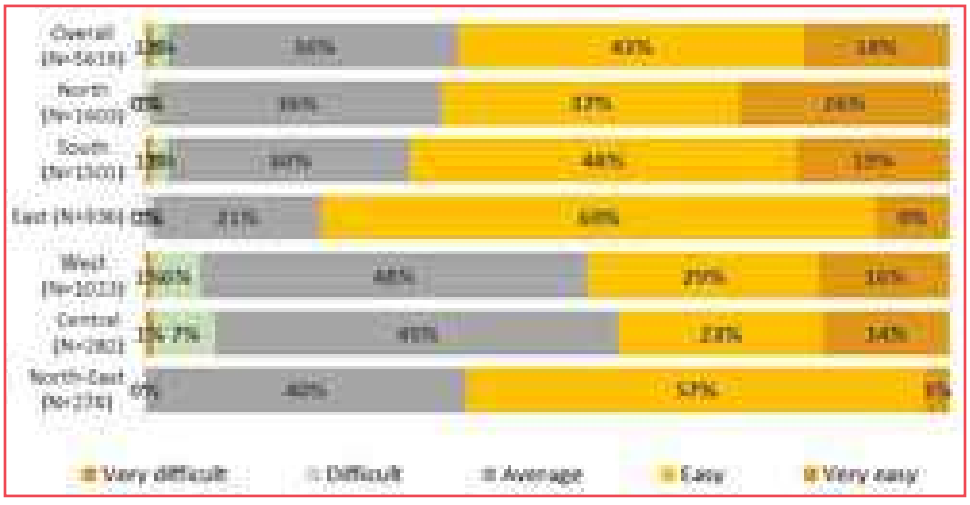
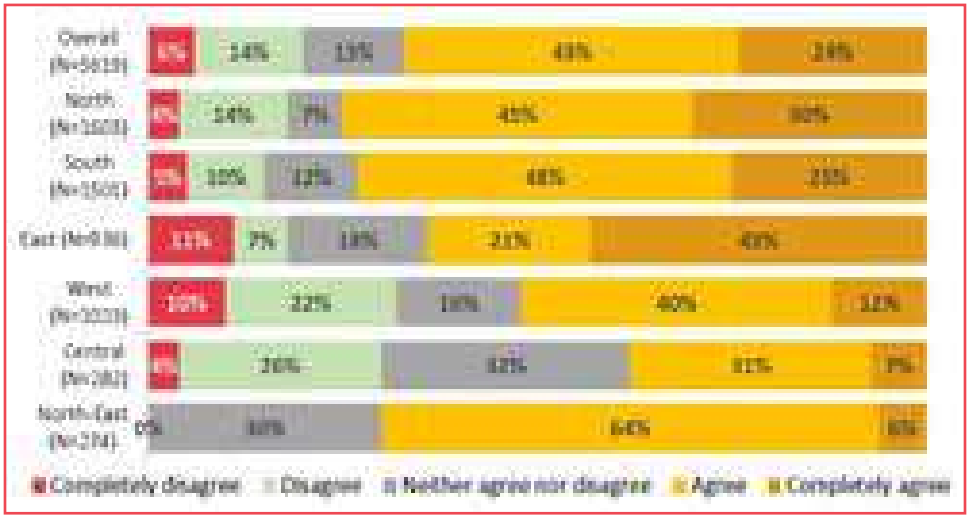


Figure 7.16: Proportion of Listeners that thought CRS is Good at Covering Stories of Local Interest



7.18 CRSs' Effectiveness in Keeping Listeners Updated with Local Information

As seen in Figure 7.17, 68% of listeners overall either agreed or completely agreed with the statement that the CRS keeps them updated with local information. Listeners in the Northern states agreed with this the most (75%), followed by those in the North-Eastern states (74%). Listeners from the Central states disagreed with this statement the most (25%). The Eastern states (11%), surprisingly, had the highest percentage among all the states to completely disagree with the statement.

7.19 Effectiveness of CRS in Creating Awareness about Local Issues

When respondents were enquired about the effectiveness of CRS in creating awareness about local issues, half of them overall said that it was effective, and 46% said that it was

Figure 7.17: Proportion of Listeners that thought CRS keeps them Updated with Local News

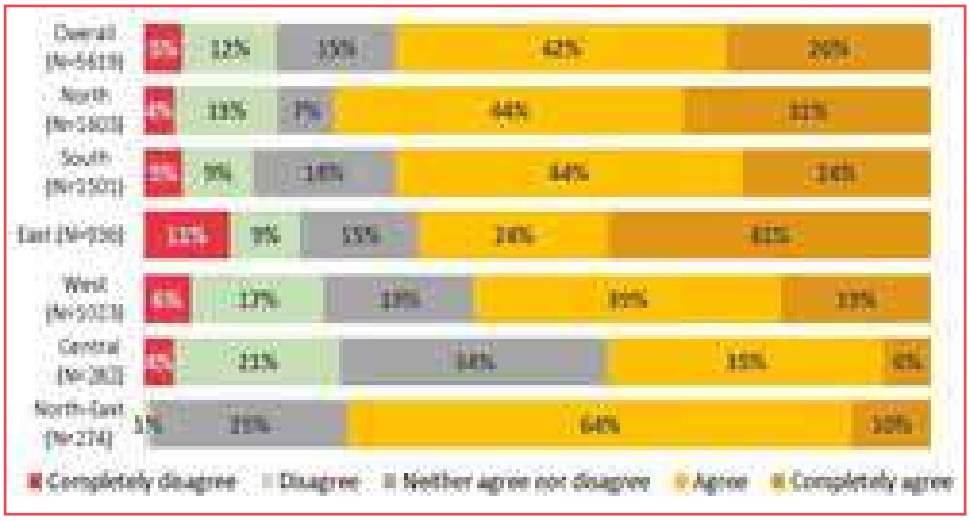
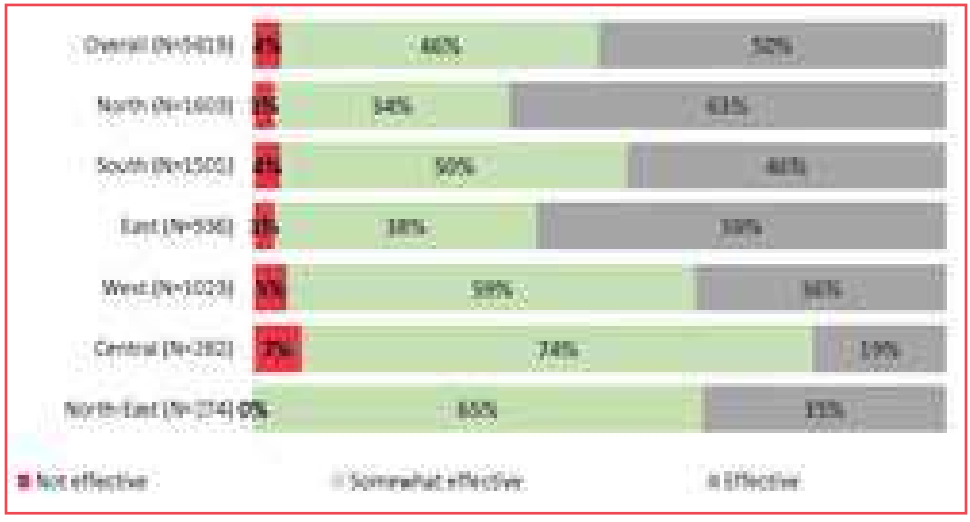


Figure 7.18: Proportion of Listeners that Thought CRS was Effective in Creating Awareness about Local Issues



somewhat effective. A small percentage of 3% said that they were not effective. 100% of the respondents in the North-Eastern states felt that the CRS was either effective or somewhat effective. As shown in Figure 7.18.

7.20 Effectiveness of CRS in Providing Information about Rights, Rules & Regulations

95% of the listeners overall felt that the CRS was either effective or somewhat effective in providing information about rights, rules and regulations. Among all the states, listeners from the Northern states felt that their respective CRSs were effective in this regard the most (58%). 10% in the Central states said that CRSs were not at all effective in providing useful information on their rights, the highest among all states. 100% in the North-Eastern states felt that it was either effective or somewhat effective. As shown in Figure 7.19.

Figure 7.19: Proportion of Listeners that Thought CRS was Effective in Providing Information about Rights , Rules & Regulations

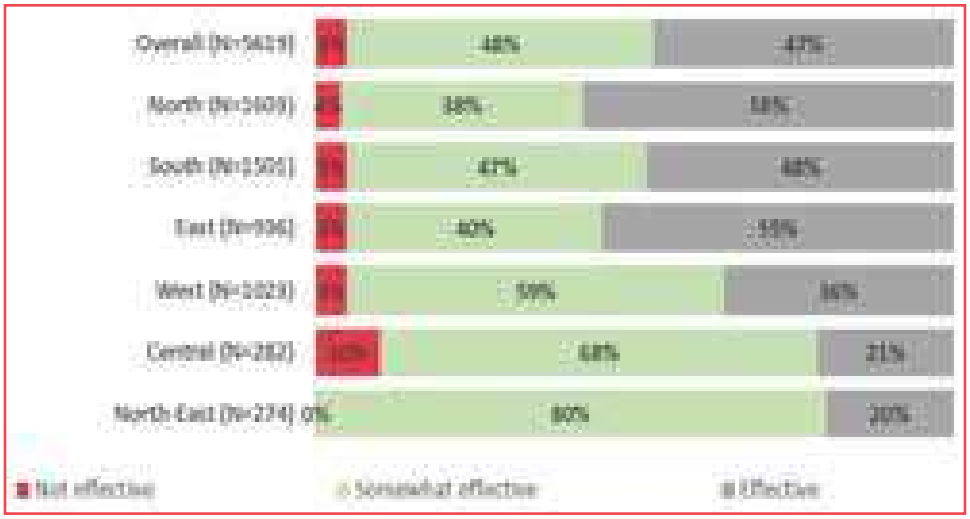
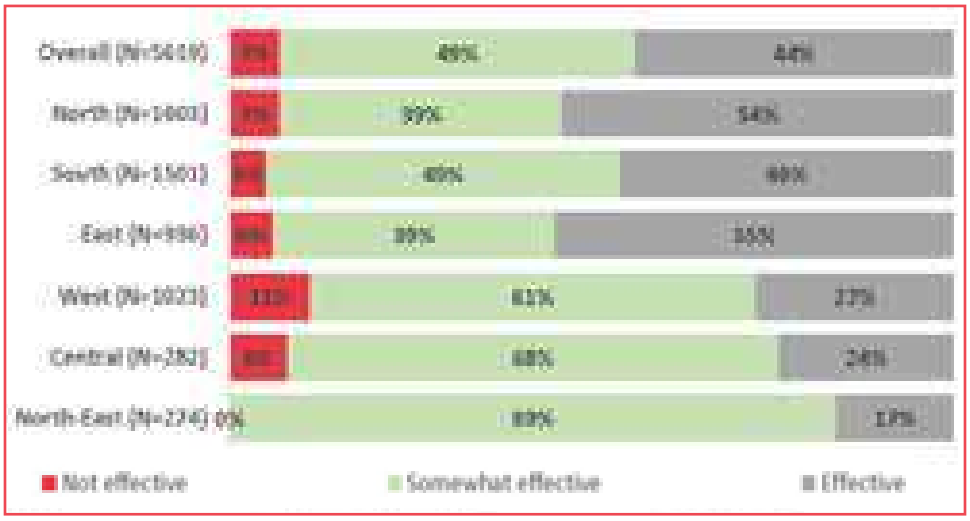


Figure 7.20: Proportion of Listeners that Thought CRS was Effective in Creating Awareness on Disaster Management



7.21 Effectiveness of CRS in Disseminating Useful Knowledge on Disaster Management Preparedness

As seen in Figure 7.20, 44% of respondents overall felt that the CRS was effective in creating awareness and disseminating useful knowledge on disaster management preparedness. 49% felt that it was somewhat effective. The Eastern (55%), followed by the Northern (54%) states had the highest percentage of listeners that reported that the CRS was effective in this regard. The Central states had the lowest percentage. Once again, 100% in the North-Eastern states felt that it was either effective or somewhat effective.

7.22 Suggested Improvements to Content of CRS Programs

When enquired about the kind of improvements they would like the CRS to make in terms of the program content, 42% said that there should be enhanced entertainment shows. As per the qualitative data, lack of entertainment programs being broadcast on the CRS was considered a major reason for lower listenership rates.

41% said that there should be more local content and another 41% said that there should be more educational programs. 39% expressed a desire for diverse cultural programs, and a quarter said that there should be more skill-building programs. 22% felt that there should be more social awareness programs, 19% wanted to hear more information programs, and 3% did not hold an opinion on this regard.

Figure 7.21: Suggested Improvements to Content of CRS Programs (Overall) [N=5619]

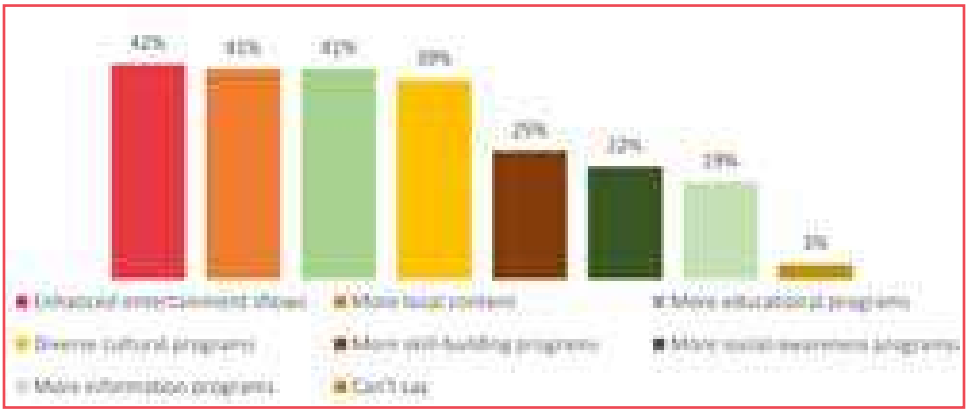


Table 7.6: Suggested Improvements to Content of CRS Programs by Zone (%)

Zone	More local content	Diverse cultural programs	More educational programs	Enhanced entertainment programs	More skill-building programs	More social-awareness programs	More information programs
North (N=1603)	49	36	37	42	21	21	20
South (N=1501)	36	38	36	36	23	19	20
East (N=936)	43	57	57	60	42	41	26
West (N=1023)	33	36	51	40	27	18	11
Central (N=282)	28	34	36	34	18	22	8
North-East (N=274)	61	32	35	48	30	23	27

The demand for more local content came from the North-Eastern states (61%), whereas the demand for diverse cultural programs and enhanced entertainment shows came from the Eastern states (60%) where musical programs were highly favoured by listeners, as will be seen in indicators of the next chapter. More than half the respondents in the Eastern states (57%) also suggested that there should be more educational programs. The same is represented in Table 7.6.

7.23 Suggested Improvements to Quality of CRS Program Delivery

Improved technical production (52%) was the most suggested improvement to the quality of program delivery. 47% felt that there was a need for better engagement with the community. 40% felt that the presenter's skills needed improvement, 35% felt that the presentation style should be more engaging. Less than a quarter suggested that there should be more ease of understanding program. 2% did not hold an opinion on the same. This is represented in Figure 7.22.

While better interaction with the community was most suggested in the Western states (58%), improved technical production was most suggested in the North-Eastern (66%) and Eastern (64%) states. Enhanced presenter skills (51%) and more engaging presentation style (57%) was also suggested most in the Eastern states. They also suggested improved ease of understanding of the subject discussed (48%) the most.

Figure 7.22: Suggested Improvements to Quality of Program Delivery (Overall) [N=5619]

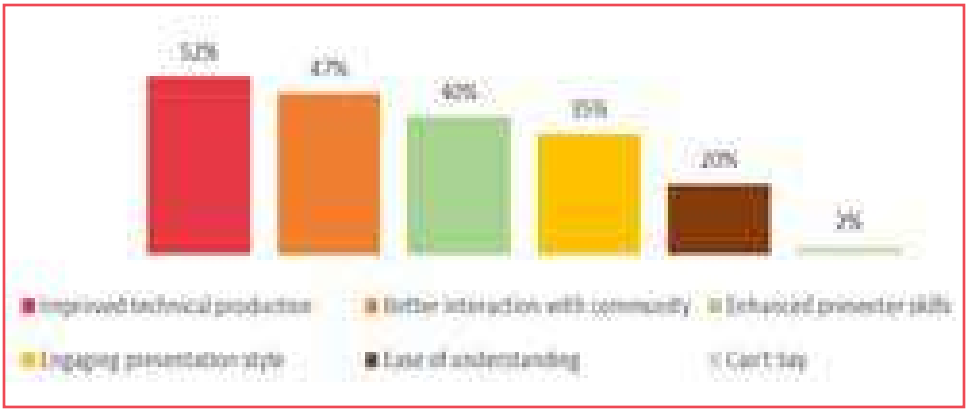
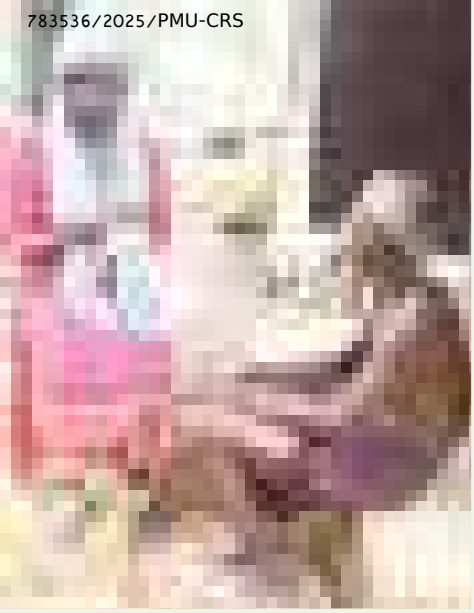
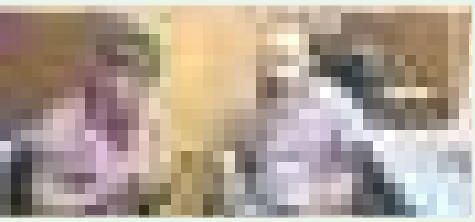
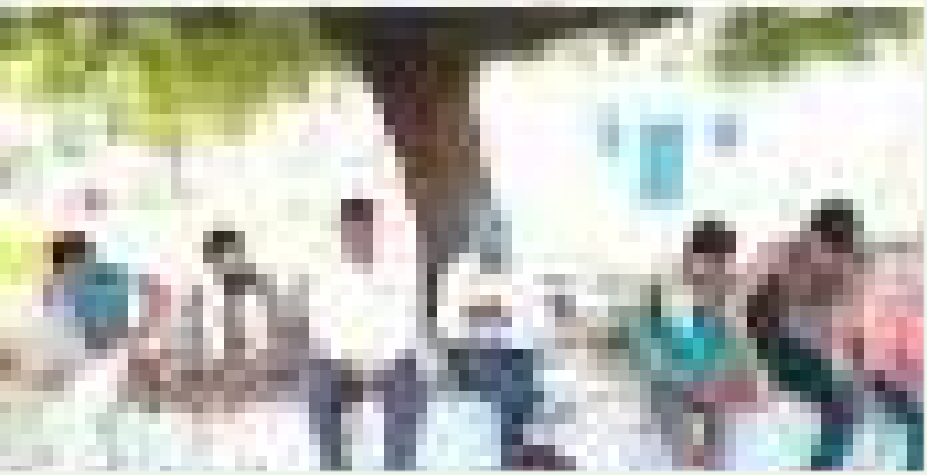
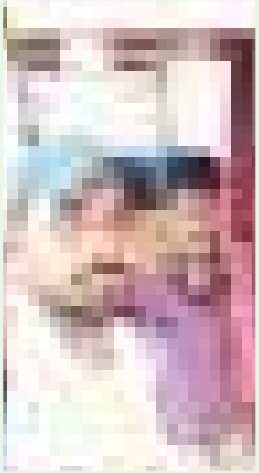
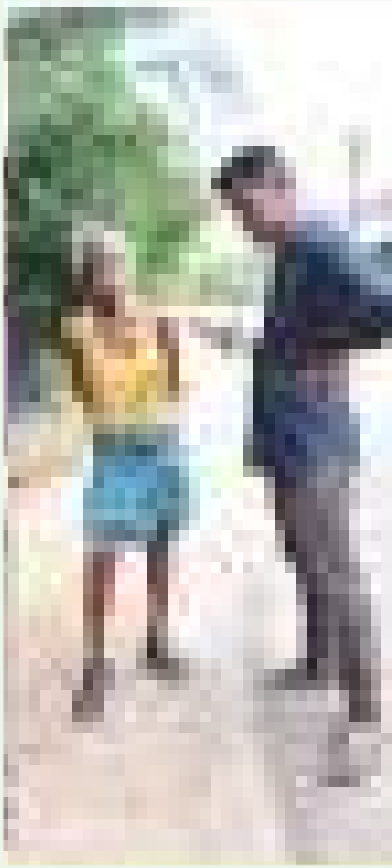


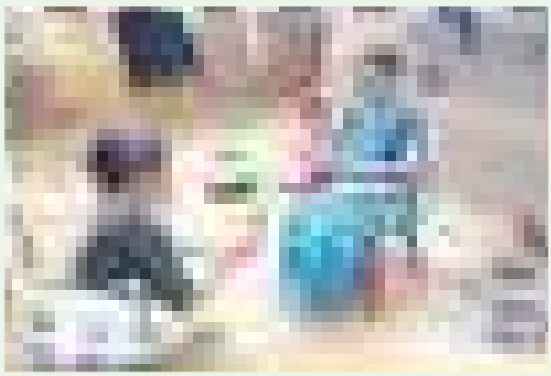
Table 7.7: Suggested Improvements to Quality of Program Delivery by Zone (%)

Zone	Enhanced presenter skills	Improved technical production	Better community interaction	More engaging presentation style	Ease of understanding subject discussed
North (N=1603)	43	56	36	34	16
South (N=1501)	38	45	50	28	20
East (N=936)	51	64	52	57	43
West (N=1023)	34	46	58	37	18
Central (N=282)	26	36	45	26	15
North-East (N=274)	39	66	58	26	18








8

Sustainability of CRSs

CRSs, due to their non-profit nature and service-oriented mission, are bound to face sustainability challenges that are financial, social and operational. The varying degree of these challenges that a CRS faces limits its potential to operate optimally while fulfilling its mandate of promoting inclusiveness, diversity and social cohesion to its audience.

8.1 Most Liked Aspects of CRS

Musical programs were the most liked aspect of CRS as reported by over two-thirds of the respondents overall, and across all zones. This was highest in the Eastern states (93%). The presenters or anchors of CRS were the second-most liked aspect of CRS (39%), with the highest percentages in the Eastern states (58%) once again. 33% overall liked to receive information about local community problems, 31% liked information programs, and 27% liked interactive programs or phone-ins. The North-Eastern states had the highest percentages in all three cases, 58%, 46% and 43% respectively. Further, Information updates were liked by 17% and sports coverage was liked by 8% overall.

All age groups more or less equally preferred information updates such as traffic and market updates, but the 31-45 year age group preferred it the most (19%). Information about local community problems and presenters of the radio programs was liked more by older age groups than younger ones, while

Figure 8.1: Listeners' Most Liked Aspects of CRS (Overall) [N=5619]

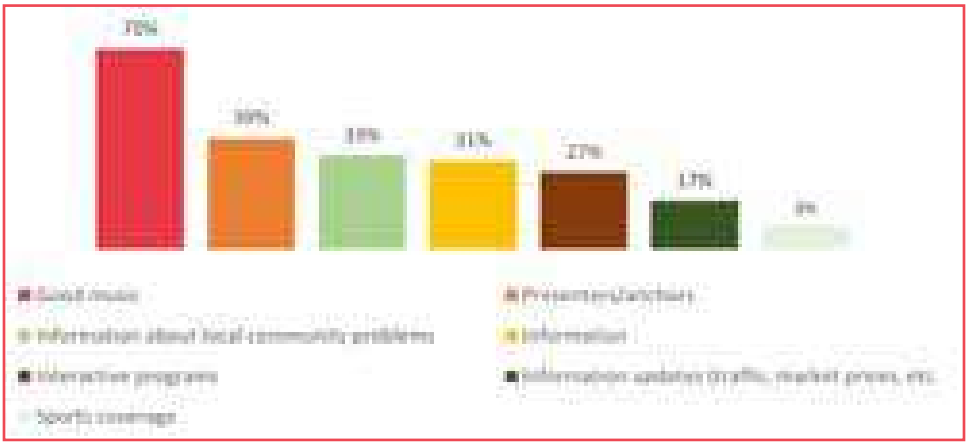


Table 8.1: Listeners Most Liked Aspects of CRS by Zone, Age & Gender (%)							
By Zone							
Zone	**Presenters or anchors**	**Good music**	**Interactive programs**	**Information updates (traffic, markets, etc.)**	**Information about local community problems**	**Information**	**Sports coverage**
North (N=1603)	38	68	18	13	34	32	5
South (N=1501)	43	65	39	22	26	28	8
East (N=936)	58	93	28	9	37	7	6
West (N=1023)	31	59	27	22	33	41	13
Central (N=282)	20	89	15	9	39	44	9
North-East (N=274)	35	76	43	25	48	46	6
By Age							
Age Group	**Presenters or anchors**	**Good music**	**Interactive programs**	**Information updates (traffic, markets, etc.)**	**Information about local community problems**	**Information**	**Sports coverage**
18-30 years (N=984)	39	69	27	16	26	25	9
31-45 years (N=2447)	36	69	27	19	33	32	8
46-60 years (N=1728)	42	72	27	16	34	33	7
>60 years (N=447)	47	66	30	15	42	33	6
By Gender							
Gender	**Presenters or anchors**	**Good music**	**Interactive programs**	**Information updates (traffic, markets, etc.)**	**Information about local community problems**	**Information**	**Sports coverage**
Male (N=4657)	38	69	27	18	33	32	8
Female (N=948)	45	75	29	15	33	28	6

the latter showed a higher preference for sports coverage. When seen according to gender, a higher percentage of women liked the presenters (45%), whereas men (18%) preferred information updates slightly more than women (15%). The overall data is depicted in Figure 8.1, whereas the zone, and gender-wise data is represented in Table 8.1.

8.2 Feedback Mechanism of CRS

Feedback and suggestions are crucial in shaping the activities of the CRS. 41% of CRS-listeners overall reported that the CRS had sought feedback from them. Among those

Figure 8.2: Proportion of Listeners that Said that the CRS Collected Feedback and that they had Provided Feedback

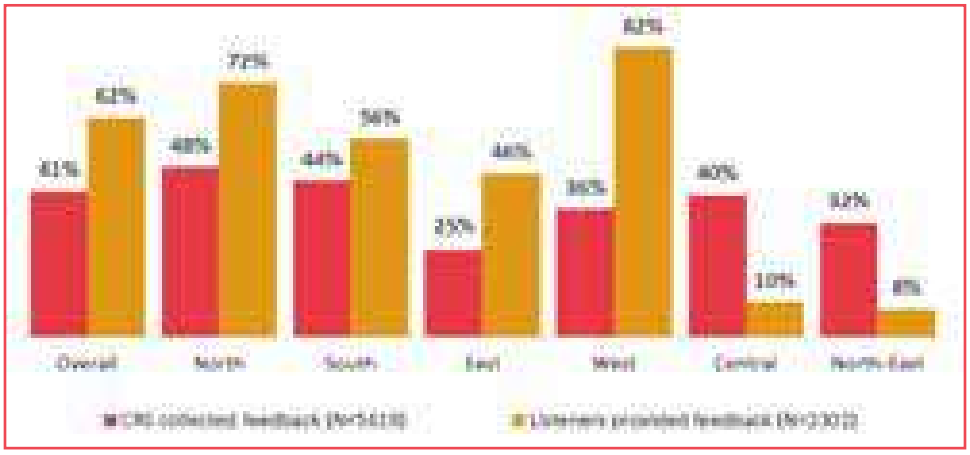


Table 8.2: Proportion of Listeners that Said that the CRS Collected Feedback and that they had Provided Feedback By Region

Zone	CRS collected feedback	Listeners provided feedback
Urban (N=1728)	34	58
Semi-Urban (N=134)	42	86
Rural (N=3744)	44	63

who were sought feedback, 62% provided feedback, highlighting a two-thirds response rate.

When seen zone-wise, listeners in the North (48%) followed by the South (44%) reported that the CRS had sought feedback. Although the Northern (72%) and Southern (56%) zones showed a rather high response rate, the North-Eastern states (82%) had the highest percentage of listeners that had provided feedback.

The Eastern states (25%) had the lowest percentage of listeners that said that the CRS collected feedback. However, nearly half of them had provided feedback suggesting that there is potential to collect more feedback and further engage with the community here.

When seen by region, more listeners from rural areas (44%) said that the CRS collected feedback. In the semi-urban areas, 86% of those who had been asked for feedback had provided it. This is represented in Figure 8.2.

Qualitative interviews revealed that feedback was collected through listeners clubs, community groups, phone-ins, letters, and social media. Sometimes volunteers also facilitated feedback from villages, Some CFOs preferred collecting feedback through mediums like phone-ins and direct meetings as it allowed the CRS to interact with the listeners and build relationships with them. While social media and online forums also allowed for interactions to some extent, its value was found to be in reaching a wider audience and gathering more diverse feedback.

8.3 Community Engagement in CRS' Activities

Community participation is believed to be the core strength of CRS as it adds value and substance to the mission of community media. In turn, CRSs provide a platform to the community for advocacy, raise awareness about social issues and their entitlements as citizens.

8.3.1 Community Engagement before Setting-up CRS

Community engagement prior to setting up the CRS was important for the growth and sustainability of the CRS. 60% of CRS had engaged with the community prior to establishment. Preliminary engagement often included needs assessments, gathering feedback through surveys or focus groups, collaborating with local leaders or organizations to understand the community's needs and challenges. This helped ensure that the CRS's services and resources were tailored for the community.

License holders of CRSs, particularly NGOs and KVKs, were found to have an added advantage in such mobilization efforts, due to the long-term relationships they had held with the community through other interventions. For instance, in Nayagarh, Odisha, Radio Surabhi, which is being run by an NGO that has intervened in a wide range of areas such as education, disability, health, agriculture, tribal issues, and so on. They felt that they had a thorough knowledge of the local history and other socio-economic dynamics which helped them hold intensive and extensive engagements with the community prior to being set up.

8.3.2 Community Engagement by Type of CRS

It was observed that CRSs run by NGOs and educational institutions were stronger in terms of community participation, and more purposeful in the types of programs that they broadcast.

A pre-existing relationship between the community and the NGO bolstered community participation in the case of NGO-run CRSs such as Radio MACFEST in Pathanmitta and Radio Mattoli in Wayanad. These two CRSs, both in Kerala, reported that they had over 100 volunteers.

On the other hand, CRSs run by educational institutions often had a strong base of student volunteers. Anna FM in Chennai, Tamil Nadu with 58 voulnteers, and Radio Campus in Anand, Gujarat with 50 vounteers, were both run by educational institutions. At the Radio Campus CRS, it was found that blind students volunteered by anchoring, appearing as guests and singers on the programs. The sense of purpose that volunteering at the CRS gave them was a motivated them. These students reportedly volunteered for 2-3 hours a day.

At the Anna FM CRS, the students who participated were engaged in media studies, and were therefore apt for being involved in content creation and program production on a variety of socially-relevant issues. They reportedly produced awareness programs during the Covid-19 pandemic. Participation of professors in the functioning of CRSs run by educational institutions was another common feature. Their expert opinions added value to the quality of programs produced.

In Radio SOA, Khordha, 50% of those engaged in the CRS activities were reported to be students and faculty. The other 50% were persons from various walks of life such as bureaucrats, police force, and so on. Because of this, they were able to air programs on legal awareness such as POCSO and domestic violence awareness. It can be said that the social capital that universities possessed, allowed them to engage experts and professionals directly in the functioning of CRSs, and therefore produce a larger variety of programs. The potential for leveraging the social capital among CRSs run by educational institutions and NGOs can be explored further.

Some CRSs compensated volunteers with an honorarium. Even student volunteers were sometimes offered an honorarium. For instance, the Swaranant CRS in Washim, Maharashtra had an "earn and learn scheme", whereas the Anna Community Radio in Chennai, Tamil Nadu, paid student volunteers around Rs. 300 per hour.

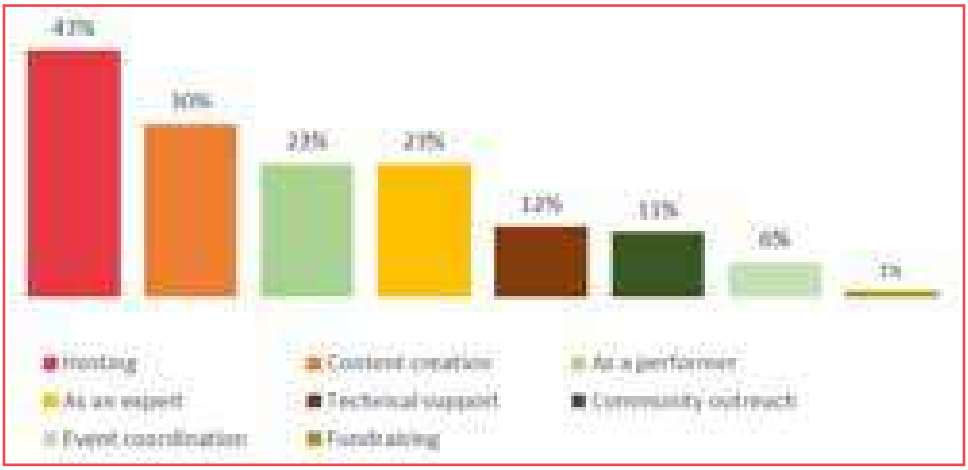
8.3.3 CRS Listeners' Participation in CRS Activities

Overall, 17% of CRS listeners said that they participated in CRS activities. The Western states had the highest percentage of listeners that participated (32%), whereas the participation rate was significantly low in the North-Eastern states (2%). This is depicted in Figure 8.3.

Younger listeners were found to participate more than older listeners. While 24% of those who were between the ages of 18-30 years participated in CRS activities, only 15% of those

Figure 8.3: Proportion of Listeners that Participated in CRS Activities

Figure 8.4: Types of CRS-Activities that Listeners Participated In (Overall) [N=955]



who were over 60 years participated. When seen gender-wise, a slightly higher percentage of men (18%), than women (14%) participated. Rural listeners (19%) showed higher participation rates than urban listeners (12%).

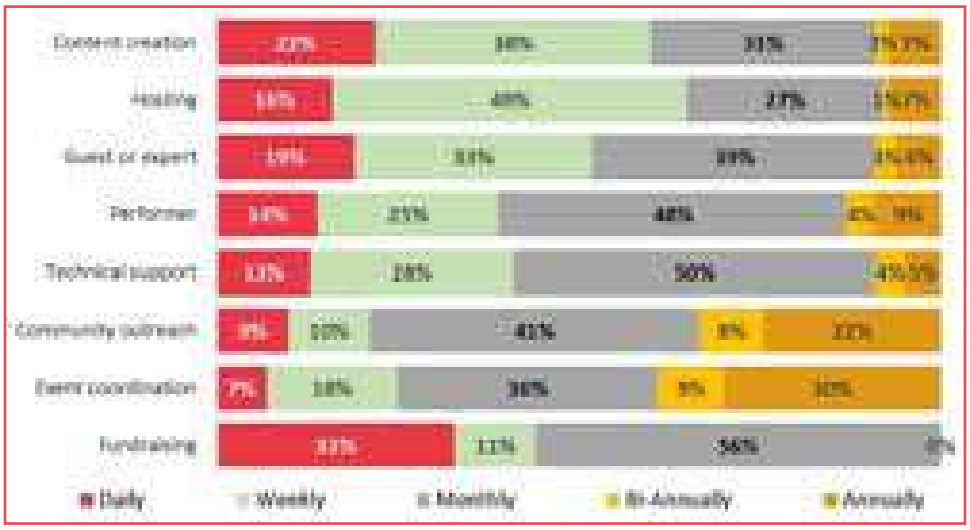
As seen in Figure 8.4, most respondents who said that they participated in CRS activities said that the activity they took part in was hosting (43%). This was followed by creation of program content (30%), appearing as a performer (29%), appearing as an expert (23%) and providing technical support to the CRS (13%).

Listeners in the Western (54%) and Southern states (41%) said that they participated in hosting programs at the CRS the most. Listeners in the Southern states were most involved in content creation (41%) and appearing as a guest or an expert on the programs (53%). Participation as performers was highest in the North-East (80%). Technical support was an activity that listeners from the Central states participated in the most (17%), whereas community outreach saw the most active participation in the Eastern states (28% each). This is represented in Table 8.3.

Table 8.3: Types of CRS-Activities that Listeners Participated In by Zone (%)

Zone	Hosting	Content creation	As a guest	As a performer
North (N=143)	46	32	18	32
South (N=238)	45	41	23	14
East (N=318)	2	6	53	58
West (N=239)	54	23	18	27
Central (N=12)	8	33	33	50
North-East (N=5)	20	40	0	80
Zone	**Technical support**	**Community outreach**	**Event coordination**	**Fundraising**
North (N=143)	11	14	6	1
South (N=238)	13	4	5	1
East (N=318)	9	28	8	1
West (N=239)	13	8	6	1
Central (N=12)	17	17	8	0
North-East (N=5)	0	0	0	0

Figure 8.5: Frequency of Participation in Different CRS Activties (Overall) [N=955]



Listeners who participated in different activities of the CRS were enquired about the frequency of their participation. It was found that those who participated in content creation, did so on a daily basis the most (22%)[1], followed by those who appeared as guests or experts (19%). Hosting was an activity that listeners participated in mostly on a weekly basis. Around half of those who participated in fundraising, and as performers and technical staff, were engaged monthly. Event coordination and Community outreach was the least frequent, with 39% and 30% engaged either on a bi-annual or annual basis. This is depicted in Figure 8.5.

As seen in Table 8.4, less than a quarter of CRS-listeners were aware of a content committee in the CRS. Respondents in the Southern (27%) and Eastern (24%) states were most aware whereas those in the Central states (12%) were least aware. Listeners in the Eastern and Northern states who were aware of the content committee, also showed the highest participation rate in the committee (26% each). None of those in the Central states who were aware of the committee participated in it.

It was found through qualitative interviews that community engagement was critical for the programs broadcast by CRS to be relevant and reflective of the interests of the community.

Table 8.4: Proportion of Listeners Aware of and Participated in Content Committee by Zone (%)

Zone	Awareness of content committee	Part of Content Committee
North	21	26
South	27	8
East	24	26
West	16	1
Central	12	0
North-East	18	2
Overall	21	15

1 Although 33% of those who said that they took part in fundraising said that they did so on a daily basis, it should be noted that the participation levels in this activity itself was low and therefore, it represents a small number of cases of volunteers being engaged on a daily basis for this activity.

Figure 8.6: Proportion of Non-Participants of CRS Activities that Were Interested to Participate (Zone-wise)

The sense of ownership of the CRS that participation fostered was also thought to be a key reason for higher listenership rates by the CFOs. Strong community engagement not only made awareness of the CRS spread through word-of-mouth, but it also made people more interested to listen to the CRS.

Participation happened through local events, SHG and other types of collectives' meetings, and through outreach events of CRS. Members not only shared local issues and their experiences through these platforms, but also volunteered to be involved in different aspects of CRS operations. This helped in preserving the local culture, language, traditions, and stories of the community, which is ultimately, the mission of CRS.

When CRS-listeners who did not participate in CRS activities were enquired whether they were inclined to participate in it, only 11% said that they were inclined. Listeners in the Eastern states showed the most inclination (17%). While those in the Southern states showed the least inclination (7%), it was not far off from the overall average. This is depicted in Figure 8.6.

There was not a significant difference between urban (10%) and rural (12%) listeners with regard to the keeness to participate.

Those who said that they were inclined to participate in CRS activities were further asked what kind of activities they would prefer to participate in. As seen in Table 8.5, overall, most (32%) said that they would like to participate as a performer, with the highest percentage in the North-Eastern states (65%). This was followed by those who said that they would like to participate as a guest or expert on the programs (22%), with the highest percentage in the Eastern states (44%). Fundraising (2%) and technical support (5%) were among the least participated activities.

Table 8.5: Types of CRS-Activities that Non-Participants Said that they Would Like to Participate In (%)				
By Zone				
Zone	**Hosting**	**Content creation**	**As a guest or expert**	**As a performer**
North (N=184)	22	15	13	42
South (N=117)	41	28	27	23
East (N=126)	7	22	44	24
West (N=114)	4	4	21	14
Central (N=37)	49	14	16	51
North-East (N=23)	0	61	17	65
By Age				
Age Group	**Hosting**	**Content creation**	**As a guest or expert**	**As a performer**
18-30 years (N=123)	24	19	23	21
31-45 years (N=262)	19	15	20	35
46-60 years (N=174)	22	23	24	36
>60 years (N=42)	21	14	26	21
By Gender				
Gender	**Hosting**	**Content creation**	**As a guest or expert**	**As a performer**
Male (N=494)	19	17	21	33
Female (N=107)	28	22	26	23
Overall (N=4065)	21	18	22	32
Zone	**Technical support**	**Community outreach**	**Event coordination**	**Fundraising**
North (N=184)	3	14	13	2
South (N=117)	10	11	9	3
East (N=126)	3	37	3	4
West (N=114)	2	42	29	0
Central (N=37)	8	8	8	0
North-East (N=23)	4	13	0	0
By Age				
Age Group	**Technical support**	**Community outreach**	**Event coordination**	**Fundraising**
18-30 years (N=123)	4	24	12	2
31-45 years (N=262)	5	21	17	1
46-60 years (N=174)	4	22	8	3
>60 years (N=42)	7	21	10	2
By Gender				
Gender	**Technical support**	**Community outreach**	**Event coordination**	**Fundraising**
Male (N=494)	4	22	14	1
Female (N=107)	6	24	9	6
Overall (N=4065)	5	10	13	2

When enquired if CRS respondents had ever participated in other forms of media and performance arts, 62% said that they had not. However, among those who had participated, most had participated in radio programs (31%), followed by TV programs (14%), public singing (11%) local theatre or Ramlila (7%), debates (3%) and poetry recitation or Kavi Sammelan (2%). This is represented in Figure 8.7.

As seen zone-wise in Table 8.6, the Western states had the highest percentage of respondents who said that they had participated in radio programs (40%), followed by the Northern states (34%). Respondents in the Western states also showed the highest participation levels in different media and arts such as TV programs (23%), theatre (11%), public singing (15%) and Kavi Sammelans (5%). The inclination that respondents from these

Figure 8.7: Proportion of CRS Listeners that Participated in Different Media & Arts (Overall) [N=5619]

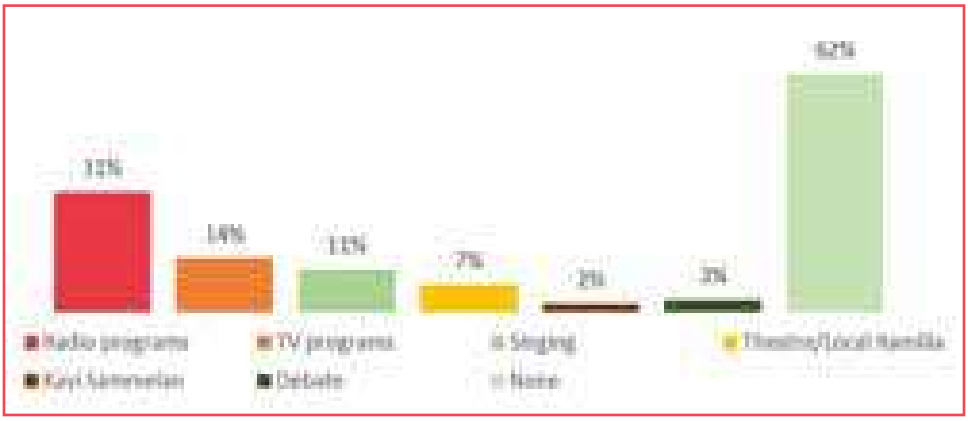


Table 8.6: CRS-Listeners' Participation in Media & Arts

Zone	Radio programs	TV Programs	Theatre/Local Ramlila	Singing	Kavi Sammelan	Debate	None
North (N=1603)	34	10	6	13	2	4	57
South (N=1501)	25	18	5	5	2	2	67
East (N=936)	20	2	6	15	1	4	75
West (N=1023)	40	23	11	15	5	5	49
Central (N=282)	31	19	7	10	5	1	60
North-East (N=274)	24	1	1	1	2	0	76

states showed to participate in media and art forms correlated with the relatively higher CRS-participation rates in these states. On the other hand, low participation of respondents from the North-Eastern states in different media and arts also correlated with their relatively low community participation in CRS activities.

8.4 Role of Lead CRSs

In 2022, the MoIB declared 24 CRSs as Lead CRSs that had to act as a nodal point and a resource agency in the state to provide hand holding to other community radio aspirant organizations, and to organically grow the community radio movement in India through dissemination of information.

Four CRSs studied in this study were lead CRSs. Three of them were from the Southern zone whereas one was from the Eastern zone. These were:

1. Radio Mattoli in Wayanad, Kerala (NGO category)
2. Anna Community Radio 90.4 in Chennai, Tamil Nadu (EDU category)
3. KLE Dhwani in Dharwad, Karnataka (EDU category)
4. Radio Surabhi in Nayagarh, Odisha (NGO category)

It was seen that typically, CRSs that had a strong community engagement, that conducted events and programs outside the CRS with the community, were selected to become lead CRSs in the region. For instance, Anna CRS was the first CRS to begin in the country, had

more than 50 volunteers, and had conducted social programs related to women's development in the community. Radio Surabhi too reported a strong community engagement.

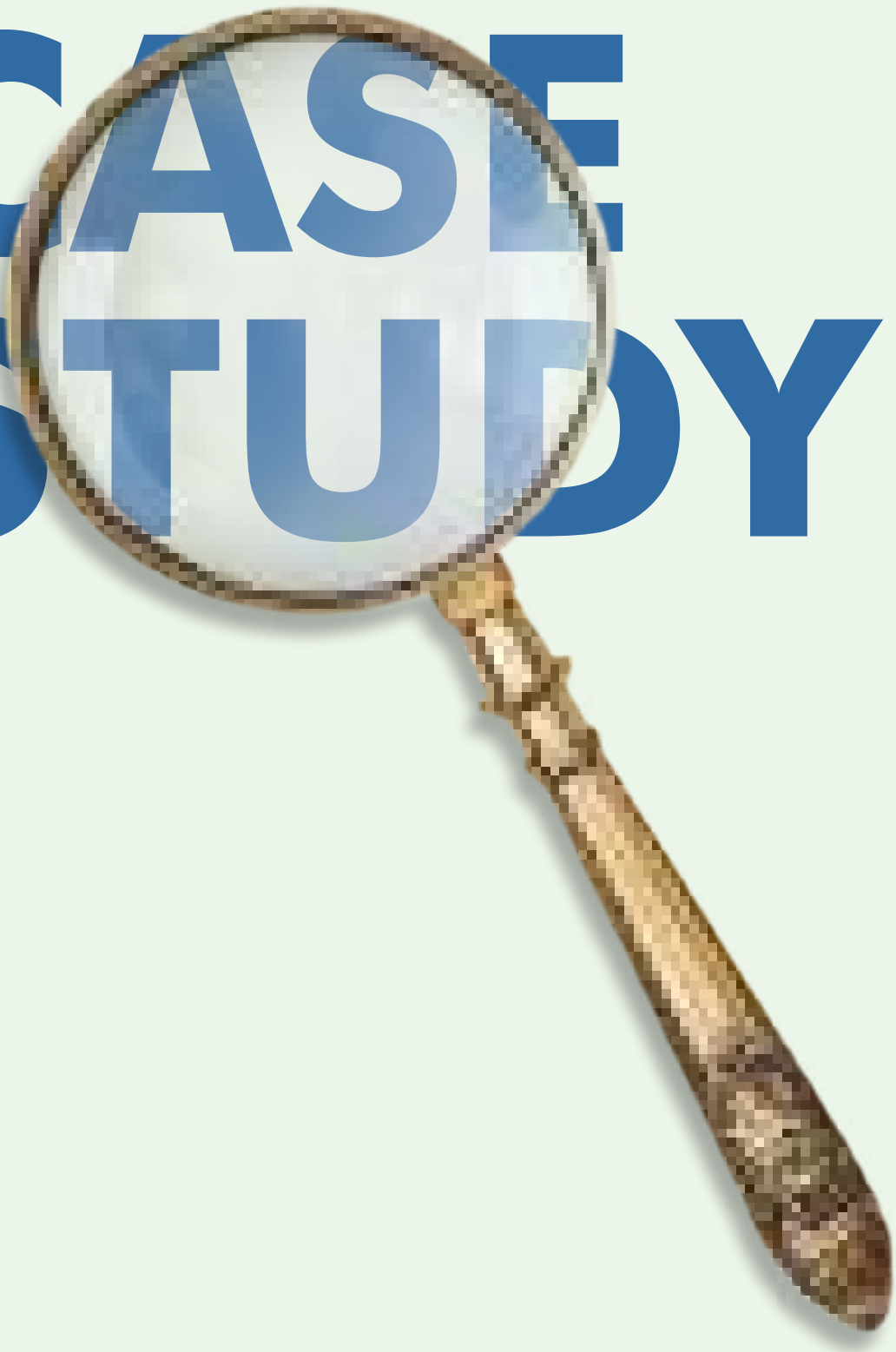
The specific types of handholding provided by lead CRSs involved conducting training for all the CRSs in the state, helping build a program plan for them, co-creating programs at times, and addressing challenges that they faced, among others.

Radio Mattoli in Kerala reportedly also co-created content with other CRSs, and helped source both government and non-government funds for them. Radio Mattoli and Anna CRS had dedicated help desks that other CRSs could reach out to when they needed support. Radio Surabhi was instrumental in getting all CRSs in Odisha empaneled for obtaining paid advertisements.

Inadequate financial support to play the role of a lead CRS was a common challenge that was highlighted. This restricted the lead CRS's mobility, hiring staff for a dedicated helpdesk and in general, the goal of facilitating the formation of a state-level network.

Unawareness of the existence of a lead CRS was another challenge that was highlighted. Anna Community Radio reported that many CRSs in the region were not aware of the lead CRS and therefore, an active network with other CRSs in Tamil Nadu was not very developed. In order to overcome this challenge and build a network with other CRSs, Anna CRS organized a two-day regional community radio sammelan in February 2024.

CASE STUDY



9

Case Studies

9.1: Community Radio Mattoli, Wayanad, Kerala

Community Radio Mattoli was launched in 2009 in Wayanad district of Kerala. The area covered by this CRS is 15 sq.kms, and the total number of households within the coverage area was 1,10,603.

Radio Mattoli was an NGO-run CRS. Community-engagement was intensively conducted prior to the establishment of the CRS through its locally well-established parent organization. The CRS has a relatively large staff of 14 members. It broadcasted 24 hours a day, 365 days a year. It was reported to face signal transmission issues due to the hilly terrain of Wayanad.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 60%, whereas the proportion of CRS-listener households among them was estimated at 82%. CRS-listenership rate was found to be high because this was said to be the only radio station in Wayanad, and because it broadcasted programs in the local tribal language.

The CRS had a mobile app and utilized other platforms like social media, YouTube, listener clubs, community meetings, Whatsapp groups and so on, to increase the reach of the CRS.

Poor quality of transmission, financial sustainability, and program production were reported as some of the major challenges faced by the CRS. Financially, the CRS had high operational costs but also had commensurate income flows to match the monthly expenditures. The CRS reportedly also relied on government grants, donations and to some extent, on ad revenues, in order to support its operations.

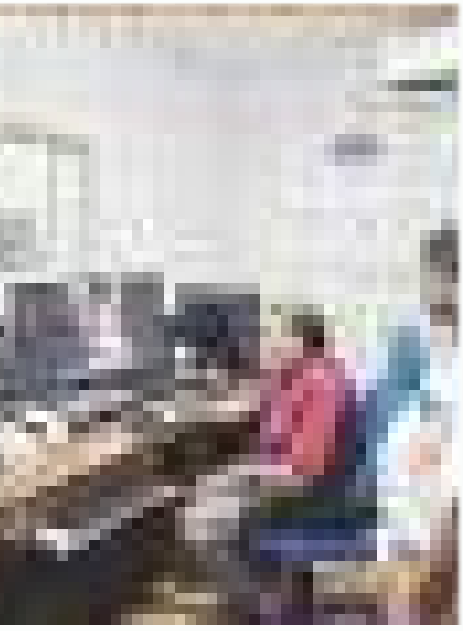
The CRS has been playing the role of a lead CRS in the state since 2022. As a lead CRS, they take the initiative of providing training to other CRSs in Kerala by organizing workshops every year, and also helping with program production. They had a help desk to support other CRSs with any issues that they faced. Community engagement with the CRS was said to be very active, with over 100 reported volunteers. In fact, it was reported that a high community engagement helped them cope with some of the challenges that have been mentioned above.

Table 9.1: Community Radio Mattoli, Wayanad, Kerala

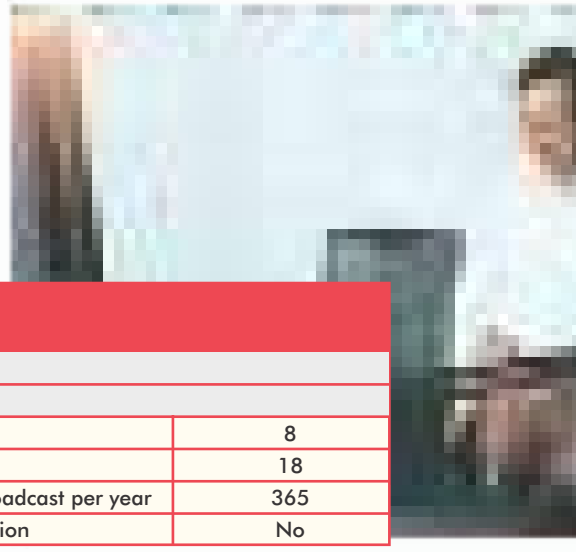
Year of Establishment		**2009**	
Type		**NGO**	
Total area of signal transmission	15 sq.km	Total no. of staff	14
Total HHs within coverage area	1,10,603	Total hours of broadcast	24
Proportion of radio-listener HHs	60	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	82	Problem in signal transmission	Yes








9.2: Radio MACFEST, Pathanamthitta, Kerala



Radio MACFEST was launched in 2009 in Pathanamthitta district of Kerala. The area covered by this CRS is 19 sq.kms, and the total number of households within the coverage area was 1,91,752.

Radio MACFEST is run by an educational institution. It had a staff of 8 members. It broadcasted for 18 hours a day and 365 days a year. 'Infotainment' was the stated objective of the CRS as it sought to capture listeners' attention with a good mix of informative and entertainment programs. The CRS covered a wide variety of issues in its programs such as health and hygiene, agriculture, women empowerment, rural development, heritage, art and culture.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 82%, whereas the proportion of CRS-listener households among them was estimated at 65%. The CRS did not face any issues with signal transmission. The CRS had a mobile app which was utilized by listeners native to the region who were residing elsewhere to stay connected with the CRS programs.

Community engagement was very active in this CRS as well, with approximately 100 reported volunteers. The CRS had adopted a small hamlet in a socio-economically underdeveloped backwater region, which contributed to active community participation.

Financial sustainability was highlighted as one of the main challenges faced by the CRS. It was suggested that efforts be made to help CRSs avail the financial grants allocated for them in order to ease the financial challenges.

Table 9.2: Radio MACFEST 90.4, Pathanmitta, Kerala

Year of Establishment	**2009**		
Type	**EDU**		
Total area of signal transmission	19 sq.km	Total no. of staff	8
Total HHs within coverage area	1,91,752	Total hours of broadcast	18
Proportion of radio-listener HHs	82	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	65	Problem in signal transmission	No

9.3: Ramana Dhwani, Bangalore, Karnataka

Ramana Dhwani was launched in 2007 in Bangalore district of Karnataka. The area covered by this CRS was 7 sq.km, and the total number of households within the coverage area was 50,000.

Ramana Dhwani is run by an educational institution. The CRS had a staff of only 2 members. It broadcasted for 8 hours a day, 365 days a year. It did not face any problems with signal transmission.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 18%, whereas the proportion of CRS-listener households among them was estimated at 17%. The CRS had a short transmission radius and due to its location in the midst or dense urban infrastructure in Bengaluru city, the reach of the CRS was limited. The CRS did not have a mobile app which further restricted the reach. However, the CRS utilized social media to engage with its listeners and garner feedback.

The CRS broadcasted for 8 hours a day and 365 days a year. It broadcasted programs related to disability and health, child abuse prevention, and awareness programs during the Covid-19 pandemic. Programs were broadcast in Kannada, Hindi, English and Sanskrit.

It had a staff of 2 members and 10 blind student-volunteers who were provided monetary compensation for their time. The CRS gave a platform to the student-volunteers to engage in content and program production. However, the CRS did not have a Management, Advisory or Content Committee. The CRS did not make any income and relied on the funding from its parent organization for operations. It had not utilized the grants allocated for establishing and maintaining CRSs.

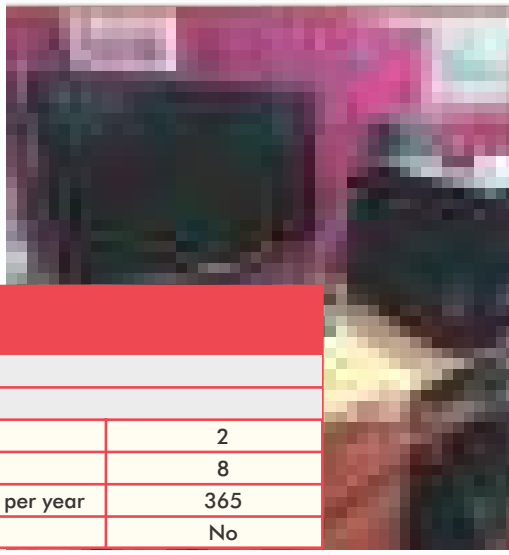
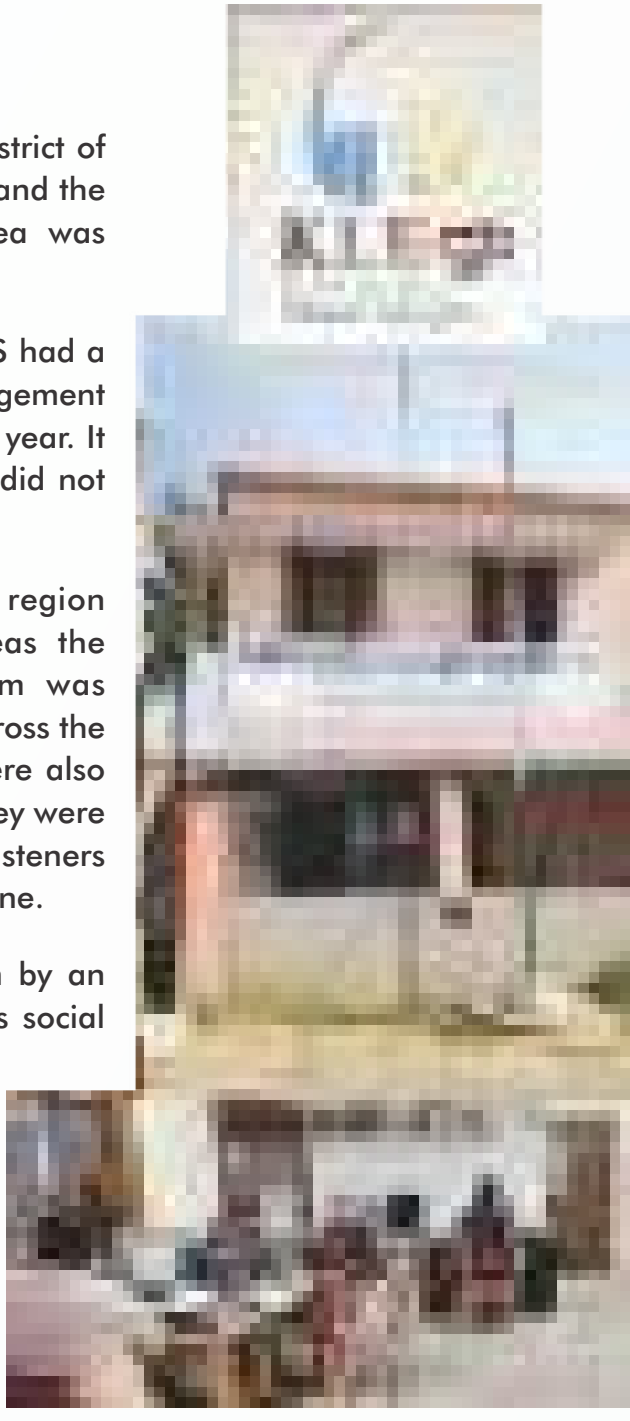


Table 9.3: Ramana Dhwani, Bangalore, Karnataka

Year of Establishment	**2007**		
Type	**EDU**		
Total area of signal transmission	7 sq.km	Total no. of staff	2
Total HHs within coverage area	50,000	Total hours of broadcast	8
Proportion of radio-listener HHs	18	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	17	Problem in signal transmission	No

9.4: KLE Dhwani 90.4, Hubli-Dharwad, Karnataka



KLE Dhwani was launched in 2013 in Hubli-Dharwad district of Karnataka. The area covered by this CRS was 12 sq.km, and the total number of households within the coverage area was 1,55,629.

KLE Dhwani is run by an educational institution. The CRS had a staff of 7 members but no volunteers. It had a management committee. It broadcasted for 8 hours a day, 365 days a year. It reportedly faced problems with signal transmission and did not have a mobile app.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 27%, whereas the proportion of CRS-listener households among them was estimated at 43%. The CRS connected with its listeners across the world through Whatsapp and Facebook groups, and were also planning to launch a website to further expand reach. They were able to directly interact and receive feedback from its listeners through these groups, and foster a sense of community online.

The CRS broadcasted a variety of programs. Being run by an educational institution, the CRS was able to leverage its social capital and reach out to experts such as teachers, professors, doctors and others, for content on educational, health, sports, music and other kinds of programs. It was financially supported by its parent organization and to some extent, relied on advertising and program sponsorship.

The CRS actively organized events like cleanliness drives, yoga programs and tree planting programs.

Table 9.4: KLE Dhwani 90.4, Hubli-Dharwad, Karnataka

Year of Establishment	**2013**		
Type	**EDU**		
Total area of signal transmission	10 sq.km	Total no. of staff	7
Total HHs within coverage area	1,55,629	Total hours of broadcast	8
Proportion of radio-listener HHs	27	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	43	Problem in signal transmission	Yes

9.5: Namma Dhwani, Kolar, Karnataka

Namma Dhwani was launched in 2008 in Kolar district of Karnataka. The area covered by this CRS was 12 sq.km, and the total number of households within the coverage area was 6,797.

Namma Dhwani is run by an NGO. The CRS had a staff of 4 members and 4 volunteers. It broadcasted for 8 hours a day, 365 days a year. It did not face any major problems with signal transmission. When it did, the in-house technicians worked on resolving it.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 30%, whereas the proportion of CRS-listener households among them was relatively higher, estimated at 76%.

The CRS had a mobile app which they felt was a good way to reach audiences due to the portability of mobile phones. They also posted recorded programs on their YouTube and Instagram channels. This reflected in the relatively high listenership rate that this CRS had. They also garnered feedback through call-ins or on-ground community engagement through volunteers. Feedback was considered crucial to program development.

It mainly broadcasted programs related to agriculture, health, culture and tradition, and was keen on engaging the community further in the development of programs and promotion of local talent. During the Covid-19 pandemic, they tried to ensure that critical information reached their listeners.

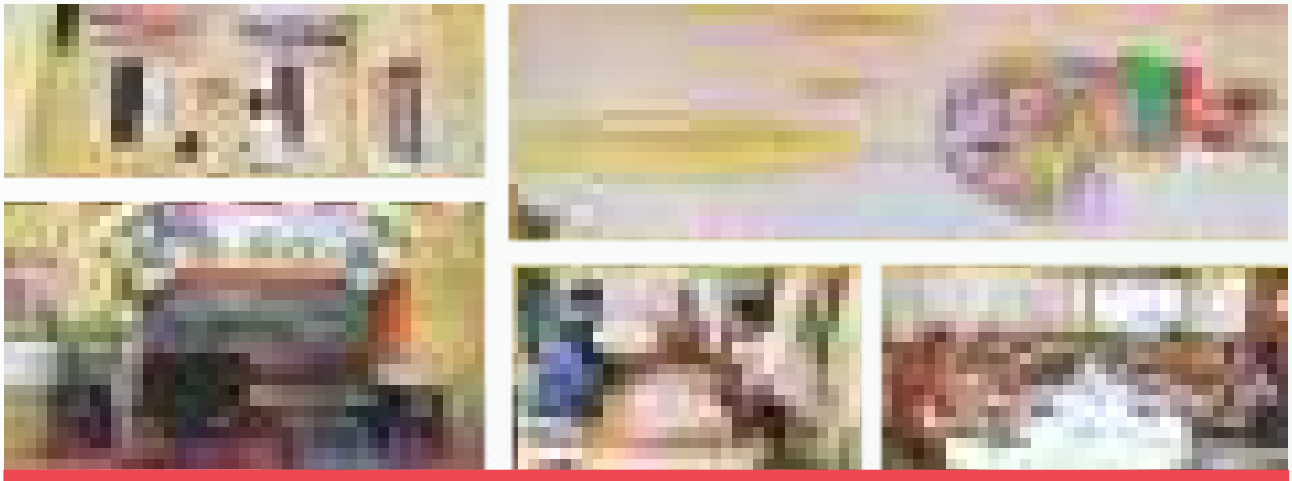
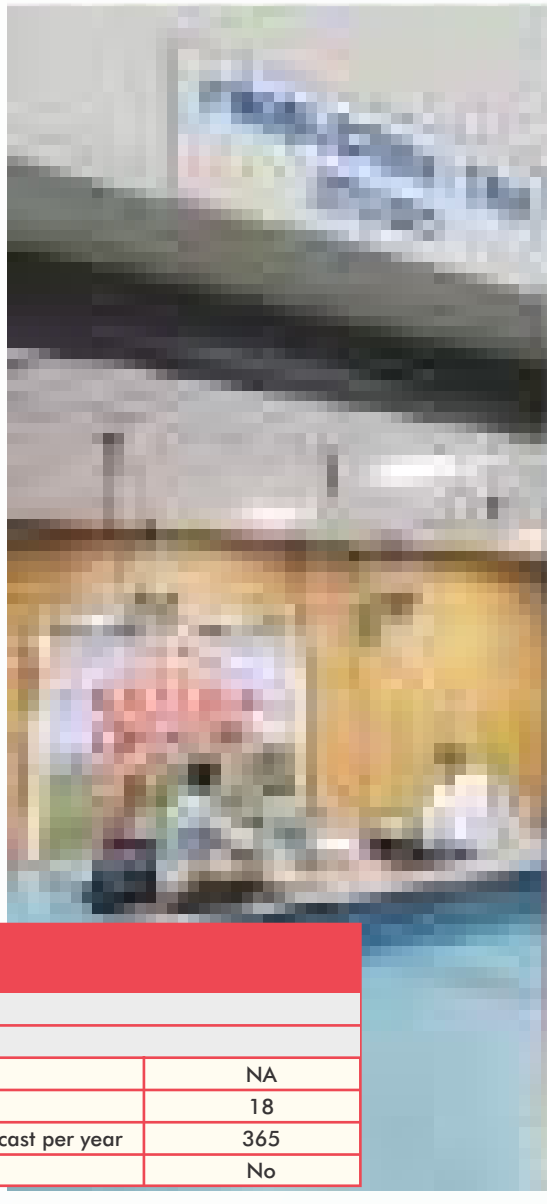


Table 9.5: Namma Dhwani, Kolar, Karnataka

Year of Establishment	**2008**		
Type	**NGO**		
Total area of signal transmission	12 sq.km	Total no. of staff	4
Total HHs within coverage area	6,797	Total hours of broadcast	8
Proportion of radio-listener HHs	30	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	76	Problem in signal transmission	No

9.6: Radio Guru 90.4, Suryapet, Telangana



Radio Guru was launched in 2017 in Suryapet district of Telangana. The area covered by this CRS was 21 sq.km, and the total number of households within the coverage area was 61,629.

Radio Guru is run by an NGO. It broadcasted for 18 hours a day, 365 days a year. It did not face problems with signal transmission.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 21%, whereas the proportion of CRS-listener households among them was relatively higher, estimated at 94%.

The CRS had formed Listeners Clubs within the community and distributed Radio sets to identified community persons to promote the programs through Broadcasting as well as Narrowcasting. RADIO GURU encouraged community by inviting the active listeners to the Studio and made interactive live programs for the community where social engineers and social workers share their stories and experiences. These innovative ideas and responsive & personalised programs led to increased listenership.

Financial sustainability was mentioned as the major hurdle to the Community Radio's development and reach and the CRS had been working to overcome this by mobilising community donations or contributions. In emergency situations like COVID pandemic and floods, the CRS was used by the district and Local administration to address the community to help them overcome the situations without any loss/damage to property or lives. These types of adaptability mechanisms of community radio stations ensured their continued relevance and impact.

Table 9.6: Radio Guru 90.4, Suryapet, Telangana

Year of Establishment	**2017**		
Type	**NGO**		
Total area of signal transmission	21 sq.km	Total no. of staff	NA
Total HHs within coverage area	61,619	Total hours of broadcast	18
Proportion of radio-listener HHs	21	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	94	Problem in signal transmission	No

9.7: Radio Ranjan, Guntur, Andhra Pradesh

Radio Ranjan was launched in 2019 in Guntur district of Andhra Pradesh. The area covered by this CRS was 12 sq.km, and the total number of households within the coverage area was 2,44,043.

Radio Ranjan is run by an NGO. The CRS had a staff of 10 members. It broadcasted for 16 hours a day, 365 days a year. It reportedly faced problems with signal transmission.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 46%, whereas the proportion of CRS-listener households among them was relatively lesser, estimated at 29%.

The CRS mainly focused on programs related to non-formal education, women and youth empowerment programs, education, emergency relief, environmental protection etc. By offering a diverse range of programs, from devotional messages and educational segments to weather alerts and historical features on freedom fighters, the station caters to a wide audience.

The organisers used WhatsApp and Text messages to maintain communication with listeners and this had enhanced the community's interactive experiences. Furthermore, personalizing content by playing requested film songs and celebrating listeners' birthdays fosters a sense of community and belonging.

Financial sustainability was reported to be a significant hurdle, and the CRS had explored pooled funding sources and microcredit loan systems to maintain operations.

Table 9.7: Radio Ranjan, Guntur, Andhra Pradesh

Year of Establishment	**2019**		
Type	**NGO**		
Total area of signal transmission	12 sq.km	Total no. of staff	10
Total HHs within coverage area	2,44,043	Total hours of broadcast	16
Proportion of radio-listener HHs	46	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	29	Problem in signal transmission	Yes

9.8: SVFM, Tirupati, Andhra Pradesh

SVFM was launched in 2007 in Tirupati district of Andhra Pradesh. The area covered by this CRS was 38 sq.km, and the total number of households within the coverage area was 52,120.

SVFM is run by an educational institution. It broadcasted for 10 hours a day, 365 days a year. It reportedly does not face any problems with signal transmission. The CRS used Whatsapp as a medium to engage with the community and collect feedback. It had undergone several workshops conducted by the MoIB.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 38%, whereas the proportion of CRS-listener households among them was estimated at 59%.

The major aim of the CRS was stated to be the communication of educational and health related information, as well as spiritual discourse. They also broadcasted personality and skill development programs and entertainment programs like music. The CRS reportedly played a significant role during the Covid-19 pandemic, conveying crucial information to the community.

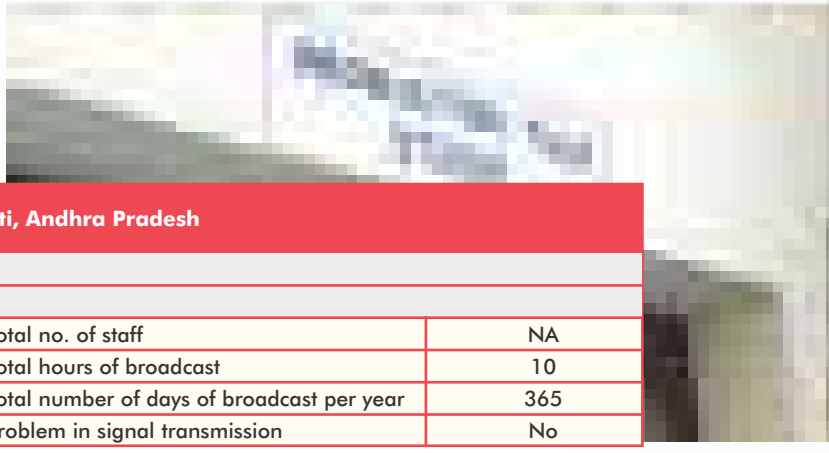
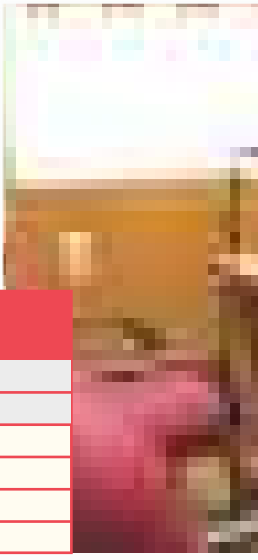


Table 9.8: SVFM, Tirupati, Andhra Pradesh

Year of Establishment	**2007**		
Type	**EDU**		
Total area of signal transmission	38 sq.km	Total no. of staff	NA
Total HHs within coverage area	52,120	Total hours of broadcast	10
Proportion of radio-listener HHs	38	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	59	Problem in signal transmission	No

9.9: TNAU, Vidyashree FM, Coimbatore, Tamil Nadu



TNAU Vidyashree FM was launched in 2010 in Coimbatore district of Tamil Nadu. The area covered by this CRS was 13 sq.km, and the total number of households within the coverage area was 2,35,277.

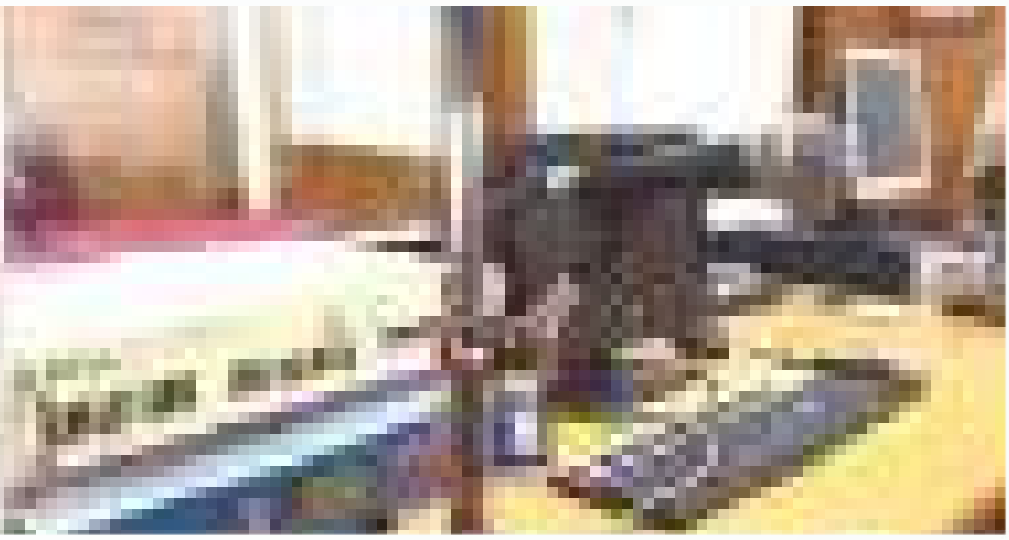
TNAU Vidyashree FM is run by KVK. The CRS had a staff of 4 members. It broadcasted for 2 hours a day, 295 days a year. It reportedly doesn't face any problems with signal transmission. Although the CRS did not have a mobile app, they regularly uploaded the broadcasted programs on the University website in Tamil and English. However, they also planned to develop a mobile app in the future.

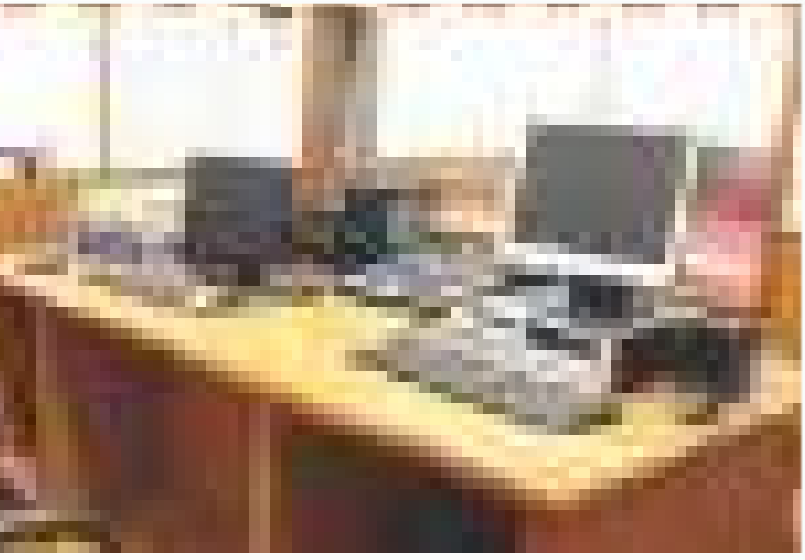
The proportion of radio-listener households in the region surrounding this CRS was estimated at 61%, whereas the proportion of CRS-listener households among them was estimated at 38%.

Being a KVK-run CRS, their main aim was to serve as a platform for disseminating agricultural information among farmers and experts. They also spread awareness related to government programs, documented and broadcasted agriculture-related success stories and promoted community participation. During the Covid-19 pandemic, the CRS conducted awareness programs on practices like wearing masks, social distancing and vaccination.

Table 9.9: TNAU Vidyashree FM, Coimbatore, Tamil Nadu

Year of Establishment	**2010**		
Type	**KVK**		
Total area of signal transmission	13 sq.km	Total no. of staff	4
Total HHs within coverage area	2,35,277	Total hours of broadcast	2
Proportion of radio-listener HHs	61	Total number of days of broadcast per year	295
Proportion of CRS-listener HHs	38	Problem in signal transmission	No



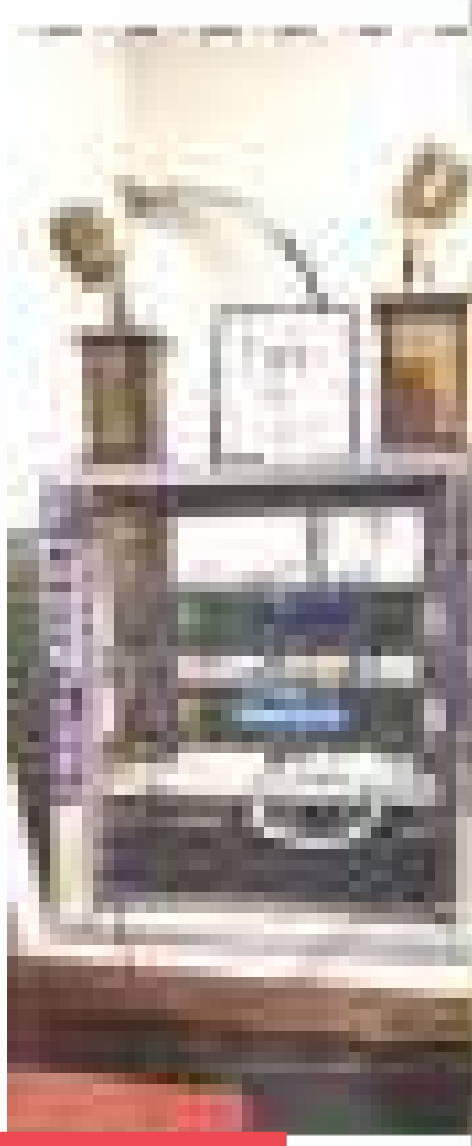


The CRS reportedly faced challenges like dedicated staff for better content creation and financially sustainability. They had a large base of 95 volunteers which included students and farmers from the community.

A unique way in which they dealt with these challenges was by inviting experts who visited the university to appear on the CRS programs free-of-charge and give their views and opinions on topics discussed in the programs. They were also building links with fertilizer and seed companies for sponsorships.

It was suggested by the CRS that program sharing among the CRSs of the state, and permitting the broadcasting of ads were ways in which financial sustainability could be addressed.

9.10: Anna Community Radio 90.4, Chennai, Tamil Nadu



Anna Community Radio was a relatively older CRS launched in 2004 in Chennai district of Tamil Nadu. The area covered by this CRS was 6 sq.km, and the total number of households within the coverage area was 17,421.

Anna Community Radio is run by an educational institution. The CRS had a staff of 4 members. It broadcasted for 12 hours a day, 365 days a year. It did not face any problems with signal transmission or frequent breakdowns.

The CRS had a total of 24 programs, out of which a majority were women-oriented programs related to health and empowerment. They also targeted youth with career guidance and education-related programs. They aired programs in Tamil & English. Literacy development and knowledge improvement were the stated mission of the CRS.

The CRS did not have a mobile app. However, it was linked with Spotify and other web platforms which increased its listenership to some extent. Having an online platform for live-streaming was one of the suggested ways for improving reach by the CRS.

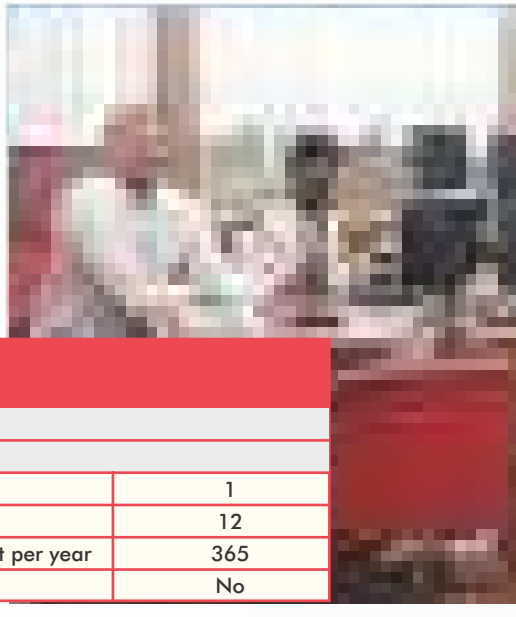
The proportion of radio-listener households in the region surrounding this CRS was estimated at 65%, whereas the proportion of CRS-listener households among them was estimated at 61%.

Community participation in CRS activities was reported to be very active. The community participated in content creation, by hosting and appearing as guests and performers. Although there was no engagement with the community prior to setting up the CRS, they had built a strong community base and had 58 volunteers.

Table 9.10: Anna Community Radio 90.4, Chennai, Tamil Nadu

Year of Establishment	**2004**		
Type	**EDU**		
Total area of signal transmission	6 sq.km	Total no. of staff	4
Total HHs within coverage area	17,421	Total hours of broadcast	12
Proportion of radio-listener HHs	65	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	61	Problem in signal transmission	No

9.11: Shruti CRS 90.8, Kanchipuram, Tamil Nadu



Shruti CRS was a relatively new CRS launched in 2019 in Kanchipuram district of Tamil Nadu. The area covered by this CRS was 8 sq.km, and the total number of households within the coverage area was 14,611.

Shruti CRS is run by an educational institution. The CRS had a staff of only 1 member. However, it was supported by a volunteer force of 11 persons.

It did not face any problems with signal transmission. The CRS had a mobile app, and used other platforms like social media, SHG meetings and other community meetings to increase reach and listenership. The community helped in producing content and keeping the CRS functional.

The CRS broadcasted for 12 hours a day, 365 days a year. It aired a total of 18 programs covering issues ranging from environment, education, to women and health-related topics. The proportion of radio-listener households in the region surrounding this CRS was estimated at 55%, whereas the proportion of CRS-listener households among them was estimated at 48%.

The CRS did not generate much internal revenue to meet its expenses. Sponsored programs were the main source of funding for the CRS's operational costs. The CRS was reported to receive program sponsorship from entities such as UNICEF, CRA, BMGF, and the Ministry of Ayush. Due to the short range and limited population covered, receiving sponsorships was said to be challenging. Therefore, increasing the wattage of the transmitter from 50W to 100W in order to reach a larger population was a key recommendation made by the CRS.

Table 9.11: Shruti CRS 90.8, Kanchipuram, Tamil Nadu

Year of Establishment	**2019**		
Type	**EDU**		
Total area of signal transmission	8 sq.km	Total no. of staff	1
Total HHs within coverage area	14,611	Total hours of broadcast	12
Proportion of radio-listener HHs	55	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	48	Problem in signal transmission	No

9.12: Radio Loktak 90.4, Imphal West, Manipur

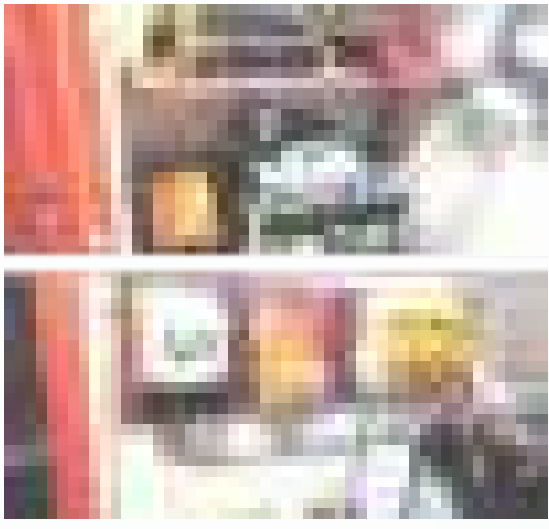
Community Radio Loktak 90.4 was launched in 2017 in Imphal West, Manipur. The area covered by this CRS is 15 sq.kms, and the total number of households within the coverage area is 31,891.

Radio Loktak 90.4 is an NGO-run CRS with a staff of 6 members. It broadcasts for 9 hours a day, 365 days a year. The signal strength and the quality of transmission of the CRS is good, with no reported issues.

The proportion of radio-listener households was estimated at 86%, whereas the proportion of CRS-listener households among radio-listeners, was estimated at 60%. The high CRS listenership rate is mostly because of the good signal strength and the fact that programs are broadcast in the local Manipuri language. The programs focus on issues faced by disabled persons and the community, in general. Some programs also cover daily information and spread awareness about legal aid to the company.

Due to financial constraints, the CRS does not have a mobile app. The CRS, however, uses a YouTube channel to broadcast its programs. Even though occasional internet issues and a lack of power backup hinder live streaming, YouTube has proven to be an effective medium for reaching and engaging a wider audience.

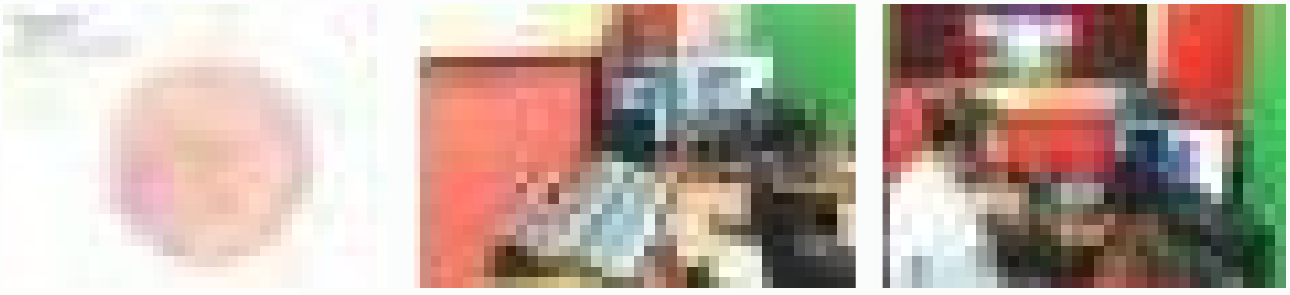
During its operation, the CRS has faced challenges like stakeholder resistance, resource constraints, and lack of manpower. The main challenge, currently, is financial sustainability. The CRS relies on private aid and local advertisements to cope with the financial challenges.



The community very actively participates in the functioning of the CRS. Four volunteers participate and get a compensation of Rs. 200 per visit. The CRS engages the community through diverse content for all age groups and collects feedback and suggestions through telephonic conversations, a dedicated program, and during field visits.

Table 9.12: Radio Loktak 90.4, Imphal West, Manipur

Year of Establishment	**2017**		
Type	**NGO**		
Total area of signal transmission	15 sq.km	Total no. of staff	6
Total HHs within coverage area	31,891	Total hours of broadcast	9
Proportion of radio-listener HHs	86	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	60	Problem in signal transmission	No



9.13: Jnan Taranga, Guwhati, Assam

Radio Jnan Taranga was launched in 2011 in Guwuhati district of Assam. The area covered by this CRS was 5 sq.km, and the total number of households within the coverage area was 13, 870. They broadcasted programs related to education and health. They often had eminent guests from the field of media studied, and collaborated with other organizations and departments such as United Nations International Children's Emergency Fund (UNICEF), and Ministry of Ayush.

Radio Jnan Taranga is run by an educational institution. The CRS had a staff of 4 members. It broadcasted for 9 hours a day, 365 days a year. It reportedly does not face any problems with signal transmission. They had 10 volunteers who worked on the basis of 4-hour shifts and received remuneration in exchange.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 14%, whereas the proportion of CRS-listener households among them was estimated at 10%. The CRS did not have a mobile app but they had an internet radio service with which they were able to reach listeners outside the transmission radius of the CRS. This was a major way in which they increased listenership.

Financial sustainability and tracking actual listenership were the main challenges mentioned by the CFO. They coped with financial challenges by receiving support from government and non-government organizations, whereas with regard to listenership, they utilized the internet radio platform to estimate and keep track of rise or dip in listenership.

The CRS felt a need for capacity building programs related to content creation, equipment handling and running operations. They collected listener feedback through phone-in programs, and direct visits to the community.

Table 9.13: Jnan Taranga, Guwhati, Assam

Year of Establishment	**2011**		
Type	**EDU**		
Total area of signal transmission	5 sq.km	Total no. of staff	4
Total HHs within coverage area	13,870	Total hours of broadcast	9
Proportion of radio-listener HHs	14	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	10	Problem in signal transmission	No

9.14: Nityananda Janavani, Purulia, West Bengal

Community Radio Nityananda Janavani was launched in 2010 in Purulia district of West Bengal. The area coverage of this CRS is 13 sq. km, and the total number of households within that area is 2975.

Nityananda Janavani is an NGO-run CRS. Before the establishment of the CRS, the parent organization, Manbhum Ananada Ashram Nityananda Trust (MANT), had already conducted extensive community engagement. MANT had established primary and higher secondary schools and colleges for the Santhal community and was involved in organizing public health camps and other development initiatives, before setting up the CRS. The CRS operates with a relatively large staff of 9 members, broadcasting 6 hours a day, 365 days a year. The CRS reported that it faces issues with signal transmission due to an old antenna, which has been in operation for nearly seven to eight years without repairs. The aging equipment makes maintenance challenging and costly. Currently, the station generates no revenue.

The proportion of radio-listener households was estimated at 48%, and 80% of them were CRS-listener households. CRS-listenership rate is found to be quite high since it caters to the linguistic and cultural sensibilities of the Santhal community in Purulia's tribal villages. The CRS is entirely managed and run by the community. Local artists who otherwise had no opportunities to showcase their talent received training and generated engaging and relevant content. This makes the CRS a medium of edutainment for the community, spreading information and awareness on various social issues such as health (including maternal and child health), education, local culture, agriculture, government schemes, superstition, child protection, women empowerment, gender equality, early marriage, and traditional medicine. Programs are broadcast in Santhali and Bengali, primarily targeting the tribal population.

The CRS has a mobile app that helped enhance its reach, accessibility, engagement, and interactivity with the

community. It also utilizes other platforms like Facebook, YouTube, Instagram, Web radio, community meetings, SHG meetings, and narrowcasting to reach a larger audience.

Funding remains the primary challenge for the CRS, with operational costs, equipment maintenance, salaries, and program production expenses being major concerns. Due to limited resources and staffing, continuous production of high-quality programs to educate, entertain, and empower the community becomes difficult. Increasing and maintaining listener numbers requires effective promotion and audience engagement strategies, which are also challenging for the CRS. The CRS relies on self-funding, government funds, and support from various projects and UN agencies like UNICEF to sustain its operations.

Community engagement with the CRS is active, with 30 reported volunteers. The volunteers provide content that reflects local interests, issues, and cultural diversity, ensuring that it remains relevant and engaging for the audience. They conduct interviews, report on local events, and share community information. To gather feedback and suggestions from the community, the CRS uses phone numbers, social media platforms, and feedback forms. The listeners are encouraged to provide feedback during broadcasts through call-ins, text messages, or social media comments. The CRS also organizes face-to-face meetings during narrowcasting to discuss opinions and suggestions in detail with the community members.

Table 9.14: Nityananda Janavani, Purulia, West Bengal

Year of Establishment	**2010**		
Type	**NGO**		
Total area of signal transmission	5 sq.km	Total no. of staff	9
Total HHs within coverage area	13,870	Total hours of broadcast	6
Proportion of radio-listener HHs	48	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	80	Problem in signal transmission	Yes

9.15: SOA, Khordha, Odisha

SOA 90.4 was launched in 2012 in Khordha district of Odisha. The area covered by this CRS is 20 sq.kms, and the total number of households within the coverage area was 26,426.

SOA 90.4 is run by an educational institution. The CRS has a staff of 7 members. It broadcasted 16 hours a day, 365 days a year. It was reported to face signal transmission issues

The proportion of radio-listener households in the region surrounding this CRS was estimated at 67%, whereas the proportion of CRS-listener households among them was estimated at 51%.

The CRS runs programs on health, nutrition, child rights, agriculture, climate change etc. The CRS faced the issues of insufficient funds leading to obstacles in creating awareness programs or invite guests to programs etc. This forced the CRS to curtail manpower for projects, Narrowcastings etc.

During Covid 19 pandemic, the prolonged lockdown made a great impact on mental health of students as classes were suspended for a long period and the CRS combated this situation by creating a unique programme to virtually connect with students of various university radio clubs. SOA Radio named the first digital meet as Radio Reunirse. It was an opportunity for students who were stranded at home or in hostels to come together on a platform to interact with each other.

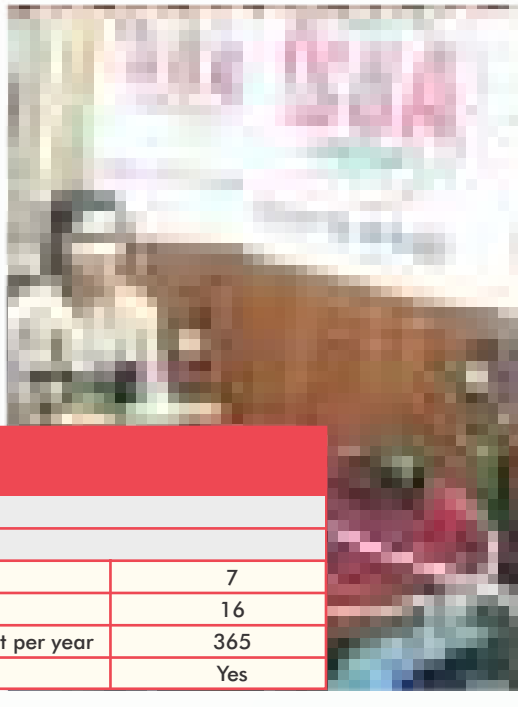


Table 9.15: SOA 90.4, Khordha, Odisha

Year of Establishment	**2012**		
Type	**EDU**		
Total area of signal transmission	20 sq.km	Total no. of staff	7
Total HHs within coverage area	26,426	Total hours of broadcast	16
Proportion of radio-listener HHs	67	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	51	Problem in signal transmission	Yes

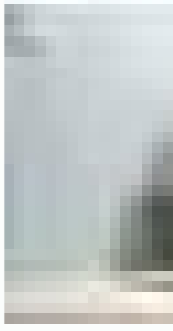
9.16: Radio Surabhi, Nayagarh, Odisha

Radio Surabhi, was established in the Nayagarh district of Odisha, in 2015. The area covered by this CRS is 21 sq. km, and the total number of households within the coverage area is 20,008.

Radio Surabhi is an NGO-run CRS and operates with 8 staff members. It broadcasts 10 hours a day, 365 days a year. The signal is highly inconsistent, affecting signal transmission quality. The current 50-watt power is insufficient for wider reach and needs to be enhanced to improve its effectiveness.

The proportion of radio-listener households was estimated at 63%, whereas the proportion of CRS-listener households among radio-listeners, was estimated at 52%. The community-based programs of the CRS help increase community engagement. These programs cover issues related to agriculture and allied sectors, livelihood, education, health, culture & art, governance, disability, and gender issues. They are primarily broadcast in Odia, with occasional programs in Hindi and English.

The CRS doesn't have a mobile app yet, but they plan to develop one to extend their reach beyond the target community. Currently, the CRS doesn't utilize any social media platform, as most of the rural and remote areas lack internet connectivity. Instead, they engage with the community through local groups, including SHG groups, and narrowcasting on local prevailing issues.



Transmission frequency, financial sustainability, and low advertisement rates are the major challenges that the CRS faces. Despite the CBC guideline setting advertisement rates at Rs. 74/- per 10 seconds, this is not commonly adhered to, leading to insufficient revenue from advertisements. The CRS relies on funding from various departments and organizations for the recurring costs. These include the State Institute of Health and Family Welfare, SMART NGO, RBI, Foundation for MSME Cluster New Delhi, CEMCA, OXFAM, ZIQITZA Health Care Ltd, UNICEF, etc.

The CRS has been serving as the lead CRS in the state since 2022. In this role, it acts as the nodal point in the region disseminating information about the community radio movement in India. It identifies and assesses the potential of new community radio aspirants, capacitates them on the processes and function, and offers hand-holding support to the new CRS in content sharing and technological assistance. The CRS follows a consortium approach to strengthen community radio stations in terms of advocacy, entitlement, and sustainability.

Community engagement with the CRS is active, with 10 reported volunteers and community members participating. The volunteers play a crucial role in sharing local issues and bridging the gap between communities and service providers from both state and non-state domains. They work to sensitize the communities, demystify myths and dogmas, and facilitate the recording of interviews during narrowcasting and community outreach programs. Acting as barefoot journalists, they equip the CRS personnel with valuable information. Feedback and suggestions are gathered from the listeners' clubs and community groups.

Table 9.16: Radio Surabhi, Nayagarh, Odisha

Year of Establishment	**2015**		
Type	**NGO**		
Total area of signal transmission	21 sq.km	Total no. of staff	8
Total HHs within coverage area	20,008	Total hours of broadcast	10
Proportion of radio-listener HHs	63	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	52	Problem in signal transmission	Yes




9.17: Neotech Community FM Radio, Surguja, Chhattisgarh

Neotech Community FM Radio was launched in 2012 in Surguja district of Chhattisgarh. The area covered by this CRS was 6 sq.km, and the total number of households within the coverage area was 40,125.

Neotech Community FM Radio is run by an educational institution. The CRS had a staff of 8 members, most of whom had completed their higher education. It broadcasted for 13 hours a day, 365 days a year. It reportedly does not face any problems with signal transmission. However, it faced frequent power cuts which disrupted the programs.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 3%, whereas the proportion of CRS-listener households among them was estimated at 8%.

The main types of programs that the CRS broadcasted were education, health, agriculture, social issues and entertainment. These were aired in multiple languages such as Hindi, English, Chhattisgarhi and Bhojpuri.

Community participation in the CRS programs was reported to be not very active. There had not been any engagement with the community prior to setting up the CRS. There was a felt need for training and capacity building on topics like improving community engagement and increasing listenership, equipment handling, and financial management.

Table 9.17: Neotech Community FM Radio, Surguja, Chhattisgarh

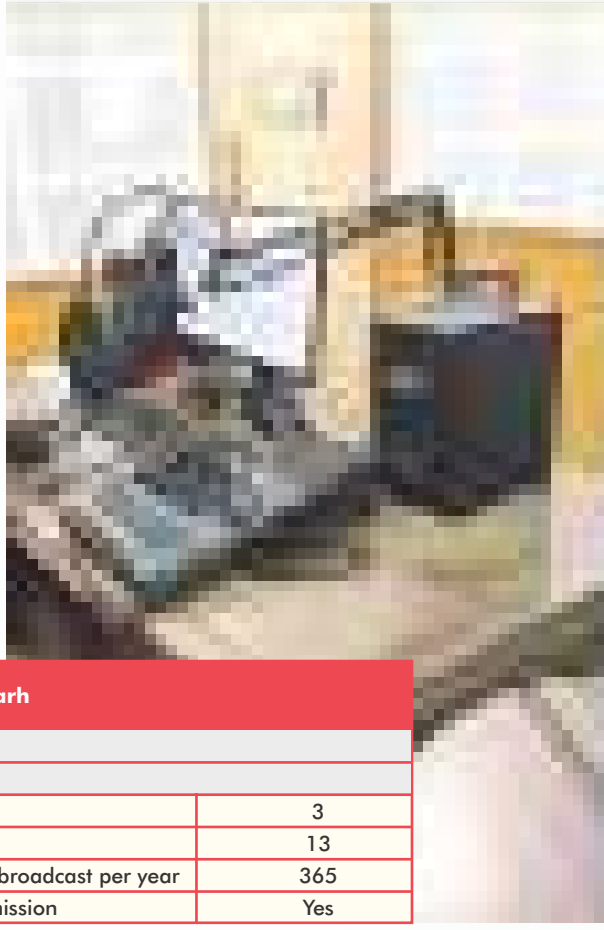
Year of Establishment	**2012**		
Type	**EDU**		
Total area of signal transmission	6 sq.km	Total no. of staff	8
Total HHs within coverage area	40,125	Total hours of broadcast	13
Proportion of radio-listener HHs	3	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	8	Problem in signal transmission	No

9.18: Radio Dhoom 91.2, Raigarh, Chhattisgarh

Radio Dhoom 91.2 was launched in 2015 in Raigarh district of Chhattisgarh. The area covered by this CRS was 15 sq.km, and the total number of households within the coverage area was 6,806.

Radii Dhoom 91.2 is run by an NGO. It broadcasted for 13 hours a day, 365 days a year. In terms of technical capacity, the CRS was facing many problems. It reportedly faced problems with signal transmission, frequent breakdowns and power cuts. The CRS also did not utilize solar energy.

The CRS had a mobile app which was said to make staying connected with the CRS easier for listeners. They also utilized web platforms like Facebook and YouTube, and community meetings to engage with listeners.



The CRS had a staff of 3 members, all of whom had completed their higher education. However, there was poor community mobilization in terms of finding and retaining volunteers. At the time of the study, the CRS did not have any volunteers. The CRS had a management committee but did not have advisory and content committees.

Health, education, women's empowerment and awareness about government schemes were the main types of issues covered by the CRS in its programs.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 21%, whereas the proportion of CRS-listener households among them was estimated at 39%.

Table 9.18: Radio Dhoom 91.2, Raigarh, Chhattisgarh

Year of Establishment	**2015**		
Type	**NGO**		
Total area of signal transmission	15 sq.km	Total no. of staff	3
Total HHs within coverage area	6,806	Total hours of broadcast	13
Proportion of radio-listener HHs	21	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	39	Problem in signal transmission	Yes

9.19: Vanya Radio Bijori, Bijori-Chhindwara, Madhya Pradesh

Vanya Radio Bijori was launched in 2015 in Bijori-Chhindwara district of Madhya Pradesh. The area covered by this CRS was 18 sq.km, and the total number of households within the coverage area was 7, 308.

Vanya Radio Bijori is run by an NGO. The CRS had a staff of 5 members, most of whom had completed their higher education and were from the local community itself. It broadcasted for 10 hours a day, 365 days a year. The CRS reportedly faced problems with signal transmission. It also did not have a mobile app. It also faced frequent breakdowns and power cuts.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 19%, whereas the proportion of CRS-listener households among them was estimated at 72%. This showed that the CRS was able to engage listeners despite being unable to effectively broadcast programs due to signal issues and lack of a mobile app.

The CRS mostly served the tribal community in the area. Their vision and mission were to preserve the culture and local language of communities and spread awareness on important issues. The CRS had received support from MoIB for content development of programs related to women's empowerment and socio-economic development.

It is recommended that if this CRS receives a little bit of technical support, it can enhance the quality of programs broadcasted and reach more listeners within the community, as the community indicated eagerness to listen to its programs. The CRS can also engage more with the community to grow a base of volunteers.

Table 9.19: Vanya Radio Bijori, Bijori-Chhindwara, Madhya Pradesh

Year of Establishment	**2015**		
Type	**NGO**		
Total area of signal transmission	18 sq.km	Total no. of staff	5
Total HHs within coverage area	7,308	Total hours of broadcast	10
Proportion of radio-listener HHs	19	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	72	Problem in signal transmission	Yes

9.20: Vanya Chandra Shekar Azad, Alirajpur, Madhya Pradesh

Vanya Chandra Shekar Azad was launched in 2011 in Alirajpur district of Madhya Pradesh. The area covered by this CRS was 21 sq.km, and the total number of households within the coverage area was 15,384.

Vanya Chandra Shekar Azad is run by an educational institution. The CRS had a staff of 4 members. It broadcasted for 10 hours a day, 365 days a year. It reportedly does not face any problems with signal transmission.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 30%, whereas the proportion of CRS-listener households among them was estimated at 51%. The CRS did not have a mobile app. It utilized SHGs meetings and web platforms like Facebook to further engage with the community. It had a strong base of 50 volunteers.

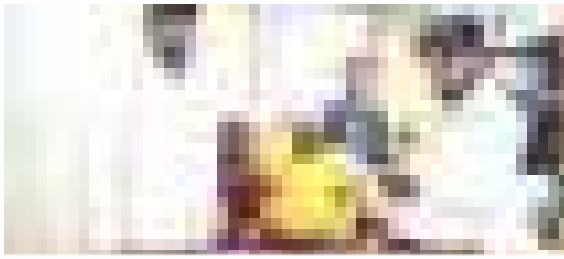
The CRS played a key role during the Covid-19 pandemic in providing crucial information to listeners with regard to social distancing, wearing mask, and local vaccination centers. It had collaborated with other organizations such as UNICEF and National Skill Development Corporation (NSDC) for social awareness programs.

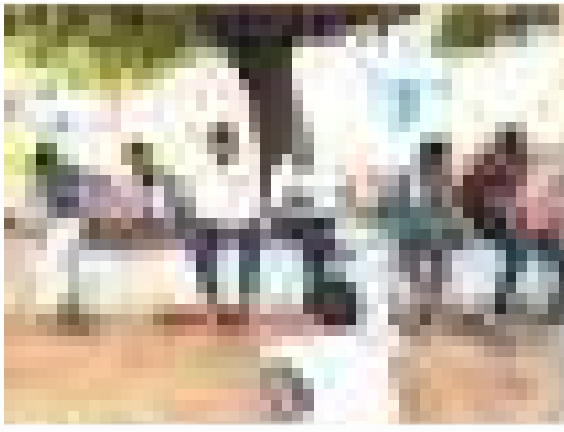
There was a felt need for capacity building in content development in order to reflect the interests of the community they served.

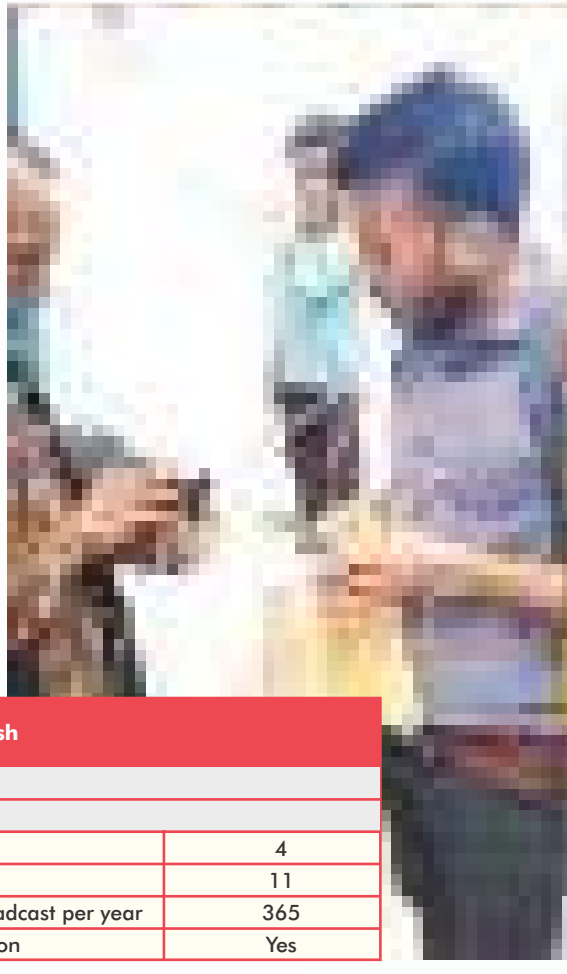
Table 9.20: Vanya Chandra Shekar Azad, Alirajpur, Madhya Pradesh

Year of Establishment	**2011**		
Type	**EDU**		
Total area of signal transmission	21 sq.km	Total no. of staff	4
Total HHs within coverage area	15,384	Total hours of broadcast	10
Proportion of radio-listener HHs	30	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	51	Problem in signal transmission	No

9.21: Radio Bundelkhand, Niwari, Madhya Pradesh







Radio Bundelkhand was launched in 2008 in Niwari district of Madhya Pradesh. The area covered by this CRS is 26 sq.kms, and the total number of households within the coverage area was 6,711.

Radio Bundelkhand is run by a NGO. The CRS has a staff of 4 members. It broadcasted 11 hours a day, 365 days a year. It was reported to face signal transmission issues

The proportion of radio-listener households in the region surrounding this CRS was estimated to be very low at 15%, whereas the proportion of CRS-listener households among them was estimated at 45%.

The mission of Radio Bundelkhand was to empower the local community by providing a platform for their voices, promoting sustainable development, and addressing social issues. Radio Bundelkhand faced several challenges during its operations, including technical difficulties, limited financial resources, and initial scepticism from the community. Additionally, there were hurdles in training local volunteers and staff to manage and produce quality content.

Radio Bundelkhand implemented several innovative solutions to overcome challenges. For instance, they trained local community members as reporters and broadcasters, fostering local talent and ensuring culturally relevant content. They also leveraged solar energy to power the station, addressing frequent power outages.

Table 9.21: Radio Bundelkhand, Niwari, Madhya Pradesh

Year of Establishment	**2008**		
Type	**NGO**		
Total area of signal transmission	26 sq.km	Total no. of staff	4
Total HHs within coverage area	6,711	Total hours of broadcast	11
Proportion of radio-listener HHs	15	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	45	Problem in signal transmission	Yes

Success stories of this CRS included improved agricultural techniques shared through broadcasts, leading to better crop yields, and community-led initiatives to address water scarcity. The community perceived the radio station as a vital resource for information and education, articulating its impact through increased civic engagement, enhanced knowledge of environmental conservation, and a stronger sense of community cohesion.

9.22: Mann Deshi Tarang Vahini, Satara, Maharashtra

Mann Deshi Tarang Vahini was launched in 2007 in Santara district of Maharashtra. The area covered by this CRS is 39 sq.kms, and the total number of households within the coverage area was 21, 461.

Mann Deshi Tarang Vahini is run by an NGO. The CRS has a staff of 4 members. It broadcasted 7 hours a day, 365 days a year. It was reported to face signal transmission issues

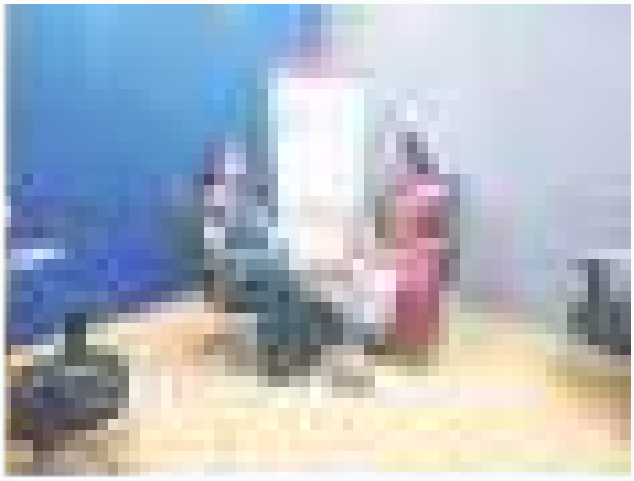
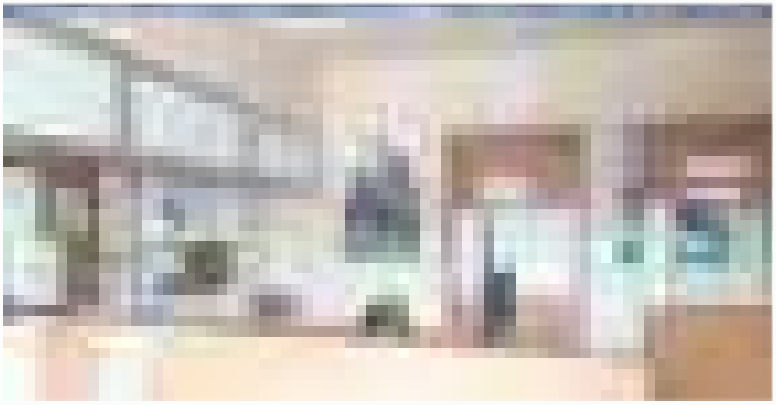
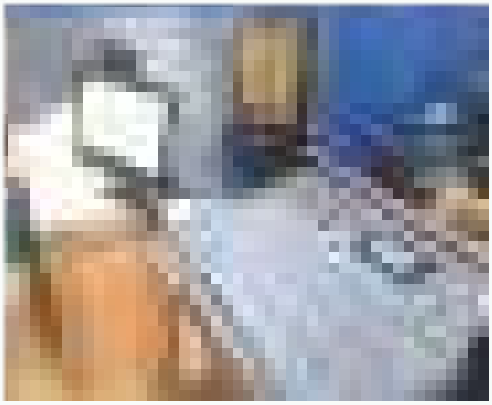
The proportion of radio-listener households in the region surrounding this CRS was estimated at 43%, whereas the proportion of CRS-listener households among them was estimated at 63%.

The main objective of CRS is to provide a platform for showcasing arts of rural people especially women. The CRS also focused greatly on the current water issues faced by the rural population. The CRS provided informative sessions of on water conservative methods to combat the water scarcity.

The CRS faced financial and technical difficulties in daily operation. The community people gave good feedback of the CRS because of the social issues covered in the programs. Mostly the CRS' audience was women. Women listened to radios when they do their morning chores, however in the evening they prefer TV. The management expects to get more government programs as well as funding to overcome the above-mentioned obstacles.

Table 9.22: Mann Deshi Tarang Vahini, Satara, Maharashtra

Year of Establishment	**2007**		
Type	**NGO**		
Total area of signal transmission	39 sq.km	Total no. of staff	4
Total HHs within coverage area	21,461	Total hours of broadcast	7
Proportion of radio-listener HHs	43	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	63	Problem in signal transmission	Yes

9.23: CRS Dyanvani 90.4, Thane, Maharashtra

CRS Dyanvani 90.4 was launched in 2006 in Thane district of Maharashtra. The area covered by this CRS is 10 sq.kms, and the total number of households within the coverage area was approximately 3,00,000.

CRS Dyanvani 90.4 is run by an educational institution. The CRS has a staff of 5 members and 10 volunteers. It broadcasted 11 hours a day, 365 days a year. Reportedly, it does not face any signal transmission issues. The CRS regularly monitored the signal strength and quality, and tried to ensure that their transmitter operates optimally.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 52%, whereas the proportion of CRS-listener households among them was estimated at 47%.

The CRS had a mobile app which helped increase its reach by allowing listeners to tune in from any location. It also served as an additional platform for engaging with the community and offering on-demand content. Social media was also used to engage with listeners, specifically the younger demographics, whereas community meetings provided a platform for direct interaction with the community. However, they faced the challenge of limited resources in managing and updating content across platforms.

The aims of the CRS were said to be broadcasting educational content, promoting health and well-being, encouraging sports and physical activity, and fostering spiritual growth.

The main challenges that the CRS encountered were financial sustainability, content development and sustaining listenership. They tried to cope with these challenges by diversifying funding sources, collaborating with the community for content development and collecting feedback to ensure relevant programs. It was suggested that better financial assistance, technical guidance and streamlining of regulatory processes by the MoIB could further enhance the CRS's operations.

Table 9.23: CRS Dyanvani 90.4, Thane, Maharashtra

Year of Establishment	**2006**		
Type	**EDU**		
Total area of signal transmission	10 sq.km	Total no. of staff	5
Total HHs within coverage area	3,00,000 (approx.)	Total hours of broadcast	11
Proportion of radio-listener HHs	52	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	47	Problem in signal transmission	No

9.24: Swaranant CRS, Washim, Maharashtra

Swaranant CRS was launched in 2010 in Washim district of Maharashtra. The area covered by this CRS is 10 sq.kms, and the total number of households within the coverage area was approximately 10,165.

Swaranant CRS is run by a KVK. The CRS has a staff of 4 members. It broadcasted for 7 hours a day, 365 days a year. Reportedly it faced signal transmission issues.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 50%, whereas the proportion of CRS-listener households among them was estimated at 72%.

Table 9.24: Swaranant CRS, Washim, Maharashtra

Year of Establishment	**2010**		
Type	**KVK**		
Total area of signal transmission	10 sq.km	Total no. of staff	4
Total HHs within coverage area	10,165	Total hours of broadcast	7
Proportion of radio-listener HHs	50	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	72	Problem in signal transmission	Yes

9.25: Radio Campus, Anand, Gujarat

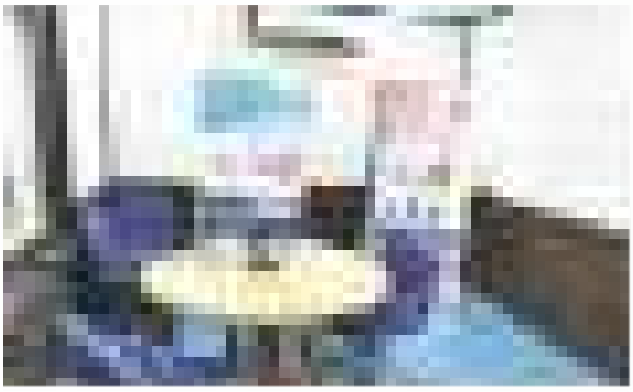
Radio Campus was launched in 2005 in Anand district of Gujarat. The area covered by this CRS is 10 sq.kms, and the total number of households within the coverage area was approximately 53, 480.

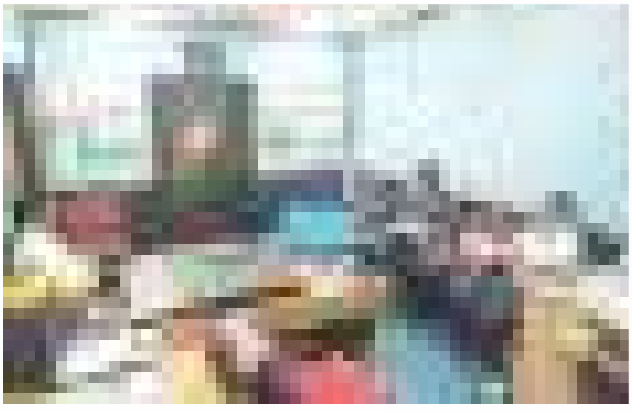
Radio Campus is run by a KVK. The CRS had a staff of only 2 members and 50 volunteers. It broadcasted for 5 hours a day, 365 days a year. It did not face issues with signal transmission issues.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 19%, whereas the proportion of CRS-listener households among them was estimated at 20%.

The CRS had recently started using a mobile app. Although it did not use conventional social media platforms to increase engagement, it narrow-casted programs on the university's social media platform.

During the Covid-19 pandemic, the CRS worked to counter misinformation, spread awareness about safe practices, and provided a platform for the community to share experiences.





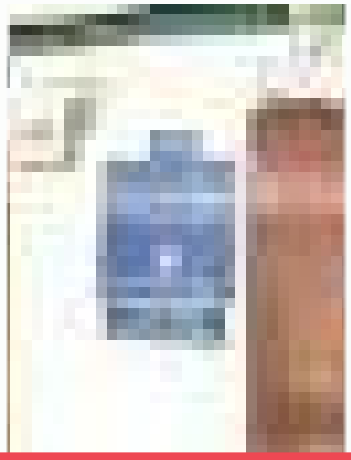
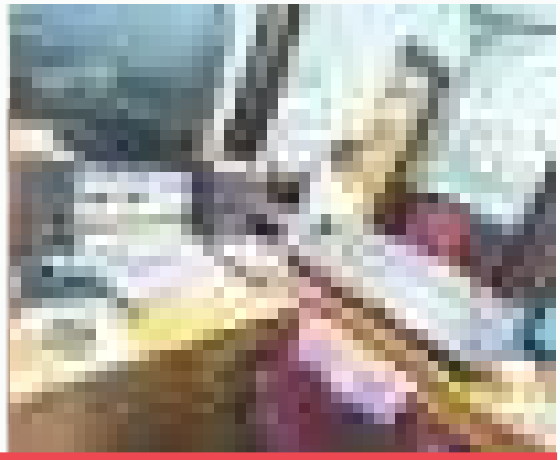




Table 9.25: Radio Campus, Anand, Gujarat			
Year of Establishment	**2005**		
Type	**KVK**		
Total area of signal transmission	10 sq.km	Total no. of staff	4
Total HHs within coverage area	53,480	Total hours of broadcast	5
Proportion of radio-listener HHs	19	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	20	Problem in signal transmission	No

9.26: Banas Radio Doodhwani, Banaskantha, Gujarat

Banas Radio Dhoodhwani was launched in 2022 in Banaskantha district of Gujarat. The area covered by this CRS is 11 sq.kms, and the total number of households within the coverage area was approximately 97,117.

Banas Radio Dhoodhwani is run by a KVK. The CRS has a staff of 3 members. It broadcasted for 14 hours a day, 365 days a year. It did not face signal transmission issues. The CRS had a mobile app but it did not have a presence on social media.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 47%, whereas the proportion of CRS-listener households among them was estimated at 63%.


Since it was a KVK-run CRS situated in a district known for its dairy industry, its mission was to increase the uptake of animal husbandry among farmers, and increase profitability. Besides agriculture and allied activities, the CRS also focused on providing educational content to youth and women's empowerment. It had undergone

While the CRS broadcasted programs related to social impact, it was also expressed that a good balance of entertainment and awareness programs is necessary to engage listeners, and were keen on adding more musical programs to their broadcast.

It did not have any dedicated volunteers but community participation in CRS activities and meetings was reported to be high. Since its parent organization was a KVK that had been in existence for a long time, community engagement had been conducted before the establishment of CRS. Feedback was collected directly and through Whatsapp. Since the number of staff in this CRS is relatively low, active participants within the community can be identified and encouraged to volunteer for the station.

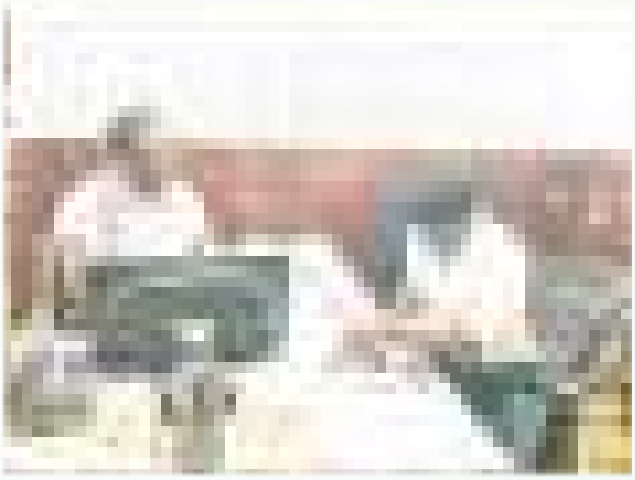
Table 9.26: Banas Radio Doodhwani, Banaskantha, Gujarat

Year of Establishment	**2022**		
Type	**KVK**		
Total area of signal transmission	11 sq.km	Total no. of staff	3
Total HHs within coverage area	97,117	Total hours of broadcast	14
Proportion of radio-listener HHs	47	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	63	Problem in signal transmission	No

9.27: Radio Palanpur 90.4, Palanpur, Gujarat

Community Radio Palanpur 90.4 was launched in 2019 in Palanpur district of Gujarat. The station covers an area of 19 sq. km. The total number of households within the coverage area is 46,800. This NGO-run community radio station operates with a four-member staff and broadcasts for 14 hours a day, 365 days a year. The CRS has reported smooth operations with no significant problems in signal transmission. The station utilizes solar energy to power its operation, thus cutting down on electricity costs.

The proportion of radio-listener households was estimated at 19%, whereas the proportion



of CRS-listener households among radio-listeners, was estimated at 0%. The station broadcasts a diverse range of programs in the local Gujarati language, covering topics such as education, health, agriculture, women empowerment, etc.

To extend its reach, the CRS has developed a mobile app. This app, along with other community engagement initiatives like Self-Help group (SHG) meetings and social media presence on Facebook, helped the CRS to connect with the broader community.

Radio Palanpur 90.4 reported facing significant financial challenges and low advertisement rates. The station relies on a mix of funding sources for its operations. These include donations, government and non-government project grants, and advertisements.

Community engagement with the CRS is reported to be active, with over 15 reported volunteers, contributing to content creation and other activities. With more support and strategic financial planning, the CRS can further enhance its services and reach the wider community.

Table 9.27: Radio Palanpur 90.4, Palanpur, Gujarat

Year of Establishment	**2019**		
Type	**NGO**		
Total area of signal transmission	19 sq.km	Total no. of staff	4
Total HHs within coverage area	46,800	Total hours of broadcast	14
Proportion of radio-listener HHs	19	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	0	Problem in signal transmission	No

9.28: Eminent Radio, Tonk, Rajasthan

Eminent Radio was launched in 2019 in Tonk district of Rajasthan. The area covered by this CRS is 15 sq.kms, and the total number of households within the coverage area was approximately 8,906.

Eminent Radio is run by an NGO. The CRS has a staff of 4 members. It broadcasted for 7 hours a day, 365 days a year. Reportedly it faced signal transmission issues.

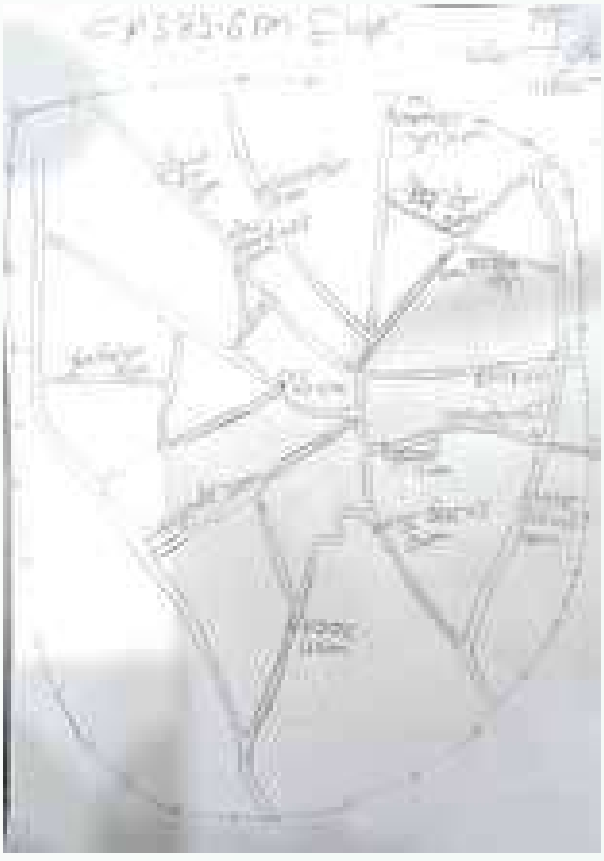
Table 9.28: Eminent Radio, Tonk, Rajasthan

Year of Establishment	**2019**	
Type	**NGO**	
Total area of signal transmission		15 sq.km
Total HHs within coverage area		8,906
Proportion of radio-listener HHs		22
Proportion of CRS-listener HHs		94

9.29: 89.6 FM Sikar, Sikar, Rajasthan

89.6 FM Sikar was launched in 2018 in Sikar district of Rajasthan. The area covered by this CRS is 11 sq.kms, and the total number of households within the coverage area was approximately 3,475.

89.6 FM Sikar is run by an NGO. The CRS has a staff of 5 members and 2 volunteers. It broadcasted for 16 hours a day, 365 days a year. Reportedly, it faced signal transmission issues. The transmission issue was attributed to the low wattage of the transmitter.



The proportion of radio-listener households in the region surrounding this CRS was estimated at 11%, whereas the proportion of CRS-listener households among them was estimated at 97%.

The CRS did not have a mobile app and it also did not have any plans of developing one. However, it engaged with nearly 50,000 listeners through social media platforms. The community was also engaged through direct, on-ground discussions, which also became a medium to collect feedback on the programs.

The main objectives of the CRS were to spread awareness on government schemes and the issues of the city to its listeners. Health and education were other topics often discussed. It played an important role in disseminating key Covid-related information during the pandemic.

Financial sustainability was a challenge reported by the CRS. A lack of funds impacted the CRS's ability to develop quality content, conduct on-ground activities, and pay competitive salaries to its staff. Due to the short range of transmission, advertisers were not keen on utilizing CRS as a medium for their ads.

Table 9.29: 89.6 FM Sikar, Sikar, Rajasthan

Year of Establishment	**2018**		
Type	**NGO**		
Total area of signal transmission	11 sq.km	Total no. of staff	5
Total HHs within coverage area	3,475	Total hours of broadcast	16
Proportion of radio-listener HHs	11	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	97	Problem in signal transmission	Yes

9.30: CR Connect FM 107.8, Alwar, Rajasthan

CR Connect FM 107.8 was launched in 2011 in Alwar district of Rajasthan. The area covered by this CRS is 21 sq.kms, and the total number of households within the coverage area was approximately 20,924.

CR Connect FM 107.8 is run by an NGO. The CRS has a staff of 4 members. It broadcasted for 24 hours a day, 365 days a year. It reportedly did not face signal transmission issues.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 43%, whereas the proportion of CRS-listener households among them was estimated at 83%.

The CRS did not have its own mobile app but it was available on the Radio Garden app which is an app that allows people to listen to radio stations live worldwide. It also did not have it's own social media handle but utilized that of its parent organization disseminate information regarding the CRS. Community meetings were utilized as an opportunity to narrowcast and collect direct feedback.

The primary aim of the CRS is to provide a platform for agrarian communities to share and discuss local issues. To this end, it ran interesting programs titled "Hello Farmeish" and "Jal, Jangal, Jameen". It also discussed topics like health, hygiene and education. During the Covid-19 pandemic, despite being short-staffed, the CRS ran several awareness programs.

The CRS had 10 volunteers who were provided nominal compensation to cover basic expenses. It was felt that to ensure long-term association, volunteers needed to be provided honorarium or travel support but the budget hindered this.

Capacity building related to digital skills, content curation and research, and technical troubleshooting were stated to be required.

CR CONNECT FM 107.8

Table 9.30: CR Connect FM 107.8, Alwar, Rajasthan

Year of Establishment	**2011**		
Type	**NGO**		
Total area of signal transmission	21 sq.km	Total no. of staff	5
Total HHs within coverage area	20,924	Total hours of broadcast	24
Proportion of radio-listener HHs	43	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	83	Problem in signal transmission	No

9.31: CRS Kuthar, Shimla, Himachal Pradesh

CRS Kuthar was launched in 2015 in Shimla district of Himachal Pradesh. The area covered by this CRS is 15 sq.kms, and the total number of households within the coverage area was approximately 576.

CRS Kuthar is run by an NGO. The CRS has a staff of 5 members. It broadcasted for 10 hours a day, 365 days a year. Reportedly it does not face any signal transmission issues. The CRS did not have a mobile app due to shortage of funds.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 52%, whereas the proportion of CRS-listener households among them was estimated at 41%.

The programs that were broadcasted discussed topics related to spirituality, preserving the local culture, social awareness and livelihoods. The CRS broadcasted programs in Hindi and Pahari languages. Guest speakers from various walks of life like doctors, social activists and officers from government departments were often invited.

Community engagement was taken up by the CRS through its parent organization prior to establishment. Community feedback was given importance in order to produce more relevant and interesting programs.

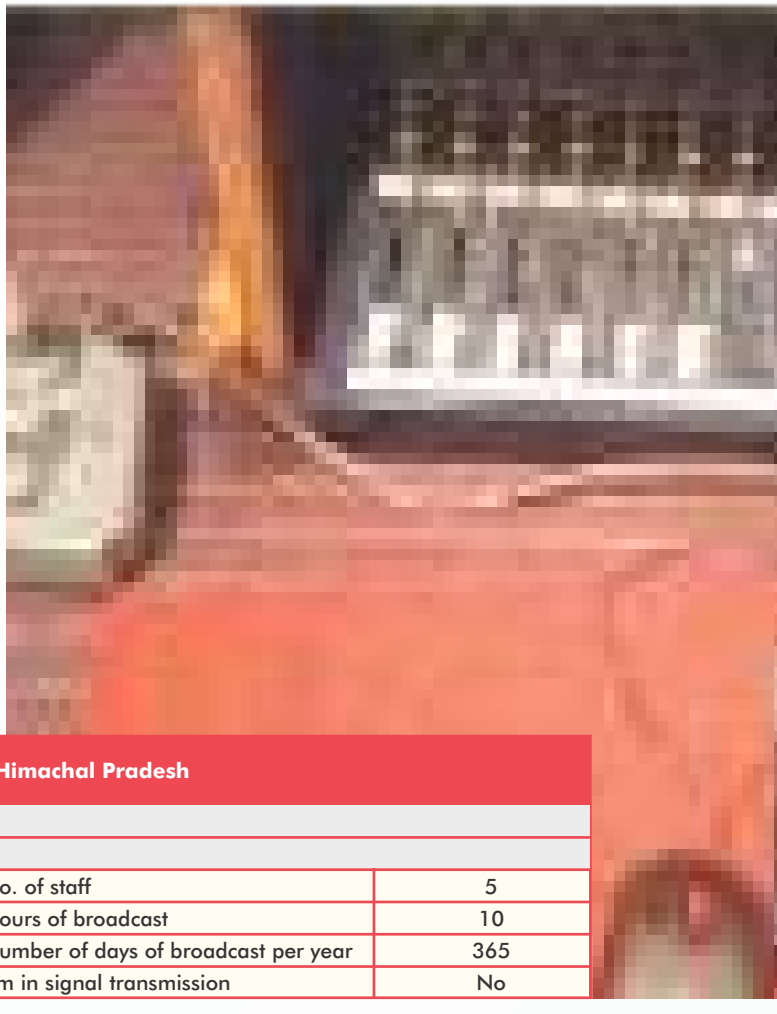


Table 9.31: CRS Kuthar, Shimla, Himachal Pradesh

Year of Establishment	**2015**		
Type	**NGO**		
Total area of signal transmission	15 sq.km	Total no. of staff	5
Total HHs within coverage area	576	Total hours of broadcast	10
Proportion of radio-listener HHs	52	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	41	Problem in signal transmission	No

9.32: Radio Raabta, Ananthnag, Jammu & Kashmir

Radio Raabta was launched in 2015 in Ananthnag district of Jammu & Kashmir. The area covered by this CRS is 25 sq.kms, and the total number of households within the coverage area was approximately 20,240.

Radio Raabta is run by an NGO. The CRS had a staff of 5 members. It had a large base of 50 volunteers and it did not face difficulties in finding or retaining volunteers as they were motivated to work for community. It broadcasted for 10 hours a day, 365 days a year. Reportedly it does not face any signal transmission issues.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 75%, whereas the proportion of CRS-listener households among them was estimated at 72%.

The CRS had a mobile app. Although it did not utilize social media much to reach out to its listeners, community meetings were an integral part of listener engagement.

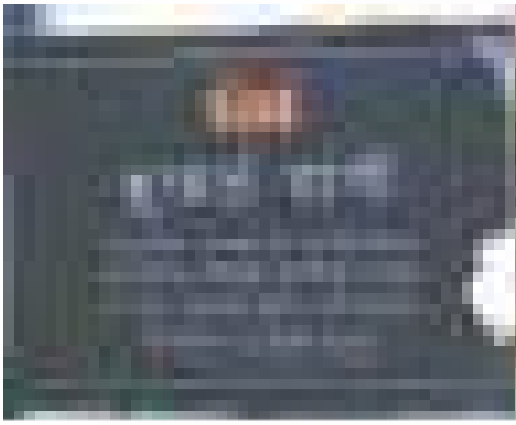
The main objective of the CRS was to spread awareness about government schemes which could be utilized by the community, and also bring to focus the various issues faced by the community and possible solutions for them. The CRS received many awards, the most significant of which was the 'Best Radio' award given by the locals.

During the Covid-19 pandemic, the CRS went beyond utilizing its platform to broadcast Covid-related awareness, but also worked to arrange oxygen cylinders, masks and ambulance for the community.

Table 9.32: Radio Raabta, Ananthnag, Jammu & Kashmir

Year of Establishment	**2015**		
Type	**NGO**		
Total area of signal transmission	25 sq.km	Total no. of staff	5
Total HHs within coverage area	20,240	Total hours of broadcast	10
Proportion of radio-listener HHs	75	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	72	Problem in signal transmission	No

9.33: Kumao Wani, Nainital, Uttarakhand



Kumao Wani was launched in 2011 in Nainital district of Uttarakhand. The area covered by this CRS is 22 sq.kms, and the total number of households within the coverage area was approximately 3,484.

Kumao Wani is run by an NGO. The CRS has a staff of 5 members. It broadcasted for 10 hours a day, 365 days a year. Reportedly it does not face any signal transmission issues.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 52%, whereas the proportion of CRS-listener households among them was estimated at 57%.

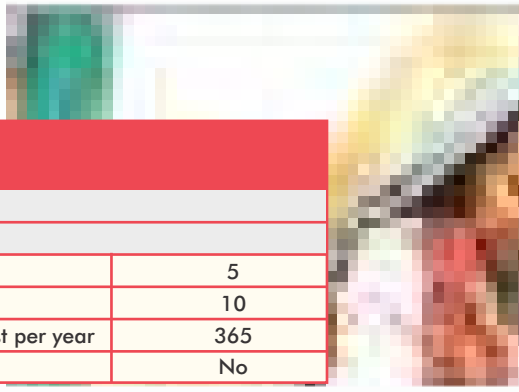


Table 9.33: Kumao Wani, Nainital, Uttarakhand

Year of Establishment	**2011**		
Type	**NGO**		
Total area of signal transmission	22 sq.km	Total no. of staff	5
Total HHs within coverage area	3,484	Total hours of broadcast	10
Proportion of radio-listener HHs	52	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	57	Problem in signal transmission	No

9.34: Hello Haldwani, Haldwani, Uttarakhand

Hello Haldwani was launched in 2012 in Haldwani district of Uttarakhand. The area covered by this CRS is 8 sq.kms, and the total number of households within the coverage area was approximately 55,700.

Hello Haldwani is run by an educational institution. The CRS has a staff of 5 members. It broadcasted for 10 hours a day, 365 days a year. Reportedly it does not face any signal transmission issues.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 53%, whereas the proportion of CRS-listener households among them was estimated at 44%.

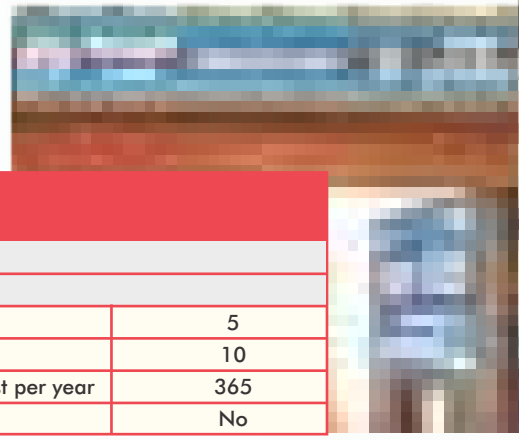
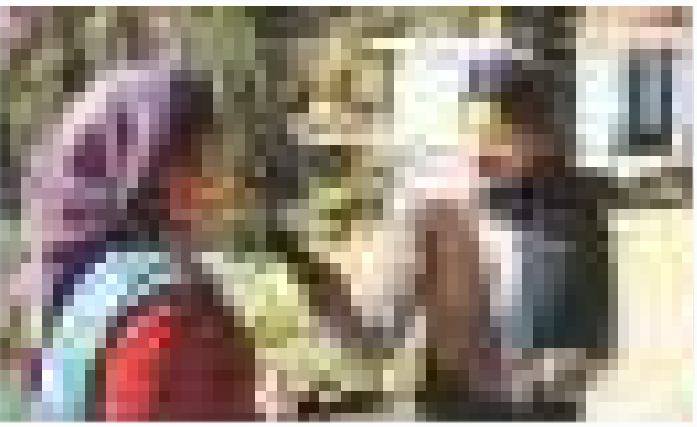
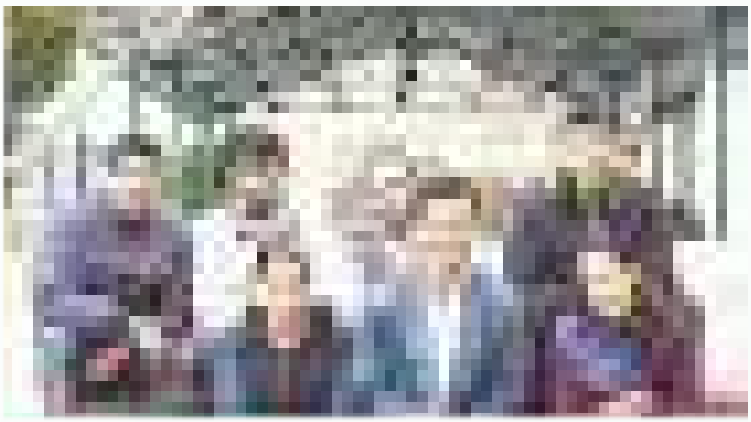
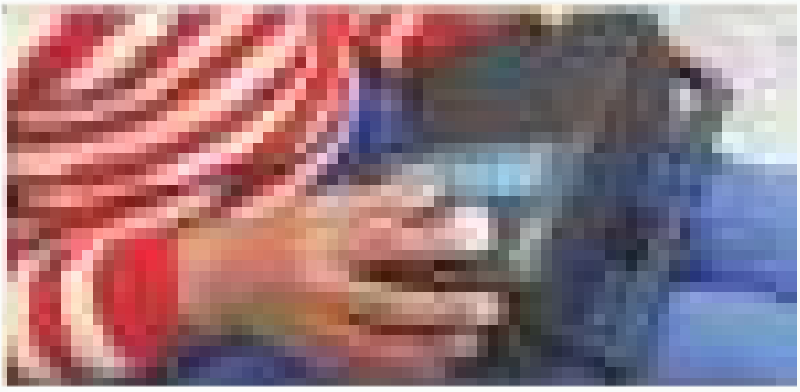


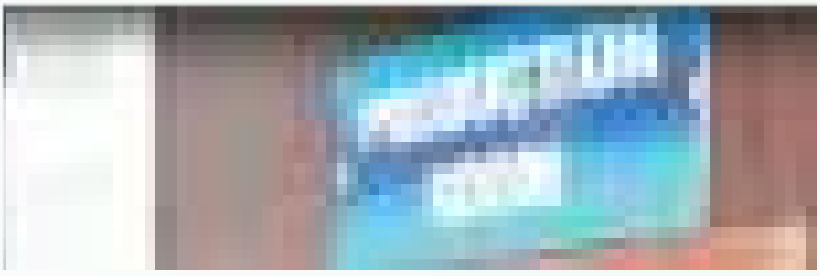
Table 9.34: Hello Haldwani, Haldwani, Uttarakhand

Year of Establishment	**2012**		
Type	**EDU**		
Total area of signal transmission	8 sq.km	Total no. of staff	5
Total HHs within coverage area	55,700	Total hours of broadcast	10
Proportion of radio-listener HHs	53	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	44	Problem in signal transmission	No







9.35: Khalsa College Community, Rupnagar, Punjab

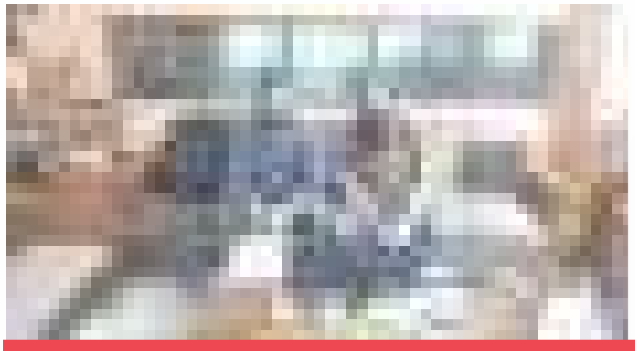
Khalsa College Community Radio was launched in 2016 in Rupnagar district of Punjab. The area covered by this CRS is 10 sq.kms, and the total number of households within the coverage area was approximately 4,420.

Khalsa College Community Radio is run by an educational institution. The CRS has a staff of 2 members. It broadcasted for 12 hours a day, 365 days a year. It reportedly faced signal transmission issues due to being surrounded by hills.

The CRS did not have a mobile app. There were no plans to develop one either. However, the community was reached out to through social media like Facebook and Instagram, and also through community meetings. The CRS had around 20 volunteers.

The main objective of the CRS was to empower students through educational programs and the community through social awareness programs. To this end, the CRS had a vision and mission document. During the Covid-19 pandemic, the CRS conducted special awareness programs on social distancing and hygiene practices in collaboration with the district administration. Guest speakers and experts from other schools, universities and local administrative bodies were occasionally invited.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 42%, whereas the proportion of CRS-listener households among them was estimated at 53%. It was recommended by the CRS that the process of providing financial assistance be streamlined, and to have more programs to spread awareness on government schemes. The CRS can also develop a mobile app for better reach.



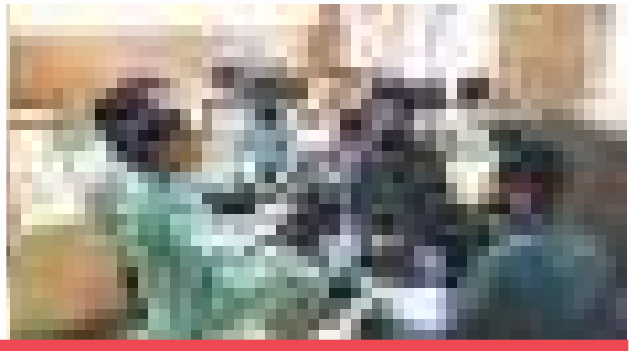


Table 9.35: Khalsa College Community, Rupnagar, Punjab

Year of Establishment	**2016**		
Type	**EDU**		
Total area of signal transmission	10 sq.km	Total no. of staff	2
Total HHs within coverage area	4,420	Total hours of broadcast	12
Proportion of radio-listener HHs	42	Total number of days of broadcast per year	7
Proportion of CRS-listener HHs	53	Problem in signal transmission	Yes

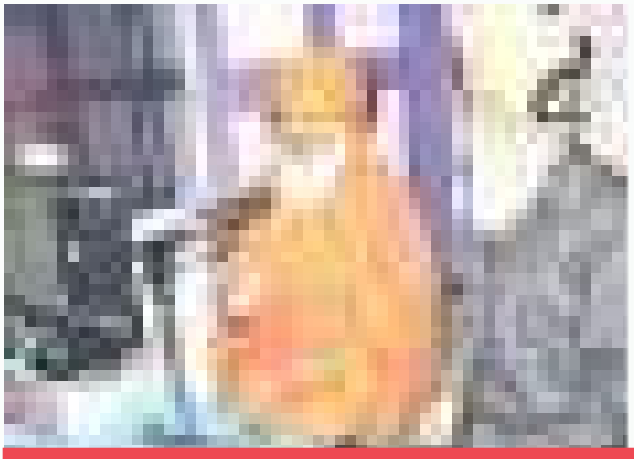
9.36: Avatar Community Radio 90.4, Jalandhar, Punjab

Avatar Community Radio 90.4 was launched in 2012 in Jalandhar district of Punjab. The area covered by this CRS is 15 sq.kms, and the total number of households within the coverage area was approximately 20,460.

Avatar Community Radio 90.4 is run by an NGO. The CRS has a staff of 4 members. It broadcasted for 24 hours a day, 365 days a year. It reportedly faced signal transmission issues. The CRS faced low frequency issues in a densely populated area. It was therefore felt that the transmission power of the CRS should be increased. The CRS had a mobile app which was thought to be a good medium to reach younger listeners. Besides the app, other mediums like internet radio and Facebook were also utilized.

The main aim of the CRS was to promote environmental and social awareness, and also empower youth through educational programs. The CRS had reportedly been influential in motivating listeners to plant trees, stop stubble burning and stop water pollution. During the Covid-19 pandemic, it collaborated with an NGO to spread awareness in the community and provide medical and other kinds of assistance.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 53%, whereas the proportion of CRS-listener households among them was estimated at 44%. It was recommended that support be given in terms of sponsored programs, permitting advertisements and increasing the power of the transmitter.



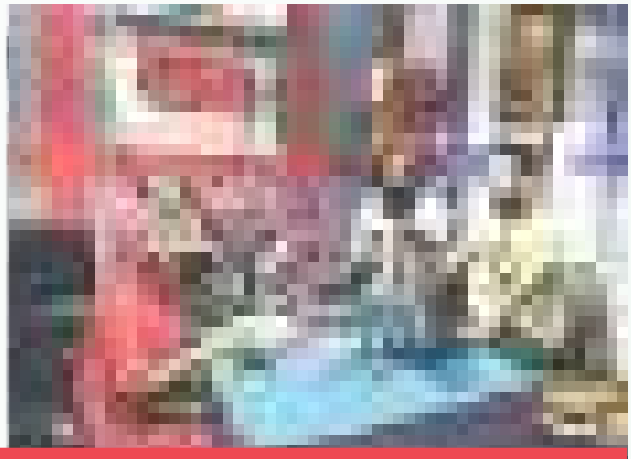


Table 9.36: Avtar Community Radio 90.4, Jalandhar, Punjab

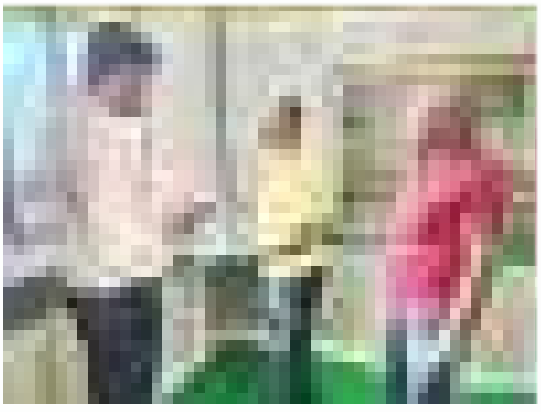
Year of Establishment	**2012**		
Type	**NGO**		
Total area of signal transmission	15 sq.km	Total no. of staff	4
Total HHs within coverage area	20,460	Total hours of broadcast	24
Proportion of radio-listener HHs	53	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	44	Problem in signal transmission	Yes

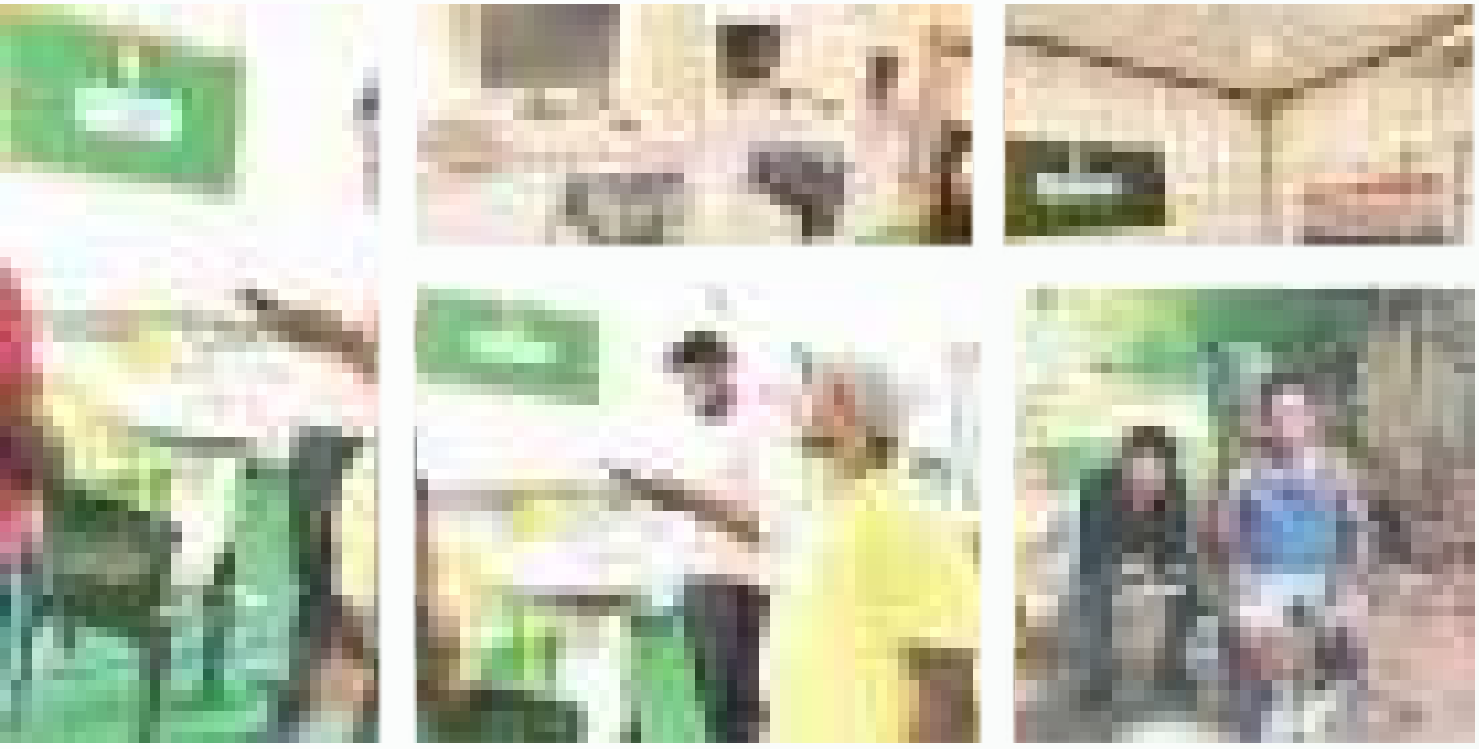
9.37: Radio Jagriti 90.4, Giridih, Jharkhand

Community Radio Jagriti 90.4 was established in 2014 in Giridih district of Jharkhand. The area covered by this CRS is 11 sq. kms, and the total number of households within the coverage area is 37,434.

Radio Jagriti 90.4 is an NGO-run CRS. Operating with a small staff of four members, the station broadcasts 15 hours a day, 365 days a year. Despite its extensive broadcast schedule, the station has reported signal transmission problems. Although the signal strength is reported to cover a 15 km radius, it is only clear up to a 5 km radius, beyond which the sound quality deteriorates.

The proportion of radio-listener households was estimated at 86%, whereas the proportion of CRS-listener households among radio-listeners, was estimated at 37%. The station's programs focus on important topics such as agriculture, health, and other social issues. They are broadcast primarily in local languages like Hindi, Khortha, Bhojpuri, and Nagpuri. This multilingual approach ensures accessibility and relevance for diverse audiences.





The CRS has developed a mobile app that helped to increase its reach. This allowed listeners in areas with weak signals and frequency to listen to the broadcasts. The station has explored mediums like Facebook, internet radio, and community meetings, to extend its reach. However, it encountered challenges due to frequent electricity, frequency, and internet issues.

The CRS has identified low transmission frequency and incorrect advertisement rates as the major challenges. The CRS believes that support from the Ministry of Information and Broadcasting could help increase its frequency, thereby expanding its reach and providing more information to the community. Initial funding to set up the CRS was provided under the ATMA scheme by the Department of Agriculture, but additional financial support is required for sustainability.

Community engagement was conducted before the establishment of the CRS through self-help groups (SHGs), farmers' groups, and youth clubs. Community engagement with the CRS remains very active. The CRS receives feedback from the community through calls, SMS, and WhatsApp.

Table 9.37: Radio Jagriti 90.4, Giridih, Jharkhand

Year of Establishment	**2014**		
Type	**NGO**		
Total area of signal transmission	11 sq.km	Total no. of staff	4
Total HHs within coverage area	37,434	Total hours of broadcast	15
Proportion of radio-listener HHs	86	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	37	Problem in signal transmission	Yes

9.38: KVK Agwanpur Barh, Patna, Bihar

KVK Agnwanpur Barh was launched in 2011 in Saran district of Bihar. The area covered by this CRS was 15 sq.km, and the total number of households within the coverage area was 8.605.

KVK Agnwanpur Barh is run by a KVK. The CRS had a staff of 0 members. It broadcasted for 7 hours a day, 365 days a year. It did not face any problems with signal transmission.

The proportion of radio-listener households in the region surrounding this CRS was estimated at 75%, whereas the proportion of CRS-listener households among them was relatively low, estimated at 21%.

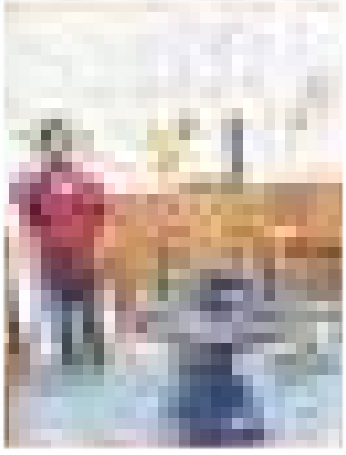


Table 9.38: KVK Agwanpur Barh, Patna, Bihar			
Year of Establishment	**2011**		
Type	**KVK**		
Total area of signal transmission	15 sq.km	Total no. of staff	0
Total HHs within coverage area	8,605	Total hours of broadcast	7
Proportion of radio-listener HHs	75	Total number of days of broadcast per year	365
Proportion of CRS-listener HHs	21	Problem in signal transmission	No

10 Conclusions & Recommendations

An Endline Study of CRSs was compelled by the facts that CRSs have been in existence for almost two decades have been operating on a large scale in terms of geographical spread, and have enormous potential for participatory development of the underprivileged. The Study, commissioned by the MoIB, was comprehensive, in that it assessed the listenership, reach, effectiveness and sustainability of CRSs. Findings of the study indicate the performance of CRSs in terms of achieving their mission of providing a platform to communities to voice and empower themselves.

10.1 Conclusion

Community radio stations (CRSs) across India have demonstrated their ability to serve as powerful tools for education, empowerment, and community engagement. The findings reveal that CRSs have effectively addressed critical issues such as gender inequality, climate change, health, cleanliness, sustainable development goals (SDGs), the vision of a "Viksit Bharat," and the challenges posed by the COVID-19 pandemic. These initiatives highlight the transformative potential of CRSs in fostering community-driven change.

1. Gender Issues

CRSs like Mann Deshi Tarang Vahini (Maharashtra) and Shruti CRS (Tamil Nadu) have placed a strong emphasis on women's empowerment by

broadcasting programs that educate women about their rights, health, and opportunities for socio-economic development. Many stations actively involve women through Self-Help Groups (SHGs) and listener clubs, creating safe spaces for dialogue and promoting gender equality. For example, programs focusing on financial literacy for women, prevention of early marriages, and vocational training were noted as impactful. Additionally, stations like Nityananda Janavani (West Bengal) and Avatar Community Radio (Punjab) have addressed sensitive issues such as gender-based violence and reproductive health. These initiatives align with SDG 5 (Gender Equality), showcasing how CRSs can be instrumental in breaking traditional gender barriers and creating a more equitable society.

2. Climate Change

Efforts by stations such as Avatar Community Radio (Punjab) and Radio Bundelkhand (Madhya Pradesh) demonstrate how CRSs are engaging communities in addressing climate change. Programs on sustainable farming practices, water conservation, afforestation, and renewable energy highlight their commitment to environmental sustainability. For instance, Avatar Community Radio's campaigns to combat stubble burning and promote tree plantation have created measurable environmental benefits. The use of solar energy for operations at Radio Palanpur (Gujarat) exemplifies innovative approaches to reducing carbon footprints and operational costs. Such programs contribute to SDG 13 (Climate Action), fostering resilience and sustainability within rural and urban communities.

3. Health

Health remains a central theme across several CRSs, especially during the COVID-19 pandemic. Stations like SOA Radio (Odisha) and Radio Raabta (Jammu & Kashmir) played pivotal roles in disseminating crucial information on safety practices, vaccination, and mental health. SOA Radio's "Radio Reunirse" initiative facilitated virtual student interactions, addressing isolation and mental health challenges during the lockdown. Nityananda Janavani's (West Bengal) focus on maternal and child health, through targeted campaigns on prenatal care and nutrition, reflects a broader commitment to public health. CRS programs promoting awareness about sanitation, hygiene, and disease prevention underline their alignment with SDG 3 (Good Health and Well-being), enhancing access to healthcare information in underserved areas.

4. Swachh Bharat

CRSs such as KLE Dhwani (Karnataka) have actively supported the Swachh Bharat Abhiyan by organizing cleanliness drives and promoting sanitation practices. Stations

like Radio Guru (Telangana) have creatively involved local communities in campaigns to reduce open defecation and ensure proper waste management. By highlighting success stories and best practices, these CRSs have motivated listeners to adopt cleaner and healthier lifestyles. These campaigns underline the role of CRSs as critical partners in achieving the goals of the Swachh Bharat Mission, contributing to healthier living environments.

5. Sustainable Development Goals (SDGs)

By aligning their content with multiple SDG targets, CRSs have demonstrated their ability to drive progress on various fronts. TNAU Vidyashree FM (Tamil Nadu), for instance, has focused on agricultural innovation and disseminating government programs to rural farmers, directly supporting SDG 2 (Zero Hunger). Stations such as Shruti CRS (Tamil Nadu) and Radio Bundelkhand (Madhya Pradesh) promote education, health, and gender equality, embodying SDG 4 (Quality Education) and SDG 5 (Gender Equality). Furthermore, CRS programs addressing water conservation, renewable energy, and community empowerment resonate with broader SDG frameworks, offering localized solutions to global challenges.

6. Viksit Bharat

CRSs have contributed significantly to the vision of a developed India by empowering rural communities through skill development, digital literacy, and access to critical information. Vanya Chandra Shekar Azad CRS (Madhya Pradesh)'s collaboration with organizations like the National Skill Development Corporation (NSDC) highlights how CRSs are preparing communities for a brighter future. Skill training programs for youth and marginalized groups, such as agricultural best practices or digital marketing, ensure inclusivity in growth narratives. These efforts resonate with the vision of a self-reliant and progressive India, bridging urban-rural divides and nurturing local talent.

7. COVID-19 Response

The COVID-19 pandemic underscored the adaptability of CRSs in crisis situations. Stations like Radio Raabta (Jammu & Kashmir) went beyond broadcasting by organizing essential resources such as oxygen cylinders and ambulances for their communities. Radio Loktak (Manipur) addressed vaccine hesitancy through multilingual campaigns, ensuring inclusivity. Digital initiatives such as SOA Radio's (Odisha) "Radio Reunirse" provided platforms for social connection amidst isolation. By sharing stories of resilience and fostering trust in public health measures, CRSs became invaluable allies in combating the pandemic's impact on mental, physical, and social well-being.

8. Promoting Local Cultures and Traditions

Many Community Radio Stations (CRSs,) such as Namma Dhwani (Karnataka) and Vanya Radio Bijori (Madhya Pradesh), have played a vital role in preserving and promoting local languages, arts, and traditions. Through storytelling, folk music, and cultural programs, they ensure that indigenous knowledge and heritage are celebrated and passed down to future generations. These efforts foster cultural pride and strengthen community identity.

9. Livelihood and Agriculture

Stations like Radio Guru (Telangana) and TNAU Vidyashree FM (Tamil Nadu) have addressed critical issues in agriculture and allied sectors. Programs providing guidance on crop management, animal husbandry, and government schemes for farmers have enhanced agricultural productivity and rural incomes. CRS initiatives in this domain contribute to SDG 8 (Decent Work and Economic Growth) by equipping communities with knowledge and skills to improve their livelihoods.

10. Educational Outreach

CRSs such as Ramana Dhwani (Karnataka) and Anna Community Radio (Tamil Nadu) have prioritized educational programming for children and youth. From career counseling to academic support and skill-building workshops, these stations bridge gaps in access to quality education. Their contributions align with SDG 4 (Quality Education), fostering inclusive and equitable learning opportunities.

10.2 Community Radio Stations: A Comparative Analysis of findings between 2017 and 2024

Between 2017 and 2024, Community Radio Stations (CRSs) in the country saw significant growth and transformation. The number of operational CRSs increased from 190 to 440, with 60% of CRS stations reporting improved coverage through mobile apps and partnerships with local platforms. CRSs diversified content to include health, education, and disaster management, while community involvement and women's participation in programming grew. Infrastructure and training improved, but financial sustainability remained a challenge. CRSs played a critical role in disaster management and public health, with 80% of listeners rating them as highly effective in raising awareness and addressing local issues.

These CRS's Comparative Analysis of findings between 2017 and 2024 has been described in details alongside in a detailed manner.

Table: Community Radio Stations: A Comparative Analysis of findings between 2017 and 2024

Key Areas	2017	2024
Coverage and Listenership	At the time of the study, there were a total of 130 CRSs that were active across the country for more than 2 years. 29% of households who were within coverage areas listened to CRSs	At the time of the study, 330 CRS have been operational for more than 1 year. Among respondents who said that they were aware of CRS, 76% said that their members in their households listened to CRS.
Demographics of Listeners	77% of listeners were rural, and female listeners were 30%. 38% of the listener households belonged to OBC category and 37% to General category	67% of the listeners were from rural areas; 36% of them were female. 47% of the listener households belonged to general category and 33% to OBC category
Media Ownership and Access	53% of listeners owned radios, 80% owned TVs and 98% owned mobile phones	Mobile phone access became the dominant mode of listening, with traditional radio ownership declining. The majority of households (62%) preferred to listen to radio via mobile phone. 29% used radio sets.
Listening Habits	Most listeners tuned in daily, with peak engagement during early in the morning between 6 to 8 am. 67% of listeners tuned in daily	Daily listenership patterns remained steady, but newer timeslots emerged due to flexible app-based listening. 47% daily listeners; peak times was between 6 to 8 am (49%)
Place of Listening	94% listened to CRS from their homes, 18% at their workplace	90% listened to CRS from their homes, 32% at their workplace
Reasons for Listening and Not Listening to CRS	Three factors that encouraged the community to listen to CRS: 58% for music programs; 44% valued informational content and 22% for presenters/RJs/Anchors Main reason among non-listeners for not listening to CRS: 45% unaware about CRS	54% started listening to CRS for the music programs, 53% for the local information disseminated through CRS, followed by 47% for the coverage of local events. Main reason among non-listeners for not listening to CRS: 47% unaware about CRS
Signal Transmission	74% of the overall listeners were highly satisfied with the quality of signal transmission of the CRSs.	53% of the overall listeners were highly satisfied with the quality of signal transmission of the CRSs.
Quality of Content	Around 82% of the listeners found that variety of CRS programmes broadcasted were excellent or very good	The quality of content showcased by CRS was also perceived to be either good or very good by more than half (54%) overall.
Staff training	15% of the staff members of the sampled CRSs had taken training in mass communication and 24% had taken training in media management.	75% of the staff of the sampled CRSs had received media training.

10.3 Recommendations

Four types of recommendations are provided in this section:

1. Recommendations for financial sustainability of CRS
2. Policy level recommendations
3. Scheme level recommendations
4. General recommendations for CRS

Recommendations for Financial Sustainability of CRS

1. Diversify Revenue Streams

Encourage CRSs to build a mixed-income model to reduce dependence on any single source.

a. Local Advertising

- Partner with local businesses (e.g., kirana shops, agri-input suppliers, private hospitals, coaching centres).
- Offer affordable packages and tailor messaging in local dialects.

b. Program Sponsorships

- Co-create programs with NGOs, SHGs, schools, or local enterprises, who can sponsor episodes around education, health, agriculture, gender, etc.

c. Fee-based Services

- Provide services like:
  - Jingles, awareness programs for NGOs and government.
  - Training workshops on media or communication.
  - Recording and editing support for local events.

2. Build Capacity for Monetisation

Focus on enhancing CRS teams' skills in marketing, proposal writing, and content packaging.

- Lead CRSs can develop toolkits on "How to pitch to advertisers" and "Writing proposals for IEC grants."
- Encourage collaboration with institutions like IIMC, IGNOU, or state media departments for capacity building.
- Promote internships or fellowships (possibly through CSR) where media students assist CRSs in business development and fundraising.

3. Podcasting and Online Content

- Repackage shows as podcasts or short audio clips to post on platforms like Spotify, YouTube, or WhatsApp groups.

- Potential for monetisation through YouTube ads or sponsorships.

4. Cluster-Based Approach

Foster regional collaboration between multiple CRSs, supported by Lead CRS, to:

- Share production, training, and marketing costs.
- Offer bundled packages to advertisers targeting wider geographies.

5. Local Community Engagement and Memberships

- Launch listener clubs or community memberships where users contribute nominal fees for exclusive content or merchandise.
- Conduct crowdfunding campaigns for specific equipment or events, building a sense of ownership.

6. Leverage CSR and Philanthropy

- Encourage Public Sector Units (PSUs) to support CRSs in remote or industrial zones as part of their CSR obligations. MIB should partner with CSR initiatives, government bodies, and international organizations to secure sustained financial support for CRS operations.
- Identify local or regional corporates (e.g., in mining, manufacturing, agriculture) with CSR mandates in education, skilling, or rural development.
- Create "community impact reports" to pitch to CSR heads, showing reach and impact metrics.

7. Government Schemes & IEC Funds

Tap into Information, Education, and Communication (IEC) budgets of ministries like Health (NHM), Women and Child Development, Agriculture, and Rural Development. Build relationships with District Collectors and local departments to secure recurring contracts. Some examples -

Ministry of Rural Development: Fund CRSs to promote MGNREGA, rural employment, and self-help groups (SHGs).

Ministry of Health & Family Welfare: Support CRSs for broadcasting awareness on Ayushman Bharat, maternal & child health, TB, malaria, mental health, and non-communicable diseases (NCDs).

Ministry of Agriculture & Farmers' Welfare: Integrate more CRSs with Krishi Vigyan Kendras (KVKs), PM-KISAN, and Natural Farming Awareness Programs to reach farmers.

Ministry of Women & Child Development: Use CRSs for spreading awareness about POSHAN Abhiyan, Beti Bachao Beti Padhao, and One Stop Centres (OSCs) for women in distress.

Ministry of Education: Fund CRS-driven educational content, literacy programs, and e-learning initiatives for school dropouts, tribal populations, and NEP (National Education Policy) initiatives.

9. Publicize Grant Availability Widely

MIB should also launch a publicity campaign to spread awareness about the grant amount so that all eligible CRSs can apply.

10. Encourage State-Level CRS Development Funds

States should create dedicated CRS funds under Department of Information & Public Relations (DIPR) to support stations in tribal, remote, and disaster-prone areas, complementing central support.

11. Strengthen CBC Ad Allocation and Disbursement

As per the existing guidelines, CBC should ensure regular advertisement flow to CRSs and simplify disbursement procedures for faster payments.

12. Utilize CRSs in Disaster Preparedness & Response

Sensitize NDMA, SDMAs, and NIDM to the use of CRSs as local information hubs during crises (reflected in Para 5(g)(vi), relaying accurate updates and relief measures.

Recommendations for Policy

1. Streamlining Licensing and Application Process

In order to increase the number of community radio stations in India, it is imperative to make the licensing process easier and faster. Some ways in which this can be done are listed below, in line with Para 3 of the Policy Guidelines:

1) **Enforce and Monitor Timelines Strictly:** Though the policy mandates a three-month window for MHA and Defence clearance, in practice, delays persist. Enforcing adherence to these timelines, reducing the number of stakeholders involved and transparently publishing clearance status on the online portal can instil confidence in applicants.

2) **Frequency Availability:** In cases where the application is rejected due to unavailability of frequency, the applicants may be made aware of the reason, along with possible frequencies wherein they can apply.

3) **Rationalize Repeat MHA Clearances:** In cases where the applicant has valid FCRA clearance within the past year and there are no changes in governing body members, repeat MHA clearance may be exempted. This aligns with Para 8(a) and avoids duplication.

4) **Streamline Approvals for Government-Recognized Educational Institutions:** Government-recognized universities/colleges should be allowed to proceed directly to IMC if they have existing government approvals and frequency earmarked. This avoids repetitive scrutiny for the same entity.

5) **Liberalized Licensing for Government Bodies Serving the Public:** For departments like disaster management, museums, and tourism, allow simultaneous approvals for multi-location applications, especially when their operations span across districts.

6) **Solar Equipment via Vendor-Based Procurement:** Enable vendor-based procurement of necessary solar power equipment by the Ministry, particularly in remote and disaster-prone areas where electricity access is unreliable.

7) **Upgrade Transmitter Capacity Where Needed:** Allow 250-watt transmitters on a case-to-case basis, particularly for government institutions or stations in hilly, coastal, and border areas with higher coverage needs.

2. Advocate for FM Chip Activation in Smartphones

The study revealed that over half of CRS listeners access content through mobile phones. With traditional radio sets becoming increasingly obsolete, and ownership and usage steadily declining, it is essential to adapt to changing technology consumption patterns.

MIB should collaborate with the Ministry of Electronics & IT and telecom manufacturers to mandate FM chip activation in smartphones, ensuring radio access even without internet. This is especially useful in areas with low or no internet connectivity, like when fishermen are at sea, or during times of crisis when internet shutdowns are done.

3. Transparency and Accountability in Spectrum Usage

As part of periodic compliance, institute third-party social audits to assess spectrum utilization, community impact, and adherence to content guidelines.

Recommendations for Scheme

1. Strengthening Technological Infrastructure and Access

To ensure CRSs remain relevant and accessible in the digital age, technological upgrades and flexible procurement mechanisms are essential. These measures will enhance operational resilience, especially in underserved and disaster-prone areas.

1) **Develop a Central CRS Mobile App:** Develop a centralized CRS Mobile App that can stream all community radio content. This aligns with the scheme's emphasis on preserving and sharing CRS content. The app should allow community stations to host content, gain visibility, and explore revenue models such as local ads or subscriptions.
2) **Provide Radio Sets and Emergency Kits Based on Demand:** Under Emergency Grants, financial assistance up to ₹10 lakhs is provided for capital loss during natural calamities. This can be expanded to include emergency broadcasting kits such as battery-powered transmitters and power backup devices. Additionally, provide support for radio set procurement/distribution in underserved regions to address declining radio set ownership (not mentioned explicitly in scheme — requires inclusion). MIB can also directly procure and distribute radio sets.

2. Content and Capacity Development

High-quality, community-driven content and sustained capacity building are the backbone of effective community radio. Strengthening peer learning, institutional support, and content innovation will drive long-term impact.

1) **Decentralize Support through More Lead CRSs:** Expand the number of lead CRSs region-wise. This will complement the regional Sammelans and training workshops, decentralizing handholding and policy outreach. This approach supports the scheme's goals of last-mile inclusion in media-dark regions.
2) **Strengthen Content Support from Educational Institutions & Lead CRSs:** Under Content Creation Grants, prioritize funding partnerships between operational CRSs and educational institutions for developing locally relevant content. Lead CRSs should also be encouraged to act as content hubs for smaller stations.
3) **Lead CRSs to Provide Capacity Building:** The scope of the scheme can be expanded by decentralizing training through Lead CRSs at the regional level to support peer learning. Assign roles to high-performing CRSs with experience in thematic content or technology as regional training anchors.

4) **Financial Incentives for Lead CRSs:** Recognize the additional role of lead CRSs by earmarking special grants under content creation or capacity-building components. These CRSs should be equipped with additional hardware and staff to mentor others and facilitate regional content repositories.

3. Expanding Eligibility and Institutional Integration

Widening eligibility and involving local governance institutions will foster grassroots ownership of CRSs. Integrating CRSs into decentralized systems will promote inclusivity and contextual relevance.

1) **Include Panchayati Raj Institutions as Eligible Applicants:** The Scheme may propose their inclusion as special applicants in tribal, disaster-prone, or aspirational districts. Capacity-building sessions and technical workshops for PRI representatives can also be incorporated.
2) **Specialized Technical Workshops for Existing CRSs:** Introduce dedicated refresher sessions for existing stations on GOPA renewal, WOL updates, transmitter disposal, grant applications, handling of CRS equipment, etc.

4. Outreach, Awareness, and Inclusion

Focused outreach, strategic communication, and stakeholder sensitization are key to bridging regional gaps in CRS access. These steps will ensure equitable growth and greater policy convergence.

1) **Use State Newspapers to Spread Scheme Awareness:** As part of the scheme's awareness strategy, initiate state-wise media campaigns through regional newspapers and local media to improve visibility and invite new applications from underserved areas.
2) **Conduct State-Level Sensitization Workshops for Line Ministries & DIPR:** Add a new sensitization initiative to engage state-level departments (Health, Education, Agriculture, DIPR) to include CRS broadcasting in their IEC strategies. It will ensure effective convergence and localization of government schemes.
3) **Include CRS in Annual Media Plans of Central Social Sector Ministries:** Mandate that ministries with large public outreach components (MoHFW, MoAFW, MoE, etc.) reserve a portion of their IEC budgets for CRS content dissemination.
4) **Focus on 200+ Districts with No CRSs:** Launch targeted outreach and awareness workshops in these media-dark areas. Prioritize grant allocation and handholding support for applicants from these districts.

General Recommendations for CRS

1. Enhance Program Content

Expand Localized Content: Create content that addresses pressing regional issues such as agriculture, local governance, health awareness, and disaster preparedness. By focusing on these themes, CRSs can ensure their programming resonates with the daily lives and needs of their listeners.

Diverse and Inclusive Themes: Broaden programming to include topics like women empowerment, education for children, sanitation, and entertainment to cater to a wider audience, ensuring inclusivity and balanced representation.

Promote Social and Economic Awareness: Collaborate with government bodies and organizations to raise awareness about government schemes, enabling communities to access benefits through better understanding and participation.

Skill-Building Initiatives: Offer training programs on agricultural techniques, small business management, and digital literacy, equipping community members with practical knowledge to improve their livelihoods.

2. Improve Technological Infrastructure

Upgrade Transmission Systems: Invest in modern equipment and signal boosters to address challenges in areas with hilly terrain or dense urban setups, ensuring uninterrupted broadcasts even in difficult geographies.

Expand Coverage: Strategically establish additional CRS stations, particularly in underserved rural and remote areas, to maximize the coverage and impact of community radio.

Sustainable Energy Solutions: Adopt renewable energy sources like solar power to combat frequent power outages and reduce dependency on conventional energy, ensuring continuous operations

3. Leverage Digital Platforms

Mobile App Integration: Develop user-friendly mobile apps that provide live streaming and access to archived programs, especially in regions with high internet penetration, to attract tech-savvy audiences.

Social media and Streaming Services: Enhance CRS presence on platforms like Facebook, YouTube, and Spotify to engage with younger audiences and provide on-demand access to content. These platforms can also serve as tools for collecting

community feedback.

Digital Training for CRS Staff: Train CRS teams in using digital tools like video editing, social media management, and data analytics to optimize their online presence and reach a broader audience.

4. Strengthen Community Engagement

Community-Driven Content: Actively involve community members in shaping CRS programming by gathering regular feedback through surveys, listener clubs, and focus groups, ensuring the content reflects local needs and aspirations.

Local Influencers as Advocates: Engage community leaders, teachers, and influencers to act as CRS ambassadors, promoting the station's benefits and encouraging wider listenership.

Event-Based Engagement: Organize fairs, festivals, and other community gatherings as opportunities to showcase CRS programs, distribute promotional materials, and strengthen the station's visibility.

5. Build Capacity of CRS Staff

Comprehensive Training Programs: Conduct regular workshops for CRS staff on content creation, technical skills, and outreach strategies to enhance their professional capabilities.

Volunteer Engagement: Foster a culture of volunteerism by providing certificates, stipends, or public recognition to youth and women volunteers, encouraging their active participation.

Mentorship by Lead CRSs: Strengthen lead stations with resources and funding so they can mentor smaller stations and share best practices, fostering a culture of collaboration and learning.

6. Tailor Content for Specific Audiences

Youth and Educational Focus: Partner with schools and colleges to design youth-friendly content, including career guidance, digital literacy, and interactive programs, to attract younger listeners.

Gender-Specific Initiatives: Develop programs that cater to the specific interests and needs of men and women, addressing gender disparities in listenership and content preferences.

Farmer-Oriented Content: Strengthen collaborations with Krishi Vigyan Kendras (KVKs) to produce farmer-specific content on topics like crop management, market trends, and government subsidies.

7. Expand Educational and Health Programs

Issue-Focused Content: Prioritize educational programs on health, disaster preparedness, and local governance to inform and empower communities about critical issues.

Regional Skill Development: Target underrepresented zones like the West and Central regions with skill-building programs tailored to local economic activities and job opportunities.

Foster Social Unity: Use CRS as a platform to address social issues such as gender equality, youth empowerment, and caste discrimination, fostering dialogue and cohesion within communities.

8. Disaster Preparedness and Management

Crisis-Ready CRS Operations: Equip CRSs in disaster-prone areas with emergency broadcasting capabilities, ensuring timely dissemination of warnings and safety instructions.

Local Government Partnerships: Collaborate with local authorities to serve as official information hubs during crises, relaying accurate updates and relief measures.

Emergency Response Training: Train CRS staff in crisis management, including first aid, evacuation protocols, and handling emergency broadcasts, to enhance their readiness for disasters.

9. Promote Local Culture and Talent

Cultural Preservation: Create programs celebrating local traditions, music, and arts, involving cultural experts and performers to maintain regional heritage.

Collaborations with Artists: Partner with artists and cultural organizations to produce high-quality content that showcases regional art forms and folklore.

Digital Talent Showcases: Use platforms like YouTube to amplify the reach of local talent featured on CRS, promoting cultural pride and visibility.

10. Increase Awareness and Listenership

Awareness Campaigns: Conduct campaigns in collaboration with NGOs, schools, and local influencers to promote CRS and its role in community development.

Urban-Centric Programming: Design programs tailored to urban audiences in regions like the South and East, focusing on contemporary topics like career guidance, technology trends, and mental health.

Word-of-Mouth Initiatives: Encourage existing listeners to act as advocates, sharing positive experiences and recommending CRS programs within their networks.

11. Foster Feedback Mechanisms

Regular Feedback Collection: Establish robust mechanisms like listener clubs, social media polls, and feedback kiosks to collect audience inputs on content quality and relevance.

Interactive Discussions: Host public forums or "Jan Sunvayi" events to encourage community members to discuss local issues and suggest topics for CRS programs, ensuring greater participation.

ANNEXURE

Research Tools

Annexure - 1

Study on Listenership, Reach, Effectiveness & Sustainability of Community Radio Stations in India

Semi-Structured Interview Schedule for Chief Functionary of Sampled CRS

(For Organizational & Functional Assessment of CRS)

State: .....
District:.....
Village/ Mohalla: .....

Consent Form:

Namaste My name is ..... I am from a research organization Academy of Management Studies (AMS) and conducting a study on Community Radio Stations (CRS). The study intents to assess the listenership, reach and effectiveness of CRS. I would like to ask you questions on the profile of your CRS, technical details, human resource details, programming details and financial details. This information will help in understanding the effectiveness of the CRS and make further improvements. I would very much appreciate your participation in this study.

Whatever information you provide will be kept strictly confidential and will be used for our study purpose. Your answers will not be shared with anyone else and your answers will be combined with answers from many other people so that no one will know that the answers given to me today belong to you/ him/ her. Participation in this study is voluntary. You can choose not to answer any individual question or all of the questions. However, we hope that you will participate in this study since your inputs are important for improving the programme. The survey will take about 30 minutes to complete.

Do you want to ask me anything about the survey? May I begin the survey now?

Section A – Profile of Community Radio Station

1. Name of the Community Radio Station: .....
2. Name of the Chief Functionary: .....
3. Name and Designation of the Respondent (if different than the CF): .....
4. Type of Community Radio Station: (Education -1; NGO – 2; Agriculture (KVK)-3) .....
5. The CRS has been in operation since: (mention the date) .....
6. Year in which CRS received its license: .....
   .....
7. License issued to (name of organization or individual): .....
   .....
8. License valid till: .....
9. Estimated number of actual listeners per day: .....
10. If response given in 9, please tell us way of estimating number of actual listeners:
    .....
    .....
    .....
11. Does the CRS have a mobile app: ☐ Yes ☐ No

a) If yes, do you think it is a good medium to increase reach of your CRS? Why/why not?
   .....
   .....

b) If no, why not? Are you planning to get an app developed? Why/why not?
   .....
   .....

12. Besides radio sets and mobile app, what are the other ways in which you try to reach the community? (Probes – internet radio, Facebook, X, YouTube, Instagram, community meetings, SHG meetings, etc.)

a) How effective are these mediums?
   .....
   .....
   .....

b) What challenges do you face in accessing these mediums? (To be asked to both – those who use it and those who don't)
   .....
   .....

13. Average listenership for the following years: (Mention "Don't know" if they have no

way of measuring reach)

13.1 Digital listeners through Mobile App

☐ 2023 ☐ 2022 ☐ 2021 ☐ 2020 ☐ 2019

13.2 Local listeners through Radio sets

☐ 2023 ☐ 2022 ☐ 2021 ☐ 2020 ☐ 2019

13.3 Local listeners through Community level events/interventions

☐ 2023 ☐ 2022 ☐ 2021 ☐ 2020 ☐ 2019

13.4 Digital listeners through Social Media (Facebook, X, YouTube, Instagram)

☐ 2023 ☐ 2022 ☐ 2021 ☐ 2020 ☐ 2019

13.5 Listeners through any other medium

☐ 2023 ☐ 2022 ☐ 2021 ☐ 2020 ☐ 2019

14. What are the major aims and objectives/vision and mission of CRS?

.....

.....

15. Is there a vision & mission document of the CRS: ☐ Yes ☐ No

16. What progress has been made towards achieving the vision and mission of CRS?

.....

.....

17. What role did the CRS play in helping the community during the COVID pandemic, if any?

.....

.....

18. Has the CRS undergone any capacity building programs or community radio awareness workshops conducted by MOIB? ☐ Yes ☐ No

If yes -

a) How many times has the CRS undergone such programs?

.....

.....

b) What were some of the major components of the programs?

.....

.....

c) How did these programs benefit the CRS?

.....

.....

d) How do you think the programs can be improved to provide more benefits to CRS?

.....

.....

19. Has the CRS received support for content creation from MOIB? ☐ Yes ☐ No

If yes –

a) What kind of support has the CRS received for content creation?

.....

.....

b) How did this support benefit the CRS?

.....

.....

20. Has the CRS ever received National Community Radio Station award?

☐ Yes ☐ No

Section B: Technical Details

1. What is your opinion of the signal strength and quality of transmission of the community radio station?

   .....

   .....

2. Are there any problems faced in signal transmission? ☐ Yes ☐ No
3. If yes, please explain

   .....

   .....

4. Are there any problems faced regarding frequent breakdowns? ☐ Yes ☐ No
   If yes, please provide the following details:

S. No	Type of Breakdown	No. of days of breakdown	Last time breakdown happened (month/year)	How did they resolve the issue?

5. Does the CRS have an electricity backup? What kind of fail-safe mechanisms do you have to avoid breakdowns?

   .....

   .....

6. Do you utilize solar energy at the CRS? ☐ Yes ☐ No
   a) If yes, what do you think are the benefits of using solar energy, for example, saving costs, lesser power outages, etc.?

   .....

   .....

   b) If no, why don't you use solar energy (probes - unaware, no funds received, etc.)?

   .....

   .....

   c) If no, does the institution/organization where CRS is located utilize solar energy?
   ☐ Yes ☐ No

   .....

   .....

7. What are the challenges you face in the functioning or performance of this CRS?

(Probes – transmission frequency, financial sustainability, content design, program creation, advertisement rates, radio listenership etc.)

.....

.....

8. How do they cope with the challenges mentioned?

.....

.....

9. How do you think the Ministry of Information and Broadcasting can support you more, with respect to functioning of the CRS and the challenges you mentioned?

.....

.....

Section C: Human Resource Details

1. How many salaried staff does the station have: .....

   1.1. Please mention their names along with their designation, roles and responsibilities:

Sl.No	Name of the member	Gender (Male-1; Female-2; Transgender -3)	Designation	Roles and Responsibilities	Social Category	Education	Years of Work Exp.	Any media training (Yes-1; No-2)	Type of media training	Native Place
1.										
2.										
3.										
4.										
5.										
6.										
7.										
8.										

Social Category: Scheduled Caste-1; Scheduled Tribe-2; Other Backward Castes-3; General-4; Others- (specify)-99
Education: Numbers 1-12 for classes 1-12; Graduate -13 (specify degree); Post Graduate-14(specify degree); Literate but not formally educated-98; Illiterate-99
Native Place: Same district-1; Others (Specify)-99

2. Number of volunteers/ community members who participate in the functioning of CRS

   .....

3. How do volunteers get compensated for their time?

   .....

   .....

4. Do you have any difficulties in finding/retaining volunteers? Why/why not?

   .....

   .....

5. Does the CRS have documents related to administration, recruitment, leave, etc.?

   ☐ Yes ☐ No

   .....

   .....

6. If yes, please specify what these documents are: (for example, Attendance sheet, Leave register, Salary account register, Regulation rule book, etc.)

   .....

   .....

7. Does the station have a management committee? ☐ Yes ☐ No

7.1 If yes, how many members in the Management Committee belong to the community that the Radio Station serves?

7.2 How many women members are there in the Management Committee?

.....

7.3 How is the management committee or board of CRS appointed? Is there community participation in the appointments?

.....

7.4 What kind of training have members of the Management Committee undergone? (Probes – training given by whom, focus of training)

.....

8. Does the station have an Advisory Committee? ☐ Yes ☐ No

8.1 If yes, how many members in the Advisory Committee belong to the community that the Radio Station serves?

.....

8.2 How many women members are there in the Advisory Committee?

.....

8.3 If yes, number of meetings conducted last year? Please provide details of what were discussed in these meetings:

.....

9. Does the station have a Content Committee which engage with the community for development of programmes? ☐ Yes ☐ No

9.1 If yes, how many members in the Content Committee belong to the community that the Radio Station serves?

.....

.....

9.2 How many women members are there in the Content Committee?

.....

.....

9.3 Please explain in detail the procedure that the Content Committee follows to engage with the community.

.....

.....

9.4What kind of training have members of the Content Committee undergone? (Probes – training given by whom, focus of training)

.....

.....

10. What kind of training have other members of staff of the CRS undergone? (Probes – who got the training, training given by whom, focus of training)

.....

.....

.....

11. In what other areas do you think training is required, and to whom?

S.No	Topic of Training	Training should be given to whom?

12. To what extent does the community participate in the functioning of CRS?

☐ Very actively ☐ Actively ☐ Average ☐ Not actively ☐ Not at all active

13. Please explain the ways in which the community members or volunteers participate in the functioning of CRS?

.....

.....

.....

14. How do you take feedback/suggestions from the community?

.....

.....

.....

15. In what ways does community participation contribute to achieving the mission of CRS?

.....

.....

.....

16. What are the innovative ways in which you engage the community members?

.....

.....

.....

17. Prior to setting up of the CRS was there any engagement with the community?

.....

.....

18. If yes, please provide details of the engagement with the community?

.....

.....

Section D: Programming Details

1. Number of hours of broadcast per day: .....
2. Number of days of broadcast per year: .....
3. Total number of programmes: .....
4. Number of women-centric programmes: .....
5. Number of socially-oriented programmes to empower disadvantaged people: .....
6. Number of programmes conducted in local dialect: .....
7. Number of programmes that are of local interest: .....
8. How frequently are experts/guests invited to programmes for discussions

   ☐ Almost daily ☐ Every week ☐ Every month ☐ Bi-annually ☐ Yearly
9. What are the major types of issues that you cover in your programmes?

   .....

   .....
10. In what languages are the programmes aired on the CRS?

    .....

    .....
11. Please name some of your primetime programmes.

    .....

    .....

    .....
12. Please tell us some projects your CRS has been a part of? (Specify type of each - Governmental/NGO/Private)

    .....

    .....

    .....
13. Please provide us the details regarding programmes that your station airs, the type of issue covered under the programme, and the frequency of programmes, for the last 3 months? (Obtain details in the following matrix. Please attach separate sheet if necessary)

Name of the Programme	Type of Issues Covered	Length of Broadcast (No. of minutes)	Frequency of Programme

14. Please provide us with the schedule of programmes aired by your radio station? (Obtain details in the following matrix)

Days Time Slots	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

15. In what ways do these programmes promote local talent and culture?

.....

.....

.....

16. What are some of the major benefits that the community gets from participating in the CRS and programmes run at CRS?

.....

.....

.....

17. What are the feedback mechanisms that the station uses to improve or create relevant programs for the community?

.....

.....

.....

18. Which section of the community do you think listens to the CRS? Why? What can be done to increase the reach?

.....

.....

.....

19. How do you plan the programmes and decide upon issues that you need to focus on in your programmes?

.....

.....

.....

20. What kind of guest speakers do you invite to your CRS? How do you compensate them?

.....

.....

.....

21. Has the COVID 19 pandemic impacted your programs in any way? Please elaborate.

.....

.....

.....

22. What suggestions would you like to offer to improve upon the listenership, reach and effectiveness of this CRS?

.....

.....

.....

Section E: Financial Details

5. Lump-sum cost of setting up the radio station (In Rupees): .....
6. Sources of fund for setting up cost: (Ask the respondent to list sources)
   a. .....
   b. .....
   c. .....
   d. .....
   e. .....
7. Operational/ recurring cost spend each year (In Rupees): .....
8. Sources of fund for recurring cost: (Ask the respondent to list sources)
   a. .....
   b. .....
   c. .....
9. What proportion of the CR Station's annual budget is generated locally from within the community? (Please provide details as below —
   a. Public funding? .....% of total funding
   b. Private funding? .....% of total funding
   c. Donor grants? .....% of total funding
   d. Sponsored programmes? .....% of total funding
   e. Advertising? .....% of total funding
   f. Any other? .....% of total funding
10. Has the COVID 19 pandemic impacted your revenue sources/funding in any way? Please elaborate.

    .....

    .....

    .....
11. Please provide average monthly expenditure of CRS (in Rupees):
    6.1 FY 2021-2022 .....
    6.2 FY 2022-2023 .....
    6.3 FY 2023-2024 .....
12. Please provide average monthly income of CRS (in Rupees):
    7.1 FY 2021-2022 .....
    7.2 FY 2022-2023 .....
    7.3 FY 2024-2025 .....

13. Under which of the below mentioned heads is a proportion of the station annual budget spent:

Sl. No	Category	Annual Budget 2021-2022 (in Rs)	Annual Budget 2022-2023 (in Rs)	Annual Budget 2023-2024 (in Rs)
A	Honorarium and team salary			
B	Program production			
C	Capacity building			
D	Field level activities			
E	Publicity			
F	Repair/Maintenance/up gradation of Equipment			
G	Establishment/Administrative costs			
H	Local advertisements			
I	Others (please specify)			

14. Sources of funding for the last three years:

Source of Funding	Revenue Generated (INR)		
	FY 2021-22	FY 2022-23	FY 2023-24
Central-Government Funding			
State-Government Funding			
Advertising			
Sponsorship			
Others (please specify)			

15. Number of programmes that are sponsored: .....

16. Are the available sources of funds sufficient for the functioning of the CRS? Why/why not?

.....

.....

.....

17. Do you face any challenges in acquiring sponsorships/advertisements? If yes, why?

.....

.....

.....

18. Would it have been possible to establish/run the CRS without financial subsidies from the government? Reasons for the same. ☐ Yes ☐ No

.....

.....

.....

Section F. Role of Lead CRS (only to be asked to Lead CRSs)

1. In which year was the CRS appointed as the lead CRS?

   .....

2. Briefly explain the path followed by your CRS to become a lead CRS.

   .....

   .....

   .....

3. What are the roles and responsibilities of a lead CRS? How do they assist other CRSs in the region?

   .....

   .....

   .....

4. Does this CRS have a helpdesk that other CRSs in the region can reach out to?

   ☐ Yes ☐ No

5. What are some of the major achievements that this CRS has accomplished as a lead CRS?

   .....

   .....

   .....

6. What are some of the challenges faced as a lead CRS?

   .....

   .....

   .....

7. How do they resolve these challenges?

   .....

   .....

   .....

Name & Signature of the Interviewer: .....

Date of Interview: .....

Annexure - 2

Study on Listenership, Reach, Effectiveness & Sustainability of Community Radio Stations in India

Record Checklist

(For Assessment of Infrastructural & Human Resource Set-up of the sampled CRS)

Start time: .....

Section 1: Identification Details

S. No	Question	Option	Code	Skip
1.1	Date of Interview			
1.0	Zone	South	1	
		Central	2	
		West	3	
		East	4	
		North-East	5	
		North	6	
1.2	State			
1.3	District			
1.4	Region	Urban	1	
		Semi-urban	2	
		Rural	3	
1.4	Village/Mohalla			
1.5	Name of the Community Radio Station (CRS)			
1.6	Operational since (mention the year)	--(year)--		
1.6.1	Number of years for which CRS has been operation	(to be calculated by software)		
1.7	Type of Community Radio Station	Agriculture	1	
		Education	2	
		NGO	3	
1.8	Name of the respondent			
1.9	Designation			
1.10	Gender	Male	1	
		Female	2	
		Transgender	3	
1.11	Contact number			

Section 2: Infrastructural Set-up

S. No	Question	Option	Code	Skip
2.1	Number of villages reached by CRS			*Cannot be 0*
2.2	Total population covered by CRS			*Cannot be 0*
2.3	Total households covered by CRS			*Cannot be 0*
2.4	Total transmission radius (in sq.kms)			*Limit – 1-20 sq.kms*
2.5	Frequency range			*Cannot be 0*
2.6	Height of antenna (meters above the ground)			*Limit – 1-40 m*
2.7	Did the CRS receive one-time financial assistance from Ministry of Information and Broadcasting to set up the CRS?	Yes	1	*Skip to 2.3 if code 2*
		No	2	
2.7.1	If yes, what was the amount received?			*Limit – Cannot be 0 and >12,00,000 (12 lakhs)*
2.7.2	If yes, number of months or years after starting CRS was the assistance received?	Months		*If more than 11 months, provide years option*
		Years		
2.8	Did the CRS receive a grant from Ministry of Information and Broadcasting for renewal or replacement of equipment?	Yes	1	*Skip to 2.9 if code 2*
		No	2	
2.8.1	If yes, in which year was the grant received?			*Cannot be less than 1.6 and more than 2024*
2.8.2	If yes, what was the amount received?			*Limit – Cannot be 0 and >7,50,000 (7.5 lakhs)*
2.9	Did the CRS receive an emergency grant or emergency financial assistance from MOIB?	Yes	1	*Skip to 2.10 if code 2*
		No	2	
2.9.1	If yes, in which year was the grant received?			*Cannot be less than 1.6 and more than 2024*
2.9.2	If yes, what was the amount received?			*Limit – Cannot be 0 and >10,00,000 (10 lakhs)*
2.9.3	Please provide reasons for applying for grant			
2.10	If financial assistance was inadequate or not available, what were the source of funds used for infrastructural set-up?	Community contributions	1	
		Donations from a larger organization	2	
		Sponsorship or commercial advertisements	3	
		Support by NGOs	4	
	Multiple response	Others	98	
2.11	Is the CRS located in its own building or rented building?	Rented building	1	
		Own building	2	
2.12	How would you rate the adequacy of the Recording Studios?	Adequate	1	
		Inadequate	2	
		Not available	3	
2.13	Please specify which equipment is available in your CRS.	S. No / Equipment / Make/ Model / Quantity / Renewal/ Replacement Due Date		
	Multiple response	1 – 50 W FM (CRS) Transmitter		
		2 – Self-Supported Transmission tower/ Guyed wire Transmission tower/ Concrete		

S. No	Question	Option					Code	Skip
			Transmission tower upto 30 mt					
		3	2 bay, vertically polarized (Omni Directional) VHF Transmitting Antenna					
		4	Low-loss RF Cable					
		5	Off Air Monitoring set up/Logger					
		6	Monitor, 50 W					
		7	On-air broadcast Console					
		8	Dynamic cardioids/ condenser Microphones					
		9	Portable solid state field recorders					
		10	Headphones					
		11	Personal computers (One with on air recording/ automation software)					
		12	Sound card with differential input					
		13	3 KVA UPS					
		14	Phone in equipment					
		15	3 KVA generator set/ Solar Power Generator					
		16	Split ACs (1 ton to 2 ton)					
		17	Audio processor					
		18	50 watts dummy load, matching Transmitter specifications					
		19	Studio set-up					
		20	Acoustic treatment/ internal work					
		21	Voice recorder(s)					
		22	Any other (please specify)					
2.14	How many rooms does the CRS have?							Limit – 1-10
2.14.1	Which kinds of rooms are present? Multiple response	Recording Room					1	Ask if response in 2.14>1
		Live Room					2	
		Editing Room					3	
		Social media room					4	
		Any other (please specify)					99	
2.15	What steps have been taken by the CRS to ensure soundproofing/acoustic setup? Multiple response	Soundproof walls					1	If option 98 is selected, then other options should not be allowed
		Acoustic tabletops					2	
		Acoustic walls					3	
		Noise-proof floor					4	

S. No	Question	Option	Code	Skip
		Setup in live room with attached glass booth	5	
		Noise-proof doors	6	
		Any other (please specify)	99	
		None	98	
2.16	Does the CRS conduct regular equipment maintenance?	Yes	1	
		No	2	
2.17	Frequency of technical issues faced	Rarely	1	
		Occasionally	2	
		Frequently	3	
2.18	Number of technicians available to resolve such issues	--(number)--		
2.18.1	Qualifications and training received by those technicians	Basic Training	1	*Ask if the response for Q2.18 >= 1*
		Intermediate Training	2	
		Advanced Training	3	
2.19	Does the CRS have a cyclone intimation set-up?	Yes	1	
		No	2	
		NA (for inland areas)	3	
2.20	Does the CRS have an emergency response plan in place?	Yes	1	
		No	2	

Section 3: Human Resource Assessment

S. No	Question	Option	Code	Skip
3.1	How many people are engaged in the day-to-day functioning of the CRS on a regular basis?	-- (number) –		
3.2	Which staff are appointed for this station? Multiple response	Station/Program manager	1	
		Administrator	2	
		Radio trainer	3	
		Community development/ Outreach worker	4	
		Technician	5	
		IT manager & trainer	6	
		Business development worker	7	
		Others (please specify)	98	
3.3	No. of women anchors/presenters			
Q3.4 to be filled for each response under Q3.2 (only for options selected by respondent)				
3.4	What is the frequency of their engagement?	Daily	1	
		Every 2-3 days	2	
		Once a week	3	
		Twice a month	4	
3.5	Frequency of Staff Training	Every alternate months	1	
		Once in six months	2	
		Annually	3	
		Once during joining	4	
		Never	5	
3.6	Adequacy in availability of trained and skilled staff	Adequate	1	
		Somewhat adequate	2	
		Inadequate	3	
3.7	Are any trainings imparted to the community in creation and production of programs?	Yes	1	Skip to 3.10 if code 2
		No	2	

S. No	Question	Option	Code	Skip
3.8	What is the frequency of trainings to community?	Every alternate months	1	
		Once in six months	2	
		Annually	3	
		Once during joining	4	
3.9	What type of trainings are held for the community? Multiple response	Programme production	1	
		Content creation	2	
		Technical training	3	
		Community outreach and event organization	4	
		Others (please mention)	98	
3.10	Does the CRS collaborate with local organisations?	Yes	1	
		No	2	
3.11	If yes, please name some of them.			
3.12	Frequency of Community Meetings	Once a week	1	*Skip to Section 4 if code 5*
		Once a month	2	
		Once every six months	3	
		Once a year	4	
		No Community Meetings are held	5	
3.13	Topics of discussion in Community Meetings			

Section 4: Challenges and Opportunities

S. No	Question	Option	Code	Skip
4.1	Does the CRS have enough flow of revenue to run its operations?	Yes	1	
		No	2	
4.2	What is the most frequently encountered challenge?	Technical Issues	1	
		Funding	2	
		Limited Staff	3	
		Others (please specify)	99	
4.3	What are the potential opportunities for improvement? Multiple response	Increased funding	1	
		Staff training programs	2	
		Enhanced equipment	3	
		Increased broadcast hours	4	
		Increased community engagement	5	
		Reasonable rates for advertisements	6	
		Better transmission/increased frequency range	7	
		Others (please specify)	99	

End time: .....

GPS coordinates: .....

Tabs to upload photos: .....

Tab to upload map: .....

Annexure - 3

Study on Listenership, Reach, Effectiveness & Sustainability of Community Radio Stations in India

Listing and Household (Exposed & Unexposed) Survey

(Household Radio Usage Assessment)

Consent Form:

Namaste My name is ..... I am from a research organization Academy of Management Studies (AMS) and conducting a study on Community Radio Stations (CRS). The study intents to assess the listenership, reach and effectiveness of CRS. I would like to ask you questions about basic socio-economic indicators, household's radio listenership habits and so on. This information will help in understanding the effectiveness of the CRS and make further improvements. I would very much appreciate your participation in this study.

Whatever information you provide will be kept strictly confidential and will be used for our study purpose. Your answers will not be shared with anyone else and your answers will be combined with answers from many other people so that no one will know that the answers given to me today belong to you/ him/ her. Participation in this survey is voluntary. You can choose not to answer any individual question or all of the questions. However, we hope that you will participate in this study since your inputs are important for improving the programme. The study will take about 30 minutes to complete.

Do you want to ask me anything about the survey? May I begin the survey now?

Start time: .....

Section 1: Cluster Information

S. No	Question	Option	Code	Skip
1.1	Date of Survey			
1.0	Zone	South	1	
		Central	2	
		West	3	
		East	4	
		North-East	5	
		North	6	
1.2	State	Karnataka	1	*Ask only if code 1 in 1.0*
		Tamil Nadu	2	
		Andhra Pradesh	3	
		Telangana	4	
		Kerala	5	
		Madhya Pradesh	6	*Ask only if code 2 in 1.0*
		Chhattisgarh	7	
		Maharashtra	8	*Ask only if code 3 in 1.0*
		Gujarat	9	
		Rajasthan	10	
		Bihar	11	*Ask only if code 4 in 1.0*
		Jharkhand	12	
		Odisha	13	
		West Bengal	14	
		Assam	15	*Ask only if code 5 in 1.0*
		Manipur	16	
		Haryana	17	*Ask only if code 6 in 1.0*
		Punjab	18	
		Uttar Pradesh	19	
		Himachal Pradesh	20	
		Uttarakhand	21	
		Jammu & Kashmir	22	
1.3	District			
1.4	Village/ Ward			
1.5	Region	Urban	1	
		Semi-urban	2	
		Rural	3	
1.6	Name of the Community Radio Station (CRS)			

Section 2: Household Profile

S. No	Question	Option	Code	Skip
2.1	House number			
2.2	Name of the respondent			
2.3	Age	--(number)--		
2.4	Gender	Male	1	
		Female	2	
		Transgender	3	
2.5	Social Category	General	1	

S. No	Question	Option	Code	Skip
		Scheduled Caste (SC)	2	
		Scheduled Tribe (ST)	3	
		Other Backward Castes (OBC)	4	
2.6	Economic category	APL	1	
		BPL	2	
		No Card	3	
2.7	Contact number	--(number)--		
2.8	Respondent's relation to the head of the household	Myself	1	
		Spouse	2	
		Parent	3	
		Child	4	
		Other (please specify)	99	
2.9	Number of members in the household	--(number)--		
2.9.1	Number of earning members in the household			*Response should not be greater than 2.9*
2.10	What is the primary source of income of the household?	Agriculture and allied sectors	1	
		Regular wage/salary	2	
		Self-employment	3	
		Casual/daily wage labour	4	
		Investments in Fixed Deposits, real	5	
		estate, equity, etc.		
		Pension holder	6	
		Others (please specify)	98	
2.11	Annual Income of the Family considering earnings of all earning members combined (In Rupees per Year)	INR 0 - 10,000	1	
		INR 10,001 – 20,000	2	
		INR 20,001 - 40,000	3	
		INR 40,001 – 80,000	4	
		INR 80,001 – 1,50,000	5	
		INR 1,50,001 – 3,00,000	6	
		>>INR 3,00,001	7	
2.12	What is the educational status of the highest-educated male member of the household?	Up to Primary	1	
		From classes 6th to 10th	2	
		Intermediate (Classes 11th or 12th)	3	
		Graduate	4	
		Post-graduate	5	
		Other certificate or diploma	6	
		Illiterate	7	
2.13	What is the educational status of the highest-educated female member of the household?	Up to Primary	1	
		From classes 6th to 10th	2	
		Intermediate (Classes 11th or 12th)	3	
		Graduate	4	
		Post-graduate	5	
		Other certificate or diploma	6	
		Illiterate	7	
2.14	Housing condition of respondent (by observation only)	Pucca	1	
		Semi-pucca	2	
		Kutcha	3	
2.15	Does the house have legal/valid electricity connection?	Yes	1	
		Yes, but faces frequent power cuts	2	

S. No	Question	Option	Code	Skip
		No	3	
2.16	Does the household have a toilet within its premises?	Yes	1	
		No	2	
2.17	Does the household have access to safe drinking water?	Yes	1	
		No	2	
2.18	Does the family own any of the following means of transport?			

Section 3: Household's Access to Media & Information Seeking Habits

S. No	Question	Option	Code	Skip
3.1	What kind of audio-visual and print media is owned by the household? *(Multiple response question)*	TV	1	
		Radio	2	
		Informationpapers/ magazines	3	
		Computer	4	
		Mobile phone	5	
		None	6	
		Others (please mention)	98	
3.2	What kind of audio-visual and print media does the household prefer to use? *(Instruction: Select in order of preference – most preferred to least preferred)*			*Present options selected in Q.3.1 for selection here*
3.3	What is the frequency of usage of the preferred media?	Everyday	1	*Ask for all options selected in Q.3.1*
		Most days	2	
		Once a week	3	
		Once in a fortnight	4	
		Once a month	5	
		Less often	6	
3.4	Does any member of the household regularly listen to radio programs?	Yes	1	*End survey if code 2*
		No	2	
3.5	What type of device the household prefer to listen to radio on?	Radio Player	1	
		Mobile phone	2	
		TV	3	
		Music system (in car)	4	
		Shared radio during community events	5	
		Others (please specify)	98	
3.6	How many radios does the household own?	1	1	*Ask if code 1 in Q.3.5*
		2	2	
		3 or more	3	
3.7	What is the brand of the radio player that the household uses? *(Multiple response question)*	Phillip	1	*Ask if code 1 in Q.3.5*
		Sony	2	
		Samsung	3	
		Others	98	
3.8	What is the cost of the radio player?	Rs. 1 to 500	1	*Ask if code 1 in Q.3.5*
		Rs. 501 to 1000	2	
		Rs.1000 to 2000	3	
		Rs. 2000 and above	4	
3.9	Where was the radio purchased?	From a market	1	*Ask if code 1 in Q.3.5*
		Online	2	

S. No	Question	Option	Code	Skip
		From a friend/relative	3	
		Was a gift	4	
		Others	98	
3.10	What kind of a mobile phone does the household own?	Smartphone	1	Ask if code 2 in Q.3.5
		Keyboard phone	2	
		Both	3	
3.11	What kind of mobile phone do you use to listen to the radio?	Smartphone	1	*Ask if code 2 in Q.3.5 If code 1 in Q.3.10, then 2 & 3 can't be selected. If code 2 in 3.10, then 1 & 3 can't be selected.*
		Keyboard phone	2	
		Both	3	
3.12	Who listens to radio programs in the household? *(Multiple response question)*	Myself	1	
		Spouse	2	
		Children	3	
		Parents	4	
		Other (please specify)	98	
3.13	What type of FM Radio does the household listen to? *(All India Radio is Akashvani or the channel broadcasted by Govt. of India. Private FM Radio are privately owned stations such as Radio Mirchi, Radio City, Fever 104)*	All India Radio	1	
		Private FM Radio	2	
		Both	3	
3.14	Which locally accessible radio stations do you tune in to at least once a month?	(Add 'none' as an option)		
3.00	Are you aware of CRS (Name of specific CRS given in 1.6 to be added)	Yes	1	
		Yes, somewhat aware	2	
		No	3	
3.15	Does any household member listen to CRS?	Yes	1	*Ask only if code 1 or 2 in 3.00*
		No	2	
3.15.1	Who listens to CRS in the household? *(Multiple response question)*	Myself	1	Ask if code 1 in 3.15
		Spouse	2	
		Children	3	
		Parents	4	
3.15.2	Where do the members of household listen to CRS? *(Multiple response question)*	Home	1	Ask if code 1 in 3.15
		Workplace	2	
		School/educational institution	3	
		SHGs/collectives	4	
		Informal community gatherings	5	
		While travelling	6	
		Other, please specify	99	

3.16 Do you have access to any of the following local or community-oriented media? If yes, how often do you use them?

Sl. No	Media	Access (Yes-1; No-2)	Use of media (everyday - 1; most days - 2; once a week - 3; once in a fortnight - 4; once a month - 5; less often – 6; never – 7)
a	Local informationpaper		
b	Regional channel on TV		
c	Local cable channel on TV		
d	Local radio channel		
e	Other (please specify)		

S. No	Question	Option	Code	Skip
3.17	What kind of community-oriented media does the household prefer? *(Instruction: Select in order of preference – most preferred to least preferred)*			*Present options selected in Q.3.16 for selection here*
3.18	Indicate your level of interest in the following aspects: *(Highly interested – 1; Somewhat interested – 2; Average – 3; Not interested - 4; Not at all interested – 5)*	Regional information		
		Sports related information		
		Weather related information		
		Local events/ Music/ Entertainment		
		Agriculture information		
		Educational programs		
		Discussion of socio-economic issues		
3.19	Is the household actively involved in any community clubs or organisations? *(Example: SHGs, FPOs, sports clubs, etc)*	Yes	1	
		No	2	
3.20	Does the household engage in community events or gatherings? *(E.g.: Melas, festivals, medical camps, etc)*	Yes	1	
		No	2	
3.21	Are you or your family aware of any local CRS-related activities or events?	Yes	1	
		No	2	

Section 4: Radio Listenership Habits of CRS-Exposed Respondents

(Ask only if code 1 in 3.15)

S. No	Question	Option	Code	Skip
4.1	How often do you tune in to the community radio station?	Everyday	1	
		Most Days	2	
		Once a week	3	
		Once in a fortnight	4	
		Once a month	5	
		Less often	6	
4.2	Since when have you been listening to CRS? (in months or years)	No. of months		*Provide years option if more than 11 months*
		No. of years		
4.3	What drew your attention to CRS? *(multiple response allowed)*	Word-of-mouth/family and friends	1	
		Was seeking to learn skills and information	2	
		Was seeking information	3	
		Was seeking entertainment	4	
		Has always listened to radio and was therefore interested to listen to CRS	5	
		Others (please mention)	98	
4.4	Which of the following do you particularly value about (NAME LOCAL COMMUNITY RADIO STATION) *(multiple response allowed)*	Coverage of local information	1	
		Coverage of local events/festivals	2	
		Coverage of socio-cultural issues	3	
		Presentation of musical programmes	4	
		Informative programmes (agriculture, government schemes)	5	
		Presentation style of the presenters	6	
		Community participation in programmes	7	
		Views and opinions of experts/ leaders/ presenters	8	
		Promotion of local talent and culture	9	

S. No	Question	Option	Code	Skip
4.5	Which aspect of CRS do you value the most? *(single response)*	Coverage of educational topics Other (please specify)	10 98	*Present options selected as 'yes' in 4.4 for selection here*
4.6	Does (NAME LOCAL COMMUNITY RADIO STATION) air the following type of Programmes? (multiple response allowed)	Local information	1	
		Regional and national information	2	
		Local/ folk music	3	
		Debates/ discussions on local issues	4	
		Information on agriculture and livelihood development	5	
		Informative/ educational	6	
		Information about government policies, schemes and programmes	7	
		Discussions on social and developmental issues	8	
		Mann Ki Baat	9	
		Other (please specify)	98	
4.7	Which of these programmes do you like to listen to? *(multiple response allowed)*			*Present options selected in Q.4.6 for selection here*
4.8	How often do you listen to such programs?	Everyday	1	*(please ask for each selected response for Q.4.7)*
		Most days	2	
		Once a week	3	
		Once in a fortnight	4	
		Once a month	5	
		Less often	6	
		Never	7	
4.9	What times of the day do you tend to listen to the CRS during weekdays (Monday-Friday)? (multiple response allowed)	Between 06:00 a.m. and 10:00 a.m	1	
		Between 10:00 a.m. and 1:00 p.m	2	
		Between 1:00 p.m. and 4:00 p.m	3	
		Between 4:00 p.m. and 7:00 p.m	4	
		Between 7:00 p.m. and 12:00 midnight	5	
		I do not listen to radio Monday-Friday	6	
		No specific routine	7	

Section 5: Effectiveness of Community Radio Station

(Ask only if code 1 in 3.15)

S. No	Question	Option	Code	Skip
5.1	How would you rate the quality of signal transmission of (NAME LOCAL COMMUNITY RADIO STATION)?	Very poor	1	
		Not so good	2	
		Average	3	
		Very good	4	
		Excellent	5	
5.2	How would you rate the quality of content presented on (NAME LOCAL COMMUNITY RADIO STATION)?	Very poor	1	
		Not so good	2	
		Average	3	
		Very good	4	
		Excellent	5	

S. No	Question	Option	Code	Skip
5.3	What would you have to say about the variety of programmes aired or issues covered on (NAME LOCAL COMMUNITY RADIO STATION)?	Very poor	1	
		Not so good	2	
		Average	3	
		Very good	4	
		Excellent	5	
5.4	List any 5 programmes that you mostly listen to on the (NAME LOCAL COMMUNITY RADIO STATION) and comment on the adequacy of its content, appropriateness of its frequency and the extent to which you find these programmes helpful in addressing your information/entertainment needs?			*Do not make it mandatory to enter all 5 in software*
	Q.5.5 – Q.5.7 to be filled for each response for Q.5.4			
5.5	Adequacy of content	Can't say	1	
		Needs improvement	2	
		Adequate	3	
		More than expected	4	
5.6	Appropriateness of frequency of the programme *Instruction: Frequency means the number of times programme is aired*	Can't say	1	
		More than desired	2	
		Less than desired	3	
		Appropriate	4	
5.7	Extent of usefulness of programme in addressing information/entertainment needs	Not at all helpful	1	
		Not so helpful	2	
		Neutral	3	
		Very helpful	4	
		Extremely helpful	5	
5.8	Which issues discussed on the radio programmes mentioned above captured your attention? *(multiple response allowed)*	Culture and tradition	1	
		Environment, water and sanitation	2	
		Poverty and food security	3	
		Health and sanitation	4	
		Gender	5	
		Disability	6	
		Prostitution and street life	7	
		Children's issues	8	
		Agriculture	9	
		Government policies and schemes	10	
		Local issues faced by community	11	
		Others (please specify)	98	
5.9	What are the issues that are still not covered by any of the programmes aired on (NAME LOCAL COMMUNITY RADIO STATION), and hence need to be included in the programmes? *(multiple response allowed)*	Local information	1	
		Regional and national information	2	
		Local/ folk music	3	
		Debates/ discussions on local issues	4	
		Information on agriculture and livelihood development	5	
		Informative/ educational	6	
		Information about government policies, schemes and programmes	7	
		Discussions on social and developmental issues	8	

S. No	Question	Option	Code	Skip
		Mann Ki Baat	9	
		Other (please specify)	98	
5.10	What draws your interest to listen to the programmes that you mentioned above? *(multiple response allowed)*	The way it is presented	1	
		The issues covered	2	
		The format of the program	3	
		Group discussions	4	
		Special guests on programmes	5	
		Interactions with community	6	
		Not sure/ Can't say	7	
		Others (please specify)	98	
5.11	What have you gained from these programs that have helped you in your personal or social life? *(multiple response allowed)*	Enhanced Knowledge and Awareness	1	
		Improved Social Interactions	2	
		Positive Impact on Personal Well-being	3	
		Skill Development	4	
		Entertainment	5	
		Other (please specify)	98	
5.12	How beneficial do you think the educational classes that are conducted through CRS is?	Not at all beneficial	1	
		Not beneficial	2	
		Average	3	
		Somewhat beneficial	4	
		Very beneficial	5	
		Not applicable	6	
5.13	How effective do you think the disaster management / cyclone alert protocols of the CRS is?	Not at all effective	1	
		Not effective	2	
		Average	3	
		Somewhat effective	4	
		Very effective	5	
		Not applicable	6	
5.14	How impactful a role did the CRS play during the Covid-19 pandemic?	Not impactful	1	
		Not at all impactful	2	
		Average	3	
		Somewhat impactful	4	
		Very impactful	5	
5.15	How would you rate the overall impact of CRS programmes on your life?	Very negative	1	
		Negative	2	
		Neutral	3	
		Positive	4	
		Very positive	5	
5.16	Does the CRS involve the community and local public in its programme?	Yes	1	*Skip to Q5.18 if code 2*
		No	2	
5.17	What are the names of the programmes?			
5.17.1	What are the timings of the programmes?	Between 06:00 a.m. and 10:00 a.m	1	*Ask for each entry in 5.17*
		Between 10:00 a.m. and 1:00 p.m	2	
		Between 1:00 p.m. and 4:00 p.m	3	
		Between 4:00 p.m. and 7:00 p.m	4	
		Between 7:00 p.m. and 12:00 midnight	5	
5.17.2	Briefly describe the programmes			*Ask for each entry in 5.17*
5.18	Does it conduct programmes where local talent and culture is showcased?	Yes	1	*Skip to Q5.20 if code 2*
		No	2	

S. No	Question	Option	Code	Skip
5.19	What are the names of the programmes?			
5.19.1	What are the timings of the programmes?	Between 06:00 a.m. and 10:00 a.m	1	*Ask for each entry in 5.19*
		Between 10:00 a.m. and 1:00 p.m	2	
		Between 1:00 p.m. and 4:00 p.m	3	
		Between 4:00 p.m. and 7:00 p.m	4	
		Between 7:00 p.m. and 12:00 midnight	5	
5.19.2	Briefly describe the programmes			*Ask for each entry in 5.19*
5.20	How would you rate CRS on the following criteria?			
5.20.1	Relevance of programmes to local community	Very poor	1	
		Not so good	2	
		Average	3	
		Very good	4	
		Excellent	5	
5.20.2	Style of presentation	Very poor	1	
		Not so good	2	
		Average	3	
		Very good	4	
		Excellent	5	
5.20.3	Quality of language used in the programmes	Very poor	1	
		Not so good	2	
		Average	3	
		Very good	4	
		Excellent	5	
5.20.4	Ease of understanding the contents of the programmes	Very poor	1	
		Not so good	2	
		Average	3	
		Very good	4	
		Excellent	5	
5.21	Thinking about the local information on (NAME LOCAL COMMUNITY RADIO STATION), to what extent do you agree or disagree with the following statements: ((Read out statements one by one) (Ask respondents to rate it on the following scale))			
5.21.1	(NAME LOCAL COMMUNITY RADIO STATION) is good at covering local information stories that matter to the local area	Completely disagree	1	
		Slightly disagree	2	
		Neither agree nor disagree	3	
		Slightly agree	4	
		Completely agree	5	
5.21.2	I rely on to (NAME LOCAL COMMUNITY RADIO STATION) keep me updated with local information headlines	Completely disagree	1	
		Slightly disagree	2	
		Neither agree nor disagree	3	
		Slightly agree	4	
		Completely agree	5	
5.22	How effective has the CRS been in achieving the following:			
5.22.1	Creating awareness about relevant local issues	Not at all effective	1	
		Effective to some extent	2	
		Very effective	3	
5.22.2	Providing useful information to the local people	Not at all effective	1	
		Effective to some extent	2	
		Very effective	3	

S. No	Question	Option	Code	Skip
5.22.3	Providing information about their rights, rules and regulations	Not at all effective	1	
		Effective to some extent	2	
		Very effective	3	
5.22.4	Creating awareness and disseminating useful knowledge on disaster management and preparedness	Not at all effective	1	
		Effective to some extent	2	
		Very effective	3	
5.23	In your opinion, has the quality of programmes aired on (NAME LOCAL COMMUNITY RADIO STATION) got better or worse over the last couple of years?	Can't say	1	
		It is about the same	2	
		It has got worse	3	
		It has got better	4	
5.24	What further improvements would you suggest in the content of programmes? *(multiple response allowed)*	More Local Content	1	
		Diverse Cultural Programs	2	
		Increased Educational Programs	3	
		Enhanced Entertainment Shows	4	
		More skill-building programmes for livelihood	5	
		More social awareness building programmes	6	
		More information programmes	7	
		Other (please specify)	98	
5.25	What further improvements would you suggest to the quality of programme delivery? *(multiple response allowed)*	Enhanced Presenter Skills	1	
		Improved Technical Production	2	
		Better Interaction with the Community	3	
		More Engaging Presentation Style	4	
		Ease of understanding topics discussed	5	
		Other (please specify)	98	

Section 6: Sustainability of Community Radio Station

(Ask only if code 1 in 3.15)

S. No	Question	Option	Code	Skip
6.1	What do you like most about the Community Radio Station? *(multiple response allowed)*	Presenters/Anchors	1	
		Good Music	2	
		Interactive Programs/Phone-ins	3	
		Information updates (traffic, market prices, etc.)	4	
		Information about local community problems	5	
		Information	6	
		Sports Coverage	7	
		Others (Please specify)	98	
6.2	Does the CRS seek feedback from you about their programs?	Yes	1	Skip to 6.4 if code 2
		No	2	
6.3	Have you ever provided feedback to CRS	Yes	1	
		No	2	
6.4	Have you ever participated in any of the following? *(multiple response allowed)*	Radio Programs	1	
		TV Programs	2	
		Theatre/Local Ramlila	3	
		Singing	4	
		Kavi Sammelan	5	

S. No	Question	Option	Code	Skip
		Debate	6	
		None	7	
6.5	Do you participate in CRS-related activities?	Yes	1	*Skip to 6.6 if code 2*
		No	2	
6.5.1	What type of CRS activities do you participate in? *(multiple response allowed)*	Hosting	1	
		Content creation	2	
		As guest/expert of program	3	
		As performer	4	
		Technical support	5	
		Community outreach/meetings	6	
		Event coordination	7	
		Fundraising	8	
		Others (please mention)	98	
6.5.2	How frequently do you participate in these activities?	Daily	1	*Ask for each response in 6.5.1*
		Weekly	2	
		Monthly	3	
		Bi-yearly	4	
		Annually	5	
6.6	Are you aware of a content committee in the CRS which makes decisions on what kind of content will be broadcasted through the CRS?	Yes	1	
		No	2	
6.6.1	If yes, are you a part of this content committee?	Yes	1	*Ask if code 1 in 6.6*
		No	2	
6.6.2	If yes, what are your roles and responsibilities?			*Ask if code 1 in 6.6.1*
6.7	Would you like to participate in the CRS programs?	Yes	1	*Ask if code 2 in 6.5*
		No	2	
6.9.1	Which type of programs would you like to participate in? *(multiple response allowed)*	Hosting	1	*Ask if code 1 in 6.7*
		Content creation	2	
		As guest/expert of program	3	
		As performer	4	
		Technical support	5	
		Community outreach/meetings	6	
		Event coordination	7	
		Fundraising	8	
		Others (please mention)	98	

Section 7: Radio Listenership Habits of Respondents Unexposed to CRS

(Ask only if code 3 in 3.00 and code 2 in 3.15)

S. No	Question	Option	Code	Skip
7.1	Since when have you been listening to these radio stations? (in months or years)	No. of months		*Provide years option if more than 11 months*
		No. of years		
7.2	What drew your attention to these radio stations? (multiple response allowed)	Word-of-mouth/family and friends	1	
		Was seeking to learn skills and information		2
		Was seeking information	3	
		Was seeking entertainment	4	
		Others (please mention)	98	

S. No	Question	Option	Code	Skip
7.3	Which of the following do you particularly value about the radio stations that you listen to? (multiple response allowed)	Coverage of local information	1	
		Coverage of local events/festivals	2	
		Coverage of socio-cultural issues	3	
		Presentation of musical programmes	4	
		Informative programmes (agriculture, government schemes)	5	
		Presentation style of the presenters	6	
		Community participation in programmes	7	
		Views and opinions of experts/ leaders/ presenters	8	
		Promotion of local talent and culture	9	
		Coverage of educational topics	10	
		Other (please specify)	98	
7.4	Which aspect of these stations do you value the most? *(single response)*			*Provide options selected as 'yes' in 7.3 for selection here*
7.5	Do these radio stations air the following programmes? *(multiple response allowed)*	Local information	1	
		Regional and national information	2	
		Local/ folk music	3	
		Debates/ discussions on local issues	4	
		Information on agriculture and livelihood development	5	
		Educational topics	6	
		Information about government policies, schemes and programmes	7	
		Discussions on social and developmental issues	8	
		Other (please specify)	98	
7.6	Which of these programmes do you like to listen to? *(multiple response allowed)*			*Present options selected in Q.7.5 for selection here*
7.7	How often do you listen to such programs?	Everyday	1	*Ask for each selected option in Q.7.6*
		Most days	2	
		Once a week	3	
		Once in a fortnight	4	
		Once a month	5	
		Less often	6	
		Never	7	
7.8	What times of the day do you tend to listen to the radio during weekdays (Monday-Friday)? *(multiple response allowed)*	Between 06:00 a.m. and 10:00 a.m	1	
		Between 10:00 a.m. and 1:00 p.m	2	
		Between 1:00 p.m. and 4:00 p.m	3	
		Between 4:00 p.m. and 7:00 p.m	4	
		Between 7:00 p.m. and 12:00 midnight	5	
		I do not listen to radio Monday-Friday	6	
		No specific routine	7	
7.9	Why don't you listen to the CRS? *(multiple response allowed)*	Not aware	1	
		Not interested	2	
		Programs are not engaging	3	
		Technical problems of CRS	4	

S. No	Question	Option	Code	Skip
		Prefer other radio stations	5	
		Do not have access	6	
		Do not have enough free time	7	
		Others (please mention)	98	
7.10	Do you think CRS can be useful to the community?	Yes	1	*Skip to Q.7.10.2 if code 2*
		No	2	
7.10.1	In what ways do you think they are useful? *(multiple response allowed)*	Informative	1	
		Educational for children	2	
		Issues related to community discussed	3	
		Promotes local talent and culture	4	
		Spreads awareness about social and developmental issues	5	
		Others (please mention)	98	
7.10.2	Why do you think they are not useful? *(multiple response allowed)*	Topics relevant to community are not discussed	1	
		Solutions to problems faced by community not discussed	2	
		Poor quality of programmes broadcasted	3	
		Lack of variety of programmes	4	
		Too many advertisements	5	
		Others (please mention)	98	
7.11	Do you think there is a need to have a source of information that keeps you abreast of the local socio-cultural and ? traditional issues	Yes	1	
		No	2	

End time: .....

GPS coordinates: .....

Annexure - 4

Study on Listenership, Reach, Effectiveness & Sustainability of Community Radio Stations in India

4A. Focus Group Discussions Guide

(Participants to include Community Radio Resource Persons/ Volunteers/ Members of Listeners' Clubs)

State: .....
District:.....
Village/ Mohalla: .....

Name of the Community Radio Station:.....

Type of Community Radio Station: ☐ Education ☐ NGO ☐ Agriculture

Section A – Details of Participants of FGD

(Please note the details of persons participating in the Focus Group Discussion.)

S.No.	Name	Age	Gender (M/F/T)	Occupation/Designation	Nature of Involvement in CRS

Section B – Issues for Discussion

1. What according to you was the purpose or objective of initiating a community radio station? (Probes: Information and awareness; Community empowerment; Cultural empowerment; Cultural preservation; Local development; People's participation in community programmes etc.)
2. What is the station's greatest achievement since it was established?
3. What is the station's biggest failure since it was established?
4. What are the major issues/ problems facing the society that are facing the society? (Probes: Health and Healthcare; Education; Economic inequality; Poor Governance; Environmental concerns; Agricultural issues; Women empowerment; Social justice; Cultural preservation; Infrastructure development; etc.)
5. What role can the CRS play in addressing these issues? (Probes: Raising Awareness; Providing Information; Advocacy for change; Community Education; Promoting Local Solutions; Facilitating Discussions and Dialogues; Showcasing Local Success Stories)
6. Do you think CRS effectively addresses these issues? Why or why not?
7. Are there still some issues or problems that have not been attended to by the CRS, and thus need to be focused upon?
8. How are the radio programmes helping address issues within the community? Do you see any evidence of change in your community this year that can be attributed to the station? If so, what?
9. What roles do you play as volunteers or as participants in the CRS?
10. What motivates you to participate in the functioning and activities of CRS?
11. What kind of training programs are organized for volunteers to work in different capacities at the CRS?
12. On average, how many hours of work per day, and how many days of work per month do you people contribute to the CRS? Please note the minimum and maximum limits as well.
13. Do you people get paid any honoraria for your contribution to the CRS? If yes, then at what rate?
14. Does your CRS have any provision for community interaction? If yes, then please explain the nature of the interaction.
15. Who decides the nature of the program to be produced and who decides on the format or content of the program?
16. Is the station responsive to the community's needs and interests?
17. In what way has the community been involved in the radio activities? Please provide specific examples.
18. Can you name one person who is a representative of the community in the management of the radio station?
19. How has the community as a whole benefited from participating in the radio station

activities?

20. What barriers do you think hinder some people from participating?
21. Does the CRS consider the community's feedback and ideas while deciding on the program schedule or issues the programs need to focus on?
22. List the attributes that you like the most about your CRS. (Probes: Informative Programs; Local Cultural Promotion; Community Engagement; Diverse Program Content; Accessibility of Information; Quality of Production; Inclusivity; etc.)
23. List the drawbacks or weaknesses that according to you hinder the performance of community radio. (Probes: Limited Technical Resources; Lack of Funding; Insufficient Community Participation; Limited Outreach and Awareness; Programming Quality Issues; Inadequate Training Opportunities; Challenges in Community Integration)
24. What suggestions would you like to offer to improve upon the CRS involvement with the community?
25. What suggestions do you like to give so that more people from your community listens to the programs aired by CRS?

4B. Guidelines for Conducting Focus Group Discussion

Focus group discussion is a group situation in which the participants talk with each other under the guidance of a facilitator. Each participant is stimulated by the comments of others and in turn stimulates them.

- In case participants direct their questions to the facilitator rather than each other it is not a focus group discussion.
- It is not an individual's interview in a group.

Respondents Size

- The number of participants should range between 4-5
- (Neither large nor too small, and should be easily manageable)
- Small groups (less than 4) can be dominated by one person, and participants often feel pressurized to say something whether or not they have anything to contribute. In case the group is small, the variation of thought and queries remain restricted or limited.
- Large group (more than 12) does not allow everyone a chance to participate and often gives way for sub-group formation.

Respondent Composition

- The composition should be homogenous. (Members with similar backgrounds and experience)
- The participants should be representative of the population in which the investigator (facilitator) is interested.
- Ideally efforts should be made to select people who do not know each other personally.
- Exclude people who have previously participated in an in-depth interview or FGD on the same subject in order to get spontaneous responses.
  (Experienced participants have a tendency to show off their past experience)

Venue

- Any place easily accessible to people, and where they can assemble.
- Any place where 6-10 people can be seated.
- Should not be held in the open (Should guard against unwarranted intrusions).

Seating Arrangements

It should facilitate maximum interaction among participants.

- Best arrangement is to have participants seating in circular fashion.
- Each participant should have clear visibility of all the other participants.
- Each participant should feel physically and psychologically comfortable.

Duration

- It can range from 1-2 hours.
  (If interesting and useful, the group can continue beyond the scheduled time)

Topic Guide

A flexible unstructured topic guide is used to conduct the focus group discussion.

- The guide does not give detailed instructions to the facilitator.
- The guide is an aide memoir to refresh the memory during the FGD.
- The guide lists the main sub-topics and issues to be covered.
- The number of items in the guide should not exceed six or seven.
  (Fewer items leave more time to pursue leads before moving to another item.)

Formulation of Topics for the Guide

- Identify the issue(s) to be examined.
- What needs to be learnt and why?
- Ask questions that directly relate to the issues you want to learn about.
- Questions should be based on local concepts and beliefs.
- Technical terms should be reworded using local terminology.
- Questions should be clearly understood and framed in a lucid manner.

Facilitator Characteristics

- Should have knowledge of subject under investigation. (Need not be an expert on the subject)
- Should be sensitive to cultural norms of the community.
- Should be able to build rapport.
- Should be aware of his/her tone of voice. An overly assertive, aggressive or imperative tone can intimidate the participants, particularly in the case of probing questions.

Role of the Facilitator

- Orient the group in proper manner.
- Put forth issue/sub-issues in appropriate questions.
- React suitably and neutrally to the comments.
- Emphasize that there is no right or wrong answer.
- Demonstrate gestures and other non-verbal forms of communication (a nod or shake of the head) that do not suggest agreement or disagreement.
- Avoid expressing personal opinions that can influence the participants.
- Encourage all participants.
- Listen carefully.
- Guide the meeting away from a question/answer, interviewer/interviewee towards a

more egalitarian group discussion.
- Subtly control the time allotted to each question and to the meeting in general as a real moderator.

Role of the Recorder

- Is primarily an observer.
- Has the responsibility of taking notes on the discussion.
- Should know the system of recording. Most common way is to record what participants say on the topic (Gives flexibility in use of data to meet the needs).
- May say "we cannot hear you, could you please repeat" if any comment made by one person was missed by the recorder while listening to another person.
- Points out a question from the guide if the facilitator has omitted it (Both the recorder and the facilitator should have a copy of the guide).
- Should ensure the group size, in case there is no third person in the team.

Conducting FGD Warm up Period

- Create a warm and friendly environment to build rapport and gain confidence of participants. It includes introducing self, recorder, and process of recording followed by introduction of participants.
- Seek permission for using a tape recorder (optional) as part of warm up session.

Beginning

- Explain purpose of study and its utility. Clarify that it is not a question answer session but a discussion. Ensure confidentiality of their views. Emphasize that there are no right and wrong answers. Encourage participants to talk freely, and even to express contradictory/opposite views.
- Start with a generic topic of common interest before coming to specific area of inquiry. Inform about the expected duration.

Discussion Issues

- Initiate discussion by suitably framing the issues as statements. Guide the discussion by logically steering the issues. Picking up responses and further probing are commonly-used techniques to get better and deeper insight. Issues need not be discussed in the sequence as mentioned in the guide. Make sure not to leave any issue. Some 'management techniques', mentioned below, are useful to facilitate a discussion.

Ending

- Inform participants that discussion is going to end and if they have any query or want to contribute, they can do so.
- Thank them for their cooperation and valuable comments. Reassure them that their

comments will be utilized.
- Ensures that under no circumstance, the discussion would prove counterproductive to their interest or group.

Management Techniques Clarification

- To encourage discussion or to clarify, facilitator can request a participant 'can you repeat it? or, 'would you like to throw more light on it?' or, 'please elaborate'.

Substitution

- A question can be rephrased using different words. However, the facilitator should ensure that the issue is not diluted.

Reorientation

- The facilitator can use participants' responses/comments to restate the question for another participant.

Dominant Participant

- Facilitator should avoid eye contact or, can change the subject. If the said strategies fail, the facilitator can politely request that the others be allowed to speak.

Reluctant Participant

- Facilitator should have more eye contact.
- Facilitator can ask the person to comment on what another person has said or to summarize what the group has discussed.

Recording of Information

Note the details of discussion. The notes should also include the following :

- Group dynamics, the level of participation, whether there was a dominant participant, reluctant participant, interest level (fatigue, anxiety, boredom, etc.)
- What made the participants laugh? What seemed to make them reluctant to answer?
- Whether the facilitator lost control of the meeting.
- How the discussion concluded.
- Should use quotation marks to indicate participant's words.
- Note the general vocabulary the participants used.

Annexure - 5

Study on Listenership, Reach, Effectiveness & Sustainability of Community Radio Stations in India

(For Organizational & Functional Assessment of CRS)

Date:.....
State: .....
District:.....
Village/ Mohalla: .....

Name of the Community Radio Station:.....

Type of Community Radio Station: ☐ Education ☐ NGO ☐ Agriculture

Name of the Contact Person: .....

Designation of the Contact Person: .....

Contact Information: .....

Section I – Profile of Community Radio Station

1. When and how was the CRS established?

   .....

   .....

2. What is the mission or goal of the CRS?

   .....

   .....

3. Describe the level of community involvement in the establishment and ongoing

operations of the CRS.

.....

.....

4. What challenges or obstacles did the CRS encounter during its operations?

.....

.....

5. Share instances where the CRS implemented innovative solutions to overcome challenges.

.....

.....

Notes & Remarks

Notes & Remarks

A Report By

AMS

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