

Community Radio for Empowerment: The Gender Dimension

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Case Studies

- Community Radio project of Voices and Myrada at Budhikote, Karnataka
- Community Radio project of Deccan Development Society (DDS), Pastapur, Andhra Pradesh
- Community Radio project of Kutch Mahila Vikas Sangathan (KMVS), Bhuj, Gujarat
- Community Radio project of Alternative for India Development (AID), Daltongunj, Jharkhand



Analysis of Case Studies

- Women's participation in Programme Production
- Addressing Women's Issues and Contribution to Social Change
- A radio of their own



Women's participation in Programme Production



- “When Namma Dhwani programme is coming we leave all our work and listen to it.”
- The studio managers of Namma Dhwani are from Budhikote village
- Management committee consists of representatives from women sanghas



Women's participation



- In projects with culture of popular, local participation in development efforts, community radio enhances the interactive process
- The participation levels among DDS women are high as the station is (wo)manned by them
- DDS women seek localized expertise, localized articulation, localized vision and localized perception

Women's participation in Programme Production

- Production handled wholly by the media unit of KMVS
- Reporters from different villages of Kutch. Attended confidence-building and technical-training workshops
- Reporters are now not afraid even to question government officials.



Participation in Programme Production



- Women confess that they do not listen attentively “*roti banate hue sunte hain*” and even if they do listen, “*yaad nahin rahata.*”
- Woman involved in *samitis* or *sangams* were enthusiastic about the role of community radio
- Many women felt that women’s groups or collectives in the village could provide a more conducive environment for reception

Addressing Women's Issues and Contribution to Social Change

- Reporters develop a “pahchan” (recognition) among local people
 - Studio managers in Budhikote felt radio gives opportunity to “learn and to gain courage”
 - Subtle and some obvious changes in the attitudes of men towards them
 - Community radio programmes have helped in raising the consciousness and understanding about their social reality and problems
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Addressing Women's Issues

- The DDS programmes revolve around three principles:
 - gender justice
 - environmental-soundness
 - people's knowledge
 - Women identified KMVS broadcasts as the only programmes that talk of their issues like water, panchayat, alcoholism, problem of mid-wife etc.
 - AID community radio has created awareness about social problems like tilak/dahej (dowry) among adolescent girls
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Contribution to Social Change

- Consumption of alcohol has come down
- Changes in health practices
- Problems of government-run primary schools
- Strengthened women's role in panchayat
- Protest by victims of domestic violence
- “*sudhar hota hai, jankari milti hai!*”
- Exposes corrupt practices of the officials
- *Namma Dhwani* helped women solve the water problem
- Speaks about our crops, the crops which we eat.

A radio of their own

- With bare minimum formal training, radio enables people to articulate themselves without help of outside mediators
- Programmes made collectively are important tool to reach to the outside world



A radio of their own

- **P.V. Satheesh**, Director, DDS, says, “For us, a community radio is total control of the communities over the radio. And that includes the language, the format, expression and entire sequence of what will come there.”
 - “Mainstream radio is still steeped in the traditional gender roles. If we depend on it, we have to go back on progress we have made on gender issues.”
-**Chilukapalli Anasuyamma**, a non-literate dalit woman from Pastapur
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THANK YOU
