

## Usefulness of community radio station programmes to create awareness on health and nutrition aspects of farm women

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### ABSTRACT

*The present investigation was conducted in Rahata and Rahuri tahsils of Ahmednagar district as per the coverage of Institute of Research and Education in Natural and Social Sciences (PIRENS) Community Radio Station (CRS). Majority of the farm women had medium level of awareness about various Community Radio Station Programmes. Majority of the farm women were using LPG gas as they were aware of the ill effects of the chulla. Majority had constructed toilet in their own house and some of them using common toilet. Related to dental health, majority of the respondents started using tooth paste with brush and there was decreases in percentage of using tobacco based powder. Regarding cancer awareness, majority of the respondents used different home scale and clinical tests. Some of them had done the papsmear test. They were aware of importance of cleanliness in surrounding and through this spread of different contaminated diseases reduced. After anemia awareness programme, majority of the farm women tested their blood and based on the reports women had undergone treatment and accordingly changed their diet. They were aware of various nutrition deficiency problems, pre and post pregnancy issues and they had carried out different pregnancy tests by listening CRS programme. Thus, the programmes having such contents may be broadcasted through every Community Radio Stations.*

*Key words- .KVK- Krishi Vigyan Kendra, PIRENS- Pravara Institute of Research and Education in Natural and Social Sciences, CRS-Community Radio Station*

Community Radio is a form of local radio, which defines itself as an autonomous entity and relies on the community for its survival without any commercial aims or objectives. It is community owned, functionally autonomous, preserves local identity and promotes two way communication. Community radio also often replaced by a range of terms like educational radio, citizen radio, co-operative radio, participatory radio, alternative radio, radical radio etc. Krishi Vigyan Kendra, Babhaleswar was established in the year 1993 and started Community Radio on 1<sup>st</sup> October, 2009 to cater the needs of farming community of surrounding villages. During the year 2016 KVK, Babhaleswar Community Radio has sanctioned a project on Awareness of Women's Health and Nutrition supported and catalyzed by Natural Council for Science and Technology Communication (NCSTC), Department of Science and Technology (DST), New Delhi (Anonymous 2016). This project aims to create awareness and sensitize rural women to get good health and nutrition. Under this project KVK, Babhaleswar

sanctioned a project "Nirogi Nari, Kutumb Tari" (in English Healthy Women, Careful Family). The problems like anemia, chronic diseases, pre-post pregnancy, nutritional deficiencies, orthopedic problems, adolescence issues have focused under this project. Community Radio Station originated to promote the overall development of farming community in the area surrounding the KVK. It is necessary to find out the awareness of people towards the CRS, its usefulness and also to find out their impact on health and nutritional awareness of women. An Indian rural woman is a key figure in home or family. She shares abundant responsibilities and performs a wide spectrum of activities like running the family, maintaining the household, attending to farm labour and performing several farm activities.

Sustainability of radio station was considered as the combination of social sustainability (social capital and social equity) operational sustainability (suitability of approach and training - cum problem solving) and financial

sustainability. The sustainability index of NGO - CRS was found to 0.60 followed by KVK-CRS (0.58) and SAU-CRS (0.57). It is also revealed that financial sustainability of NGO - CRS was found more important than other indicators of for its long term sustenance (Krishna *et al.*, 2016).

This study would help the Community Radio Station to get the feedback from the farm women about *Nirogi Nari, Kutumb Tari programme* on health and nutrition awareness and its perceived usefulness and its reach to the last for whom it is designed. Keeping this in view, the present investigation was planned with specific objective *viz*, to study the awareness and usefulness of the Community Radio Station (CRS) programmes for the farm women.

#### METHODOLOGY

The present study was conducted in the periphery of Community Radio Station (CRS) centre established in PIRENS Krishi Vigyan Kendra, Babhaleshwar, Ahmednagar district. According to the coverage of the PIRENS Community Radio Station, the Rahata and Rahuri tahsils were selected. Total 10 villages from both tahsils were selected on the basis of coverage of PIRENS Community Radio. A purposive random sampling procedure was used for selection of respondents. A list of 150 farm families who possessed radio sets and those who

listened CRS programmes in each selected villages through using mobiles, FM set etc. was given by the representatives of CRS, PIRENS. Keeping in the view the objectives of the study a structured interview schedule was prepared. After finalizing the interview schedule, the data were collected by using the personal interview method. Collected data were classified, tabulated, analyzed by using frequency, percentage and correlation coefficient. Response Priority Index (RPI) was calculated by using following formula.

#### Response Priority Index (RPI)

$$(RPI)_i = \frac{\sum_{j=1}^k f_{ij} \cdot X_{[(k+1)-j]}}{\sum_{i=1}^1 \sum_{j=1}^k f_{ij}} \quad 0 \leq RPI \leq 5$$

Where,

$RPI_i$  = Response Priority Index for  $i^{th}$  constraint

$f_{ij}$  = Number of responses for the  $j^{th}$  priority of the  $i^{th}$  constraint ( $i = 1, 2, \dots, 1; j = 1, 2, 3, \dots, k$ ),

$\sum_{j=1}^k f_{ij}$  = Total number of responses for the  $i^{th}$  constraint,

$k$  = Number of priority, i.e. 5,

$X_{[(k+1)-j]}$  = Score for the  $j^{th}$  priority,

$\sum_{i=1}^1 \sum_{j=1}^k f_{ij}$  = Total number of responses to all constraints.

$\sum_{i=1}^1 RPI_i$  = Summation of RP indices for all constraints.

#### RESULTS AND DISCUSSION

##### 1. Listeners Awareness Level of Community Radio Programmes

Table 1

Distribution of respondents according to their awareness level of different CRS programmes

Sl. No.	Awareness level (score)	Respondents (n=150)	
		Frequency	Percentage
1	Low (up to 3)	31	20.66
2	Medium (4 to 6)	82	54.67
3	High (7 and above)	37	24.67
Total		150	100.00

From Table 1, It was observed that majority (54.67 %) of women had medium level of awareness about the programmes, while 24.67 per cent of them had high level and 20.66 per cent of them had low level of awareness about community radio programmes of

PIRENS. This is in line with the finding of Rajasekaran (2000), Madhu (2010), Talwar (2011) and Lad and Deshmukh (2016).

##### 1. Individual CRS programmes

Table 2  
Distribution of respondents according to their awareness of individual CRS programmes

Sl. No.	Programmes of CRS	Awareness frequency (n=150)			
		Yes	%	No	%
1	RJ concept manachya hindolyavr	87	58.00	63	42.00
2	Rural development	67	44.67	83	55.33
3	Krishivani	89	59.33	61	40.67
4	Krishivarta	78	52.00	72	48.00
5	Yashogatha	73	48.67	77	51.33
6	Pravarakath	64	42.67	86	57.33
7	Gappa tumchya aamchya	92	61.33	58	38.67
8	Nirogi nari, kutumb tari	132	88.00	18	12.00

The data presented in Table 2 showed that a maximum number of women listeners had high level of awareness about *Nirogi, Nari, Kutumb Tari* (88.00%) programme. The awareness level of women listeners was relatively low with respect to other programmes like *Krishivani* (59.33%), *RJ*

*Concept manachya hindolyavr* (58.00%), *Krishivarta* (52.00%), *Yashogatha* (48.67%), *Rural development* (44.67%) and *Pravarakath* (42.67%). This is in line with the finding of Chandra *et al.* (2004) and Talwar (2011).

### 3. Usefulness of the programme

Table 3  
Purpose of listening CR programmes of respondents

Sl. No.	Purpose of CR programmes	RPI	Rank
1	To know information related to health and nutrition	0.71	I
2	To listen information related to agriculture	0.70	II
3	Entertainment	0.66	III
4	To hear new events happening in their surrounding	0.63	IV
5	To know felt needs/problems of their own community	0.62	V
6	General knowledge / useful information	0.60	VI
7	To listen voices of people in their own community	0.59	VII
8	To participate in CRS programmes	0.58	VIII

From the Table 3 it was observed that all the respondents opined various purposes of listening CRS programmes out of which purpose of knowing the information related to health and nutrition ranked first, followed by the information about agriculture ranked second and entertainment ranked third. Other purposes of listening CRS programmes were to know the new events happening their surrounding, felt needs/problems of their own community, general knowledge / useful information, to listen voices of people in their own community and to participate in CRS programmes which were ranked 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup> and

8<sup>th</sup>, respectively.

The finding of this study got the support of finding reported by Nirmal (2003), Singh and Upadhyay (2006) and Talwar (2011).

Perceived Usefulness of Health and Nutrition Programmes of CRS was measured on the dimension of various sub-programmes covered under "*Nirogi Nari, Kutumb Tari*". These sub-programmes involved fuel safety, sanitation, dental health, cancer awareness, cleanliness, anemia, chronic, disease, nutritional deficiencies, orthopedic problems, adolescence issue, pre and post

pregnancy problems, kitchen garden, different value added products from jowar, Ragi, Bottle guard, Drumstick, etc. Their responses are described

through frequency and percentage.

#### 4. Useful of fuel safety programmes

*Table 4*  
*Distribution of respondents according to their fuel use for cooking purpose*

Sl. No.	Source	Perceived Usefulness (n = 150)			
		Yes	Per cent	No	Per cent
1	LPG gas	117	78.00	13	22.00
2	Firewood	24	16.00	126	84.00
3	Kerosene Stove	06	04.00	144	96.00
4	Bio-gas	03	02.00	147	98.00

The data presented in Table 4 revealed that a majority (78.00%) of farm women were using LPG gas. The increase of number of LPG users may be due to programme board casted on fuel safty handling as well as Government scheme ( Uijwala). It was observed that use of chullah were avoided by the women because they had realized the ill effects

of smoke. Less than one fifth of the respondents (16.00%) uses firewood for cooking purpose. Very less i.e. 4.00 per cent and 2.00 per cent of the respondents used kerosene stove and boi-gas, respectively.

#### 5. Usefulness of sanitation programme

*Table 5*  
*Distribution of respondents according to their toilet use*

Sl. No.	Source	Perceived Usefulness (n=150)			
		Yes	Per cent	No	Per cent
1	Open field	04	02.70	146	97.30
2	Common toilets	38	25.30	112	74.70
3	Toilets in own house	108	72.00	42	28.00

From Table 5 it was observed that a majority of the respondents (72.00%) have constructed toilet in their own house and one fourth of the respondents

(25.30%) used / availed common toilets.

#### 6. Usefulness of dental health awareness programme

*Table 6*  
*Distribution of respondents according to their change in habit after listening dental health awareness programme*

Sl. No.	Habit	Perceived Usefulness (n=150)			
		Yes	Per cent	No	Per cent
1.	Misri	03	02.00	147	98.00
2	Ash	01	00.67	149	99.33
3	Dantmanjan	19	12.67	131	87.33
4	Toothpaste	35	23.33	115	76.67
5	Toothpaste with brush	63	42.00	87	58.00
6	Regular dental check-up	29	19.33	121	80.67

The data in Table 6 showed that because of frequent programme broadcast on dental health, maximum of the respondents (42.00%) started using toothpaste with brush, 23.33 per cent and 12.67 per cent of the respondents used toothpaste and

dantamanjan, respectively. The percentage of using tobacco based powder decreased and proportion increased regarding regular dental check - up from 9.33 per cent to 19.33 per cent.

7. Usefulness of cancer awareness programme

*Table 7  
Distribution of respondents according to their adoption of the cancer awareness programme to avoid cancer*

Sl. No.	Techniques to avoid cancer	Perceived Usefulness (n=150)			
		Yes	Per cent	No	Per cent
1	Knowledge of different home scale and clinical tests	72	48.00	78	52.00
2	Precautionary method own breast check up	47	31.33	103	68.67
3	Knowlegge about papsemear test	31	20.67	119	79.33

Table 7 showed that CRS programme on precaution about cancer became very useful to farm women, as a more proportion of the respondents (48.00%) got knowledge about different home scale and clinical taste, followed by 31.33 per cent and

20.67 per cent of the respondents have started a breast check – up and papsmear test, respectively.

8. Usefulness of CRS programme on precautionary methods for minimizing contaminated diseases

*Table 8  
Distribution of the respondents according to their adoption of different precautionary methods to control contaminated diseases spread*

Sl. No.	Precaution	Perceived Usefulness (n=150)			
		Yes	Per cent	No	Per cent
1	Self hygiene	116	77.33	34	22.67
2	Cleanliness in surrounding	83	55.33	67	44.67
3	Weekly-1 dry day	56	37.33	94	62.67
4	Vaccination	61	40.67	89	59.33

Table 8 revealed that more than three fourth of the respondents (77.33%) got to know the importance of self hygiene. Little more than half respondents (55.33%) got to know about importance of cleanliness in surrounding. More than one third of the respondents (37.33%) followed the advice given

through the programme to keep one day in a week as a dry day, clean the water storage tanks thoroughly and keep as it is. The 40.67 per cent of the respondents had done vaccination.

9. Usefulness of Anemia awareness programme

*Table 9  
Distribution of the respondents according to their changed action after listening Anemia awareness programme*

Sl. No.	Precaution	Perceived Usefulness (n=150)			
		Yes	Per cent	No	Per cent
1	Change in diet	66	44.00	84	56.00
2	Blood checked-up	95	63.34	55	36.66
3	Treatment taken if Anaemia detected	29	19.33	121	80.67

From Table 9 it is observed that Anemia based programme proven very useful to the farm women. Majority of the respondents (63.34%) checked their blood. Based on the reports, nearly one fifth of the women respondents (19.33%)

undergone treatment and 44.00 per cent respondents have changed their diet.

10. Usefulness of CRS programme on nutrient deficiency problems and measures to control it

Table 10

*Distribution of the respondents according to the changed after attending health school on nutrient deficiency*

Sl. No.	Changed in diet	Perceived Usefulness (n=150)			
		Yes	Per cent	No	Per cent
1	Started eating peanut -jaggery products	61	40.67	89	59.33
2	Chana	41	27.33	109	72.67
3	Murmure	25	16.67	125	83.33
4	Fruits	32	21.33	118	78.67

The data in Table 10 mentioned that after attending health school on nutrient deficiency, two fifth of the respondents (40.67%) started eating peanut-jaggery laddu, 21.33 per cent of the respondents incorporated fruits in their diet, 27.33

per cent of the respondents started eating chana and 16.67 per cent of the respondents started eating murmure.

11. Usefulness of CRS programme on precautionary methods of TB control

Table 11

*Distribution of the respondents according to the changed in knowledge after listening precautionary methods of TB control programme*

Sl. No.	How to identify TB symptoms	Perceived Usefulness (n=150)			
		Yes	Per cent	No	Per cent
1	Normal cough	14	09.33	136	90.67
2	Cough more than 2 weeks	115	76.67	35	23.33
3	Common cold	05	03.33	145	96.67
4	Dry cough	06	10.67	144	89.33

The data in Table 11 concluded that more than three fourth of the respondents (76.67%) got information after detection of TB symptoms i.e if cough more that 2 weeks present, suitable measured may need to take. Out of all 10.67 per cent, 9.33 per cent and 3.33 per cent of the respondents answered

after dry cough, common cold and normal cough, respectively. They had considered the symptoms of TBs.

12. Usefulness of programme on pre and post pregnancy tests, issues and measures

Table 12

*Distribution of respondents according to their use done after listening programme about different pre and post pregnancy tests*

Sl. No.	Different tests	Perceived Usefulness (n=150)			
		Yes	Per cent	No	Per cent
1	HIV	15	10.00	135	90.00
2	Asthma	21	14.00	129	86.00
3	High blood pressure	19	12.67	131	87.33
4	Diabetes	26	17.33	124	82.67
5	All of the above	69	46.00	81	54.00

The information in Table 12 postulated that after listening programme about different pre and post pregnancy tests, a considerable proportion i.e. 46.00 per cent of the respondents had done all above tests of viz, HIV, Asthma, High blood pressure, Diabetes etc.

### CONCLUSIONS

Majority of the farm women had medium level of awareness about various Community Radio programmes. Perceived usefulness of health and nutrition programme of CRwas measured on the dimension of various sub-programme covered under "Nirogi Nari, Kutumb Tari". Majority of the farm women were using LPG gas as they became aware of the ill effects of the chulla. Majority had constructed toilet in their own house and some of them using common toilet. Thus, open defecation was reduced and the cleanliness practiced. Related to dental health, majority of the respondents started

using tooth paste with brush and there is decreases in percentage of using tobacco based powder. Regarding cancer awareness, majority of the respondents used different home scale and clinical tests. Some of them had done the papsmear test. They became aware of importance of cleanliness in surrounding and through this spread of different contaminated diseases reduced. After anemia awareness programme, majority of the farm women checked their blood and based on the reports women undergone treatment and accordingly changed their diet. They became aware of various nutrition deficiency problems, pre and post pregnancy issues and they have done different pregnancy tests by listening CRS programme. Therefore, it implied that the programme implementation agencies may consider these characteristics while constructing audience segmentation for different Community Radio programmes for targeting farm women.

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