

PRIORITIZING NEEDS FOR COMMUNITY RADIO BROADCAST FOR LIVELIHOOD

IMPROVEMENT: A STUDY OF PANTNAGAR JANVANI COMMUNITY

RADIO SERVICE OF UTTARAKHAND

ARCHANA BHATT¹ & S. K. KASHYAP²

¹Research Scholar, Department of Agricultural Communication, G. B. Pant University of Agriculture & Technology,
Pantagar, Uttarakhand, India

²Professor, Agricultural Communication, G. B. Pant University of Agriculture & Technology,
Pantagar, Uttarakhand, India

ABSTRACT

Information sharing through communication has a major role to play to bring out developmental change. Among the various communication media, mass media is considered to be the most effective one to serve the purpose. For the rural masses who reside in remote and less accessible villages, radio is the best medium to disseminate information. But in order to bring social, cultural, political and economical change there is a need of such a medium that can provide need based information to the community for improvement in their lifestyle. For this purpose, community radio seems to be the best alternative. It is the priority of a community radio to deliver content that relates to the information needs of the community it serves. The information thus provided and shared plays a major role in improvement of their livelihoods as well. The paper thus examines the varied information needs of the listeners of community radio and whether those needs were fulfilled by the media through various programmes. The sample consisted of 60 listeners and a pretested interview schedule was used to collect data. The data reveals that majority of the listeners preferred information related to improved crop varieties, land preparation, nursery preparation, importance of chemical and organic fertilizers, safe grain storage, prevention and control measures, credit availability and market facility, cattle raising, Ill effects of smoking and drinking, job vacancies and women safety issues.

KEYWORDS: Community Radio, Information Needs, Listeners, Livelihood Improvement