The Role of Community Radio on Empowerment of Young Women in Bangladesh: An Anthropological Study

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This Thesis is prepared for the fulfillment of the degree of Master of Philosophy (MPhil) in Anthropology, Faculty of Social Sciences, University of Dhaka.

DECLARATION

I hereby declare that this thesis entitled *"The Role of Community Radio on Empowerment of Young Women in Bangladesh: An Anthropological Study"* has been prepared and submitted to obtain the degree of Master of Philosophy (MPhil) in Anthropology, Faculty of Social Sciences, University of Dhaka. It has not been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree. I state that this thesis is my own original work.

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CERTIFICATION

This is to certify that the thesis entitled *"The Role of Community Radio on Empowerment of Young Women in Bangladesh: An Anthropological Study"* submitted by **Md. Reza Habib (Registration No-92/ 2011-2012)** under my supervision for the degree of Master of Philosophy (MPhil) in Anthropology, Faculty of Social Sciences, University of Dhaka. I have gone through examined carefully.

Signature: ………………………….

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ACRONYMS

ABU	Asia Pacific Broadcasting Union
AIDS	Acquired Immune Deficiency Syndrome
AMARC	Association Mondiale Des Radiodiffuseurs Communautaires
ATI	Access to Information
BBS	Bangladesh Bureau of Statistics
BNNRC	Bangladesh NGOs Network for Radio & Communication
BNSK	Bangladesh Nari Sangbadik kendro
CAMPE	Campaign For Popular Education
CBO	Community Based Organization
CEDAW	Convention on Elimination of All Forms of Discrimination against Women
CR	Community Radio
CSO	Civil Society Organization
DANIDA	Danish Agency for Development Assistance
DRR	Disaster Risk Reduction
FGD	Focus Group Discussion
GEM	Gender Empowerment Measurement
HDI	Human Development Index
HIV	Human immunodeficiency virus
ICT	Information and Communication Technology
MMC	Mass line Media Centre
NGO	Non-Government Organization
NIMC	National Institute of Media Communication
SDG	Sustainable Development Goals
SPSS	Statistical Package for Social Science
SRH	Sexual and Reproductive Health
UNDAW	The United Nations Division for the Advancement of Women
UNDP	United Nation Development Programme
UNESCO	The United Nations Educational, Scientific and Cultural Organization
UNFPA	The United Nations Population Fund
UNICEF	The United Nations Children's Fund
UNO	Upazila Nirbahi Officer
WSIS	World Summit on the Information Society

ABSTRACT

Community radio is a media for marginalized and underprivileged people who have no access to mainstream media. This community media is completely operated by community people particularly youths and young women. Community radio is contributing to increase the social, economic, cultural and political development of community in Bangladesh. This study mainly focuses on the role of community radio on empowerment of young women who are involved in radio activities directly and indirectly. The objectives of the study are to know community radios' programs focusing on women rights based issues, on-air and off-air activities executed by rural young women, community's perception and views toward women who work with community radio, challenges for young women to work with community radio and finally to identify recommendations to increase the participation and involvement of women in community radio for raising voice as well as empowerment. In this study, data were collected by using semi-administered questionnaires among 100 young women including station managers, conducting in-depth interviews, key informant interviews, case stories and FGD as well as review of the secondary documents.

The findings of study are to community radios in Bangladesh is contributing to improve the livelihood of rural people as well as engage them with radio to address the right of access to information and communication technologies. In spite of having challenges of community radios are producing and broadcasting programs on women rights based issues such as health, nutrition, education, agriculture, success, early marriage and so on. As a result, women are being informed, knowledgeable and educated about the issues. Besides that, rural young women are actively participating in on-air and off-air activities of radio. Community radio is contributing to enhance the social empowerment (professional skill, leadership quality, inclusion of ignored people, enriching civic rights, create social journalist, social mobility), political empowerment (raising voice, decision making etc,), economic empowerment (job opportunity, increase product) and psychological empowerment (improve self-esteem and self-efficacy) of women in Bangladesh. Women are participating in organizational management, program production and on-airing and outreach activities of radio as well. Consequently, they are equipped with skill and knowledge on CR

management, technology, communication and networking. It is true that they have to face some challenges to work with Community Radio like lack of social security, insufficient financial support, transportation & communication facilities, objections of family members and fear of propagating her name etc.

Finally, this study also identifies that community level awareness, social recognition and dignity of women's work, active participation of women in all activities of community radio, positive views of community toward women in media, capacity building training, gender sensitive working environment, sufficient financial support for women staffs and volunteers, social safety and security etc. are necessary to enhance the empowerment of rural young women in Bangladesh.

Key Words: Community radio, Young women, Empowerment, Community,

CHAPTER-1: INTRODUCTION TO THE STUDY

Introduction

Background of the Study

Research Questions

Research Objectives

Significance of the Research

Limitation of the Research

1.1 INTRODUCTION

Community radio is a new emerging mass media in Bangladesh. This research generally focuses on the role of community radio to enhance the empowerment of young women who are involved in radio actively and passively. Community radio is basically managed, run, controlled and owned by a community for their own benefit and provides the needs, interests and aspirations of a community. Marginalized groups can raise voice through community radio that is not easy to reach to mainstream media (Nirmala, Y. 2015). Community radio is broadcasting various programs focusing on issues such as, human trafficking, violence against women and children, stop early marriage, safe migration, education, maternal and child health & nutrition, HIV/AIDS, social security & protection, agriculture, disaster management, local news, culture and so on. Community Radio plays a pivotal role in the lives of women to create awareness, increase information and education, and improve skills as well as to promote social, cultural, political and economic development or empowerment of women (Nirmala, Y. 2015). Almost 56% of total CR personnel are young women who actively contribute to develop and broadcast of radio programs in Bangladesh (BNNRC, 2016).

Women's empowerment is a key factor in determining the success of development. (Sharma, A. 2015). Empowerment is essentially a transition from a position of enforced powerlessness to one of power. Empowerment literally means "making someone powerful, facilitating the weak to attain strength, to increase one's self-esteem, to help someone to be assertive/ self-confident, to enable someone to confront injustice and oppression and to support someone to fight for her rights" (Yalala N. 2015). Women must not only have equal rights, capabilities and access to resources and opportunities, but they must also have the agency to use those rights, capabilities, resources and opportunities to make strategic choices. Effective access and use of information and communication technologies through community radio can improve rural women's leadership and participation in community and economic development activities.

Community radio is considered the best tool and source of empowerment of women. CR equips the rural women and adolescents with information, education and knowledge on various aspects. The main purposes of community radio are to inform, to guide and to entertain the community (Sharma, A. 2013). This research was carried out among 10 out of 17 community radios in Bangladesh to know, explore and analysis the radios' activities particularly women focusing issues, participation and engagement of women in radio programs and outreach activities, challenges, community and families' perception and views toward women's work with community radio and finally to identify the recommendations in enhancing empowerment of young women through community radio in Bangladesh.

1.2 BACKGROUND OF THE STUDY

The number of young population has reached to 1.8 billion out of 7.3 billion globally and most of them are living in developing countries like Bangladesh. 47.6 million or 30 percent of the total 158.5 million people in Bangladesh are young (10-24 years), and it will be between 10 and 19 percent by 2050, according to it (UNFPA, 2015). 31.2 million People aged 15 to 24, of whom three quarters live in rural areas. 18.1 % of young women are in the labor force, compared to 29.6% of young men (Bangladesh Bureau of Statistics, 2011). Young people have the latent and energy that can be conducive to change the society. But, young people particularly women are still living with many socio-economic, cultural and political challenges in Bangladesh. They are not well informed about their rights and development. Consequently, young women are not being able to take part in development process. This chapter will explore the social, economic, political and cultural conditions of young women in Bangladesh as well as describe the participation of women in media and with ICT.

1.2.1 Social Status of Women

Women are treated as disadvantage group in the male dominated society of Bangladesh. They spend their whole life with traditional roles and responsibilities in the family. Women have limited access to markets, productive services,

education, health care, and local government as well as at management and policy levels.

In Bangladesh, young women are suffering from various social problems such as health, illiteracy, violence, early marriage, lack of technical education, skill and training, lack of legal support, gender discrimination and others. Rural young women are not able to participate in decision making process of development work as well as their self-employment. Bangladesh has one of the highest rates of child-marriage and adolescent motherhood in the world. Women (15-49 years old) married before the age of 15 is 23.8% whereas 62.8% women (20- 49 years old) married before the age of 18. Furthermore, 34.3% girls aged between 15 and 19 years old currently married in Bangladesh (Multiple Indicator Survey 2012-2013, BBS & UNICEF). Early marriage leads to early pregnancy cause for increasing maternal mortality that is also very high in this country. Young mothers are significantly more likely to suffer from birthing complications than adult women. One fifth of all maternal deaths are due to obstetric causes related to unsafe abortion and its complications. 77% deliveries are taken place at home in absence of skilled birth attendants. Unmarried young women and adolescents are dealing with sexual and reproductive health (SRH) related problems. They have lack of access to adequate and quality health services. For unmarried young women and adolescents access to SRH services is even more restricted (CAMPE, 2014).

The nutritional status of women in Bangladesh is also very poor. Malnutrition is a major contributor to complicated pregnancies and high maternal and infant mortality rates. People living in rural and remote areas of Bangladesh are not well informed and aware about the importance and proper time of good nutrition for pregnant women and new born baby. That's why, a number of pregnant women and children are suffering malnutrition problems at the early stage. In addition, some social misconceptions and believes are also responsible for taking nutritional food in pregnancy time. Moreover, the access to information on nutrition is not available for pregnant and mothers of new born child in remote areas due to insufficient manpower, facilities and services. The body mass index (BMI) of 52 per cent of women of reproductive age is less than 18.5; this means

they are very underweight. They are also very stunted. This has been compounded by a high prevalence of iron deficiency anemia (more than 50 per cent) and Vitamin A deficiency (more than 2.8 per cent suffer from night blindness) (Source: UNICEF blog).

Violence against women is one of the most serious threats to overall development and progress in Bangladesh. Women are being victimized with physical and psychological torture, sexual harassment, sexual assault, rape, dowry related violence, trafficking, forced prostitution, coerced suicide and murder. Many factors are contributed to the current situation of women in Bangladesh and the alarming increase in the rate of violent acts against women. Domestic violence incidences are fairly common and widespread across the country. Women of all economic strata are vulnerable to maltreatment and abuse by husbands, in-laws, and other family members (Farouk, S. A. 2005). Violence against women is also prevalent—between 50 and 60 percent of women in Bangladesh is estimated to have experienced some form of violence in their lives (UNFPA Blog). In a research study 2007, more than half of ever-married women aged 15-49 reported that they had experienced some form of physical and/or sexual violence from their husbands, and one quarter had experienced it in the past year (NIPORT, 2009). Adolescent girls are often victims of 'eve teasing' or sexual harassment and are not prepared to face such a situation. Almost two thirds (72.6%) of ever-married women in Bangladesh have experienced some form of partner violence in their lifetime, and more than half (54.7%) have experienced it in the last 12 months. The percentage of ever-married women living in rural area of Bangladesh have experienced violence at once in life time more than ever-married women living in urban area; the figures are 74.8% and 65.6% respectively. However, 56.5% rural ever-married women violence experienced at least once in last twelve months whereas 48.7% urban ever-married women have experienced women (VAW Survey, 2015).

The practice of dowry is very common in Bangladesh where the bride's family to pay a dowry to the family of the groom. Despite the cost of dowry, poorer families consider early marriage financially beneficial dowry generally increases as girls become older and more expensive. Girls are receiving less health, care

and education facilities due to considering as a financial burden from the time of their birth. Women's mobility is greatly limited and their decision-making power is often restricted in their home. About 48 per cent of Bangladeshi women stated that their husbands alone make decisions about their health, while 35 per cent speck that their husbands alone make decisions regarding visits to family and friends (UNICEF, 2007). The attitude of men towards women freedom of movement in the rural area is shown that 29.1% cases support that women could go outside the village alone and 27.6% support that women could go to health center or hospital and 14.4% support that they could go to both places. Women could go at best one such place was supported by 42.2% men and could not go neither place suppressed by 57.8% men. In urban area, 37.1% men supported that women could go outside the village, 42.6% supported that women could go to health center or hospital, 24.8% urban men supported that women would go to both places. Women could go at best one such place was supported by 55.4% urban men and could not go to neither place was supported by 44.6% urban area (Gender Statistics, 2012).

The status of women is subordinate position in society that is reflected in many national legal systems. Women and girls are being discriminated from family law, property and inheritance rights and employment. They have to frequently face difficulties accessing justice institutions. Poverty rate is also very high among the women on account of limited access to resources. Few women are represented in male-dominated judicial and security institutions (Kangas, A., Haider, H., and Fraser, E. 2014).

Education is one of important human rights and tools for achieving empowerment of women in the society. Women's education contributes to reach successful social and economic development, more particularly in poverty alleviation, improve nutrition, reduce fertility and mortality. Most of the women drop out from the education after or before completing secondary level. Early marriage, eve-teasing, lack of security, residence problems, religion disparity poverty etc. are mainly responsible for reducing female education in Bangladesh. In addition, some parents are not willing to invest in their daughter's education. After the marriage, they go to husband family and work in the family. Thus, the

higher education is not essential more for them. As Basu (1996) argues `..female schooling does seem to increase several aspects of female autonomy which (again, besides being good in themselves)' are also useful ways to strengthen the role of women, in this case her levels of empowerment'. The literacy rate of female aged 15-24 years in the national level was 38.0 percent in 1991, which has increased to 81.4 percent in 2010 whereas 51.7 percent in 1991 that has added to 78.1 percent in 2010 (Gender Survey, 2012).

1.2.2 Economic Status of Women

In Bangladesh, women are comprised almost half of total population (Agricultural Diary, 2012). A dynamic and sustainable economy is impossible without a significant and active participation of women in regular economic activities. Women empowerment is mandatory to achieve sustainable development goals and make a poverty-free society (Reza, S and others, 2014). Social and cultural barriers and norms confine the young women within the family and limit their employment choices. Even, women are considered as physically weak in the society (Ferdaush, J. & Rahman, K.M.M, 2011). There is a significant gap in the work force when comparing men and women and their employment opportunities and patterns. Though majority numbers of young women work in the ready-made garments (RMG) and receive micro-finance, the occupational accessibility for women still remains limited and gender stereotyped. 71.1 per cent of young women work in the agriculture industry whereas 20 per cent were in production and transport industries, and 3.8 per cent were in service sectors (Bangladesh Bureau of Statistics, 2010). Skills, knowledge and innovation are key driving forces of economic growth and social development of a country (CAMPE, 2013). That's why it is needed to ensure equal opportunities for young women with good health services, education, jobs and wider participation in the policy-making and civic activities.

Woman is playing as key actor who ensures food security for her family. The annual growth rate of women labour force was found 8.7 percent as against 1.40 percent for men at national level for the period 2005-2006 to 2010. On the other hand, the percentage of rural women labour force growth rate was higher than the percentage of urban women. They have immeasurable contribution to agriculture sector as manager, wages labour and unpaid labour.

Figure 1.1: Women Labour Force in Bangladesh
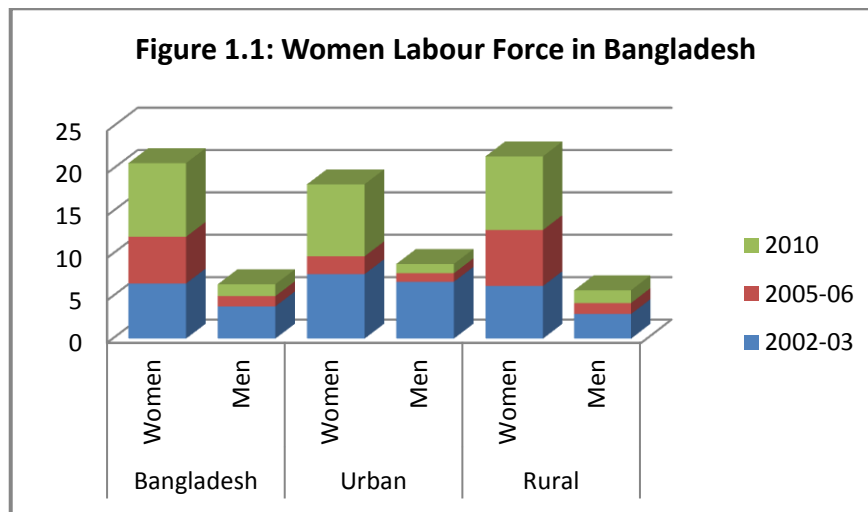
Source: Gender Statistics, 2012

Women add to 43% of the agricultural labor force in developing countries (FAO, 2011). Between 1999 and 2006, the number of employed people in agriculture sector increased from 19.99 to 22.93 million which is about 15%. Male laborers in agriculture decreased to almost 6%, while female laborers increased to more than 100% that is from 3.76 to 7.71 million (USAID, 2015). Women's role and contribution in agricultural production system, income generation activities and decision making process are increasing considerably but their rights and contribution are not recognized nationally. Despite the greater participation of women in agriculture, they have lack of access to information regarding agriculture, government initiatives, facilities, subsidies, climate and disaster related issues.

1.2.3 Political Status of Women

Women's involvement in formal political system still remains low in Bangladesh. Truly, women are suffering from legal, political, economic, religious and social discrimination in all walks of life. A variety of factors are responsible for women's access to decision-making bodies, including- lack of party support, financial and other resources support for women's campaigns and boost their political, social and economic credibility, the type of electoral system as well as the type of quota provisions and the degree to which they are enforced, the tailoring of many of these institutions according to male standards and political attitudes, the lack of

coordination with and support from women's organizations and other NGOs, women's low self-esteem and self-confidence, endorsed by certain cultural patterns which do not facilitate women's access to political careers; and the lack of media attention to women's contributions and potential, which also results in the lack of a constituency for women.

Bangladesh had made formal commitments to women's political participation by adopting important international strategy documents initiated by the UN. The recent amendments to the Union Parishad Ordinance (1997) relating to provisions for direct election of women to one-third of the reserved seats in the Union Parisads have changed the overall scenario of women's representation at the local level. However, the political participation of women in Parliament remains profoundly weak and the effectiveness of their participation is even weaker. The very small presence of women in the political party structures and in Parliament is indicative of the very low level of their involvement in the country's political arena as well as in legislative process

Following the Convention on Elimination of All Forms of Discrimination against Women (CEDAW) and the Beijing Platform of Action, there are only twelve countries where women hold 33% or more parliamentary seats (UNDP, 2005). In Bangladesh national election of 2014, women hold only 19 seats in the parliament out of 300 seats. Though to ensure women participant in politics, the constitution of the country proclaim 50 reserved seats for women in parliament and local government act confirmed women quota in local government body, but women participation in election, political activities, party politics and elected women legislature remain insignificant.

Mahtab, N (2007) indicated four dimensions of women empowerment such as- cognitive empowerment, psychological empowerment, economic empowerment and political empowerment. Where, Political empowerment has to do with the ability to analyze one's world and to organize and mobilize for social change. It involves access to decision-making process involving the state, and including local government, voting, collective action and other means of having one's voice heard (Mahtab, N (2007) 2007). According to the constitution of the

People's Republic of Bangladesh Article 28(1) stipulates 'the state shall not discriminate against any citizen on grounds only of religion, race, caste, sex or place of birth'. Along with Article 28(2) states, 'Women shall have equal rights with men in all spheres of the state and public life'.

Bangladeshi women are enthusiastic participants at national voting but often shy away from engaging in public and political debates, allowing their husbands to represent their concerns. In this way, women remain separated from the public dialogues and the policymaking process, resulting in gender blind national laws and policies, and in many instances, is discriminatory against women (Walker, N. 2013). Despite some progress in Bangladesh's overall ranking within the Human Development Index (HDI), the status of women still remains low (0.49 GDI and 0.21 gender empowerment measurement - GEM). Women's participation at the policymaking level and politics also remains low, however, Bangladesh has been committed to increasing the number of women parliamentarians to 33% by 2021 (UNFPA).

1.2.4 Women in Media Profession

Media profession is considered as challenging job for women in Bangladesh where they were less encouraged to be a journalist and media expert. Women are facing discrimination in education, employment, and access to resources and services, in particular healthcare. Discrimination against female works more quietly through the effects of sex-related beliefs and prejudices. Generally, In Bangladesh, various socio-cultural factors are playing an important role in advancing or hindering women's access to media and journalism.

At present, Bangladeshi women are interested to work outside of home particularly in challenging professions. A significant number of women are involved in journalism and media profession. They are contributing to the society for economic prosperity and changing the attitude towards the development concept and process. A salient change has come into the social attitude which is symbolized by women's advancement in media sector. It's showing that female can get in any kind of challenging job like journalism alongside male, and female are doing well. There are more than 40 TV channels and 11 FM radio stations in

Bangladesh, along with two dozens of newspapers and online newspaper. In Bangladesh many female have been doing noteworthy work as journalists over the last decade (Safa, N & Akter, T, 2015). The Bangladesh Nari Sangbadhik Kendra (BNSK) is the oldest women journalists' organization in Bangladesh reported (2006) that the number of female journalists is increasing in Bangladesh, but their numbers are still very low. BNSK estimates around 6000 male journalists and only around 300 female journalists in Bangladesh.

In Bangladesh women's participation in journalism and media, including electronic and print media marked a rise in last couple of years but most of them give up their profession for various problems. The female journalists recognized stereotyped attitudes, unreasonable treatment, harassment by male colleagues and job insecurity as the other reasons that influence them to give up the profession. It is noticeable that females are paid less as compared to male colleagues in media houses, and they worked under huge social pressure and mobility problems.

Prof Gitiara Nasreen (2003) conducted a research on "Women in Bangladesh media" and concluded as follows: "The main reason of this problem is the legal position of female is still ruled by religious laws when it comes to legacy, marriage, divorce, and child custody. Religious laws are privileged over constitutional guarantees, working against the interest of female journalist. Attitudes in society still stand against gender equality. Very often female are not aware of their rights, even when they are, female who depend on male protection are convinced that it's not in their best interests to claim those rights."

In south Asia female journalists are facing discrimination of work assigned, promotional opportunities, sexual harassment, lack of maternity benefits and poor support conditions for working mothers. Yet there are a number of female journalists who still struggle to get the story and strive for fair and gender sensitive reportage. They put their lives at risk and try to uncover different and more human dimensions of the conflict they cover, seeking to speak to women survivors to find another story. They learn to survive with courage amidst great odds (CNC, 2013). Cheryl Lindsey Seelhoff said: That is true of most

professional female in journalism, specifically in the current affairs slots women aspired to, family life set serious limitations. Child rearing and family and domestic responsibilities without adequate support services were cited as important barriers to advancement.

In newsrooms, female journalists often face inequality in news beats like energy, economic, political, parliament, crime, sports and election commission, their numbers are negligible. With poor facilities and a discouraging environment, upward mobility is a struggle. Female suffer discrimination in training, recruitment and promotion and denied decision making positions. According to the report of South Asia Media Freedom and Solidarity Project (SAMSN) In Bangladesh TV female journalists are often treated as sex objects and expected to act and dress in that manner. They are rarely seen as serious journalists.

Women journalists face many kinds of challenges in the media houses. After initial women journalists start justifying organizational insensitivity. They are instrumental in perpetuating lack of recognition of women's special needs and functions in society Childbirth, childcare, confinement, security after night etc. Many believe the myth that women journalists have limitations within organizations since they cannot do night shift. Women journalists are covering softly beat as education, literature, culture, female page, children and woman affairs, and latest in food or fashion. This is not lacking of quality of female journalists. If they want to go covered political news, crime report, violence report and like that other hard beat society will hinder them. They can be harassed in mentally, physically and socially. Though they have proper knowledge about on that's challenging beats.

1.2.5 Women with ICT

ICT is a very powerful and effective tool for enhancing the empowerment of women with information. Women have less access to Information and Communication Technologies (ICTs) compared to male. The access and use of ICT can improve the livelihood of women as well as can increase their participation in the decision making process. There is no reliable statistics on the use of ICT by women in Bangladesh but it is obvious that the numbers are small.

Most women in Bangladesh who use information technology use it at work. Many factors including literacy and education, language, time, cost, geographical location of facilities, social and cultural norms, and women's computer and information search and dissemination skills constrain women's access to information technology. Some women also opt out of training programs because of cultural, religious, or family pressures. 1.6% women aged 15-49 years old at least once a week read a newspaper or magazine, listen to the radio. 6.1% women aged between 15-24 years used a computer during the last 12 months whereas 3.0% women used internet during the last 12 months **(Multiple indicator Cluster Survey 2012-2013, BBS & UNICEF).**

Access to information and communication technologies (ICTs) is essential for economic growth, productivity, employment and, especially, sustainable economic and social development on a global scale. ICT is a self-propelling, self-replicating and self-sustainable driver of welfare and development.

ICT plays an important role in disseminating a wide range of information and advice leading to knowledge and attitude change among rural communities. It is also supporting rural communities to acquire new skills and is also creating new employment opportunities. Traditional and modern ICTs can be used to speed up the circulation of information. It can be tools that assist them to optimize production and marketing plans. Cecchini and Scott (2003) observed that ICT application can enhance poor people's opportunity by improving their access to markets, health and education. Furthermore, ICT can empower the poor by enhancing the use of government services and reducing risk by widening access to information (Sharma, S and Maheshwari, S. 2015)

Ahmed, Islam, Hasan, & Rahman (2006) found that involvement of women in ICT industries and ICT-based government organizations (GO) and non-government organizations (NGO) of Bangladesh change the behavioral aspect of women‟s lifestyle and thereby affect the society as a whole. The United Nations Division for the Advancement of Women (UNDAW) focuses on "ICTs and their impact on and use as a tool for the advancement of women" (Marcelle, 2002). Women can contribute to their business and home-based activities

through equal access to ICT-based economic and educational activities as well as can become more empowered. They also can enrich and enhance their quality of life through accessing information (Laizu, Z. Armarego, J. AND Sudweeks, F. 2010). Lennie (2002) developed a new dimension of women's empowerment was added, that of technological empowerment. Other dimensions, such as social, political, and psychological empowerment are also interrelated.

ICT can also be a powerful means for political and social empowerment of women, and the promotion of gender equality. It also included a strategic objective: "Increase the participation and access of women to expression and decision making in and through the media and new technologies of communication" [Ibid., Strategic Objective J.1.].

The WSIS plan of action contains references to the special needs of women in relation to capacity building (removing the gender barriers to ICT education and training); enabling environment (promotion of participation of women in formulating ICT policies); ICT applications (e-health and e-employment); cultural diversity and identity (strengthening programs focused on gender-sensitive curricula in formal and non-formal education and media literacy); media (balanced and diverse portrayal); follow up and evaluation (gender specific indicators on ICT use and needs and measurable performance indicators to assess the impact of ICT projects on the lives of women and girls should be developed) (United Nations, 2003).

1.3 RESEARCH QUESTION:

How the community radio in enhances the empowerment of young women in Bangladesh? Some sub-questions of this research are given below:

- What sorts of community radio programs are produced and on-aired for young women in Bangladesh?

- Why the young women are listening to these programs?

- How the young women are being benefited through the programs?

- How the rural young women participate in radio program?

- What types of radio programs are developed and broadcasted by young women?

- What sorts of outreach activities are conducted by young women for radio programs?

- How young women develop their knowledge and skill on ICT, radio operation and technology?

- How young women carry out the outreach activities?

- How women are participating at all levels especially decision making positions in community radio?

- What are the views of community people/family toward the young women who are working with community radio?

- What are the challenges of young women to work with community radio and in the society?

- What are the recommendations to achieve the women empowerment through community radio?

In answering the mentioned questions, researcher will make out the empowerment of young women through community media like community radio in Bangladesh.

1.4 RESEARCH OBJECTIVE:

The main goal of this research is to explore the role and contribution of community radio to enhance the empowerment of young women in Bangladesh.

SPECIFIC OBJECTIVES:

1. To know the community radio programs focusing women related issues

2. To explore the activities both on-air and off-air are executed by young women at community radio

3. To assess the views of community people/family toward the young women who are working with community radio

4. To address the challenges of young women to work with community radio in Bangladesh

5. To identify the recommendations in empowering the young women through community radio.

1.5 SIGNIFICANCE OF THE RESEARCH:

Community radio is an important mass media and most excellent platform for marginalized and disadvantage people in Bangladesh. This community media plays significant role to ensure the right of access to information and communication, development of skill, social justice and democracy. Community youth particularly women in Bangladesh are being aware and empowered through their active participation, engagement and raising voice at community radio. This research has significance because of;

- The findings of the research will assist to academician, policy makers, donor agency, practitioners and relevant stakeholders to profoundly know about the status and role of young women at community radio in Bangladesh.

- In addition, the results and recommendations of the research will facilitate to further develop strategic plans and policies for improving the better and sustainable livelihood as well as empowerment of young women through CR.

- Government and non-government training providers and relevant stakeholders will be more motivated to arrange capacity building initiatives for rural young women on ICT and radio journalism.

- Community radios and initiator organizations will take more initiative to create a gender sensitive environment for women at radio station and

increase their participation and engagement with Community Radio as well as involve them in decision making process.

- Young women particularly who are belonging to disadvantage and marginalized groups will be more motivated to participate and engage with Community Radio.

- Finally, the gap and limitation of this research will also encourage to future researcher to work on relevant issues.

1.6 LIMITATIONS OF THE STUDY:

For all kinds of research especially anthropological study, researcher has to face such limitations and constraints. During this study the researcher appeared to constraint to collect the information from women because of cultural barriers. In addition, time limit, political unrest and natural calamities are also major constrains to collect the data from selected community radios in Bangladesh. Researcher also faced problem to prepare the study paper due to lack of adequate theoretical knowledge and experience.

CHAPTER- 2: METHODOLOGY OF THE RESEARCH

Introduction

Research Area and Sample Size

Sources of Data Collection

Techniques of Data Collection

Data Collection Tools/Instruments

Ethical Issues

Analysis the Data

2.1 INTRODUCTION

Research is a planned, organized and systematic activity undertaken for collection, analysis and interpretation of data. This systematic collection, analysis and interpretation of data answer to certain questions or to solve the problem. The purpose of the research is to discover new facts or verify and test old facts, to provide explanation and answer for questions regarding sequences and inter-relationship of facts as well as to find solution for a given problem. The total research process can be subdivided into several stages: planning, implementation/data collection, data management and analysis, report writing and finally dissemination of research findings. This chapter explores the methodology of this research, research area & respondents, sources of data collection, data collection technique, instruments of data collection and data analysis process.

2.2 RESEARCH AREA AND SAMPLE SIZE:

Research methodology is a way to systematically solve the research problem. It may be understood as science of studying how research is done scientifically. It is necessary for researcher to know not only the research methods/techniques but also the methodology. Researchers need to assumptions various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be applicable to certain problems and others will not. Qualitative and quantitative methods both were used to collect and analysis the data in this research.

At present, 17 Community Radios are on-airing programs and also carrying out outreach activities in Bangladesh. All are located in different parts of country. For this study 10 (ten) following community radio stations out of 17 have been selected.

Table 2.1: Proposed Community Radio and location

SL#	Proposed Community Radio (10 out of 17)	Location (Sub-district/District)
1.	Community Radio Naf 99.20fm	Teknaf, Cox's bazaar
2.	Community Radio Sagargiri	Sitakundo, Chittagong

3.	Community Radio Padma 99.20fm	Rajshahi
4.	Community Radio Mohananda 98.80 fm	Chapainawabganj
5.	Krishi Radio 98.80 fm	Barguna
6.	Community Radio Jhenuk 99.20fm	Jhenaidah
7.	Community Radio Bikrompur 99.20fm	Munshiganj
8.	Community Radio Pallikontho 99.20fm	Moulvi Bazaar
9.	Community Radio Chilmari	Chilmari, Kurigram
10.	Community Radio Borendro	Naogaon
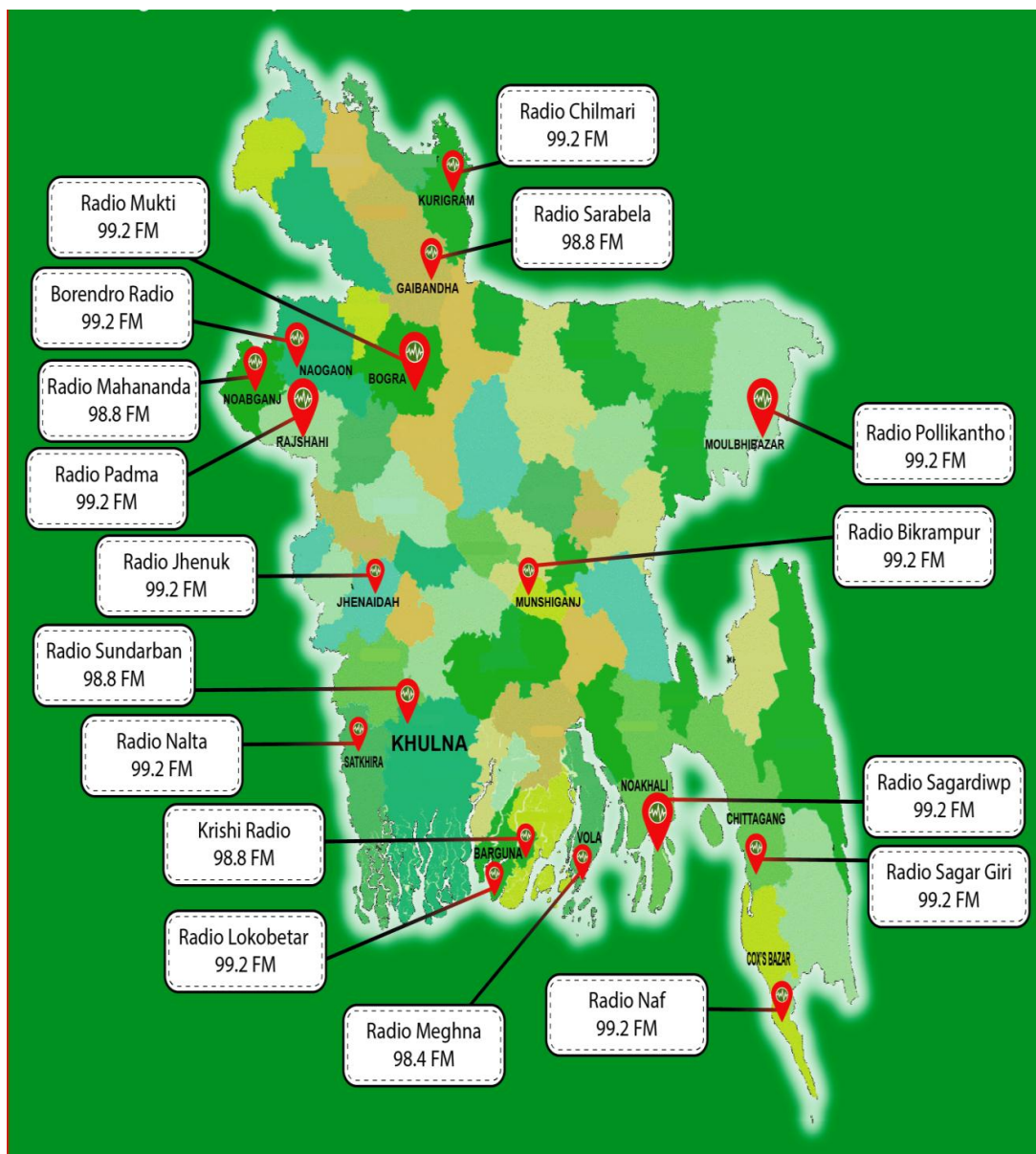
Figure 2.1: Map of Community Radio in Bangladesh

Under this research community radio stations have been selected through simple random sampling to collect the information. The reason for selecting community radio stations from different parts of the country is to actually know the diversity of socio-cultural and economic background of respondents:

Simple random and purposive samplings were used to conduct questionnaire based interview, in-depth interview, case studies and KII.

Table 2.2: Methods, Categories of Respondents and Purpose

SI#	Name of Methods	Target Respondents	Purpose	No
1.	Survey questionnaire	All community radio stations	Basic information of the CR stations, radio programs focusing women related issues, outreach activities, staff management and other relevant information	10
2.	In-depth Interview	Women staff, and volunteers	Women responsibilities in the station, outdoor activities, achieved skill and experience, success and challenges	100
3.	Direct observation	All community radio stations/ listeners groups	Outreach activities of community radio such as formation of listener groups, meeting with listener groups, conduct interview and record voice of resource persons and so on.	10
4.	Case study	Women staff and volunteers of CR	Long professional journey with community radio, achievement, success, contribution, challenges at radio and in the family as well as change their	20

			through community radio	
5.	Focus group discussion	Women listener groups	Process of formation listener groups, activities of listener groups, participation and engagement with radio programs	20
6.	Key informant interview	CR station manager, Members of civil society, Local government/ administrations' representatives, journalist, members of executive & advisory committee of CR and family members of CR women staff and volunteers	Views toward CR women personnel and volunteers and their activities as well as to know the recommendation and suggestions to enhance the empowerment of young women	20
7.	Documents review	Articles and publications and other relevant books	To relate and supplement to the information of this research	-

2.3 SOURCES OF DATA COLLECTION

The important task of any kind research is to collect data or information. In this research, all data would be collected from primary and secondary sources. Survey questionnaire, in-depth interview, case study, FGD, direct observation| and key informant interview have been carried out to collect primary data.
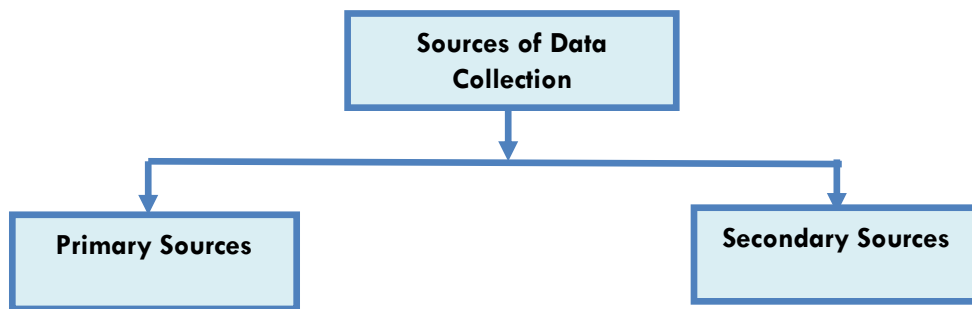
Figure 2.2: Sources of Data Collection

On the other hand, the secondary data were collected and gathered through reviewing different documents like various surveys, books, plans, official recorders, census records, project reports, maps, journalistic article, and research papers etc.

2.4 TECHNIQUES OF DATA COLLECTION

Data collection techniques allow us to systematically collect information about our objects of the research (people, objects and phenomena) and about the setting in which they occur. Following data collection methods or techniques have been used to collect the information from target respondents of selected community radio stations in Bangladesh.

2.4.1 Questionnaire survey

A self-administered questionnaire is a data collection method in which written questions are presented that are to be answered by the respondents in written form. This can be administered in different ways: sending questionnaires by mail with clear instructions on how to answer the question and asking for mailed responses, gathering all or part of the respondents in one place at one time, giving oral or written instructions, and letting the respondents fill out the questionnaires and hand-delivering questionnaires to respondents and collecting them later. The questions can be either open-ended or closed. Researcher feel more comfortable to use administrating written questionnaires because the technique is less expensive, permits anonymity and may result in more honest

response, requires no research assistant and eliminating bias due to phrasing questions differently with different respondents. The major disadvantages of the technique are that unusable for illiterate respondents, low response, and misunderstanding regarding questions.

Self-administered questionnaires were used to collect data from selected CR stations. The questionnaires were developed and shared with station mangers over email or by mail. The questionnaires have been filled in by station manager himself/ herself and then return to researcher. The basic information of the CR stations, radio programs focusing women related issues, outreach activities, staff management and other relevant information were collected through this technique.

2.4.2 In-depth Interview

An interview is a data-collection technique that involves oral questioning of respondents either individually or as a group. Interviews can be conducted with varying degrees of flexibility such as high and low degree of flexibility. This data collection is suitable for use with illiterate respondents, permits clarification of questions as well as high response rate than written questionnaires. In-depth interview is a conversation on a given topic between a respondent and a interviewer. This technique assists to obtain detailed insights and personal thoughts.

In-depth interview is used when the researcher wishes to probe deeply about some so far unknown aspect of a problem or gather accurate detailed account of some matter about which the selected interviewees are expected to have personal experience. (Khanam, S. T, 1995). In-depth interviews have been conducted with young women who are working with respective CR stations as staff and volunteers to explore their responsibilities in the station, outdoor activities, achieved skill and experience, success and challenges.

2.4.3 Direct observation

Observation is a technique that involves systematically selecting, watching, and recording behavior and characteristics of living beings, objects, or phenomena.

Observation may serve different purpose. They can give additional, more accurate information on behavior of people than interviews or questionnaires. The important advantages of observing are: gives more detailed and context related information, permits collections of information on facts not mentioned in the questionnaire, permits tests of reliability of responses to questionnaires. However, there are some disadvantages of observing method like ethical issues confidentiality or privacy may arise, observer bias may occur, the presence of the data collector can influence the situation observed etc.

The aim of observation was to get information on the program production and broadcasting the Community Radio, working environment, engagement of women in the radio activities, and the cultural context. Researcher also observed the outreach activities of community radio and respondents such as formation of listener groups, meeting with listener groups, conduct interview and record voice of resource persons and so on.

2.4.4 Case Study Method

Case study method enables a researcher to closely examine the data within a specific context. In a Case study the focus is not the population but a person, a village, an organization or institution. A case study is undertaken when in-depth information is necessary, or in the pilot phase, of a more extensive research. Anthropological case study leads to a better understanding of the situation before intervention is planned. In this type of technique, certain phenomena, or individual human events are described for clear picture about what goes on in a groups or about the relevant facts. Case studies are descriptive, sometimes lengthy, often requiring more time, and always requiring special expertise and knowledge of the subject under study (Khanam, S. T, 1995).

Case studies, in their true essence, explore and investigate contemporary real-life phenomenon through detailed contextual analysis of a limited number of events or conditions, and their relationships (Zainal. Z, 2007). Case study method were used to collect formation of young women staff and volunteers of respective station to know their long professional journey with community radio, achievement, success, contribution, challenges at radio and in the family. The names and images are used in the case studies as pseudonym.

2.4.5 Focus Group Discussion

FGD (Focus group Discussion) is a method being applied widely for qualitative research to gather information from a homogenous group of people. In qualitative research, it is necessary to extract people's feeling, attitudes, perception, reactions, and emotions and that is possible in collecting pragmatic information through FGD. FGD is group discussion of 6-12 persons guided by a facilitator, during which group members talk freely and spontaneously about certain topic. Communication and interaction during the FGD should be encouraged in every way possible. The facilitator arranges the sitting in a circle and makes sure the area is quiet, adequately lighted etc, and that there is no disturbance. One of the members of the research team is act as facilitator for the focus group and one is as recorder. The facilitator does not acts as an expert of the topic. His/ her role is to stimulate and support discussion.

FGD sessions were conducted with women listener groups of CR to know about the process of formation listener groups, activities of listener groups, participation and engagement with radio programs and so on.

2.4.6 Key Informant interview

A key informant is any individual who has relevant and is willing to be interviewed. To introduce with the natives as well as with social, political and ecological environment of the research area along with intensive field work, the use of key informant is greatly helpful and meaningful. Key informant interviews were conducted with CR station manager, members of civil society, representatives of local government and administrations, journalist, members of executive & advisory committee of CR and family members of CR women staff and volunteers to know their views toward CR women personnel and volunteers and their activities as well as to know the recommendation and suggestions to enhance the empowerment of young women and to achieve the SDG goal 5 through community radio.

2.4.7 Documents review

This method was act as a supplement to the data that were collected through reviewing different documents like various surveys, books, plans, official

recorders, census records, project reports, maps, journalistic article, and research papers etc. of relevant institutions, government and non-government organizations and web pages.

2.5 DATA COLLECTION TOOLS/INSTRUMENTS:

The paper/ document/ object on which data is collected is known as research tools or instruments. Some of the commonly instruments like Camera, Tape recorder, Interview guide & Data compilation forms, checklist and questionnaires were used during the collection of data from the field.

| Selection of Research Area |
| Community Radio Stations in BD |
| Selection and Design Research Methodology |

| Secondary Data Collection | Data Collection | Primary Data Collection |

| BNNRC BCRA MMC BRAC UNICEF Other Govt. and Non-Govt. Organization | Data Analysis Preparation of the Thesis Submission of Thesis | Direct Observation Questionnaire interview In-depth Interview Case Study Focus Group Discussion (FGD) Key informant Interview |

Figure 2.3: Steps of Research Methodology

2.6 ETHICAL ISSUES:

Ethics is defined "a science of morals". Ethical codes of conduct are to be followed when social or public health work is undertaken using only interviews or observation. The basis of all these codes are fairness, honesty, openness of intent, disclosure of methods that will be employed, respect for the individual, his need of privacy and safety as well as informed willingness to participation. The ethical codes restrict unreasonable and immoral undertaking by the researchers. (cited in Khanam, S. T, 1995)

Both written and verbal consents have been taken from the respondents. Data have been collected after assuring them about the confidentiality and any respondent can withdraw themselves any time from the study.

2.7 ANALYSIS THE DATA:

2.7.1 **Quantitative data analysis:** In this research, quantitative data were processed through categorizing, coding and entering into special computer programs like SPSS and Microsoft excel. Then the data were analyzed and presented through the measurement and diagrams.

2.7.2 **Qualitative data analysis:** The collected qualitative information was organized and prepared for the analysis. The data were analyzed through generating the description of setting/people as well as categorizes or themes and then important themes, patterns and relationship were organized and narrated through interpretation by the anthropological perspectives.

CHAPER- 3: LITERATURE REVIEW

3.1 INTRODUCTION

This chapter generally describes the review of existing researches and literatures based on women empowerment, media and community media. The nature, scope and approaches of women empowerment have been analyzed from multidisciplinary perspectives. It also explores the idea of how community media particularly radio helps young women to be connected and involved in information and communication processes as well as enhance the empowerment of young women. It highlights communication approaches, benefits, and challenges, different levels of participation and effectiveness of community radio as an important tool for young women's development and empowerment.

3.2 REVIEW OF THE LITERATURES:

Fortune, F. and Chungong, C.(2013) in their article *"Community Radio, Gender and ICTs in West Africa: A Comparative Study of Women's Participation in Community Radio Through Mobile Phone Technologies"* examined the connection between radio, gender and information and communication technologies (ICTs) in Sierra Leone, Liberia and Guinea. Despite the traditional barriers, radio programs and SMS technology are increasing the rights of access to information and necessary needs of women. Women of all ages still have to face constraint to communicate with local radio. The CR is male dominated entity. That's why, the role of women in radio programs as wives, mothers and homemakers, rather than as political and economic actors in their own right. The most important finding is that women are listening to radio, but the radio is not listening to women.

Khan, E. A. & Moin, A. (2013) in their article *Women Empowerment: Role of New Media* describes about the role of New Media (Internet) in empowering the women. Empowerment of women led to the development of the family, community, society, state. New Media is a very powerful tool for women development in a developing country like India. Now different websites that focus

on women empowerment in terms of education, literacy, health, knowledge, lifestyle and many more areas have been produced. But the fact is that the overall uses of this media by women are very poor.

Asif, M. (2013) in his article ***Media role for women's empowerment in Southern Punjab (Multan City) Pakistan*** stated the views of different people about women empowerment and the media role for women issues. The findings show that women of upper class families are more empowered compared to middle class and lower class families. Men of upper class and middle class families expressed positively that women should be empowered. Media can play a positive and constructive role for the betterment of women status as agreed by educated male respondents. Only educated women gave the response in favor of TV channels whereas educated male were not satisfied in this regards. Although many people were agreed to women empowered in a society.

Kashyap, G. (2014) in her article ***Role of Alternative Media in Empowerment of Women*** pointed out that alternative media is a new platform for women to share their views. This virtual space is giving women power but take away from real space where woman has to face the real challenges in the form of eve-teasing, stalking, harassment etc. Now private setting social networking sites are very popular among young women in India that assist to empower women where young women feel free to share anything whatever they want.

Patowary, H. (2014) in the article ***Portrayal of Women in Indian Mass Media: An Investigation*** analyzed that the participation, performance and portrayal of women are becoming the growing concern of the feminist writers. Media represents women as inferior, subordinate and submissive as well as only as housewife who have no qualities in decision making. Feminist writers strongly criticized the role of media towards women and portraying them.

Akhter, N. (2014) in the ***Perceptions of educated women about the role of media in women empowerment*** evaluated the impact of use of media on women empowerment and suggested measures to policy makers and society to use it for educating people about the women empowerment. Women felt that they got positive impact on their status to use media. Media has played positive role to educate women about women empowerment but needs some improvements. It explores violence against women cases and raise awareness to women to adopt impressive life styles. In addition, media is promoting social awareness among women and educating them about their rights, responsibilities and problems in society. But, the role of media in enhancing the professional development of women is not satisfactory. Women are not being educated about the income generation, technique to get equal status in the society. The research suggested that media can educate people about the benefit of women empowerment in the society as well as create awareness among people about techniques to raise status of women in society by empowering them.

Ochola, A. P. (2015) in the article ***"Community Radio and Empowerment of Women among Pastoralist Communities in Northern Kenya"*** reveal to the contribution of a community radio (Serian Radio) to community empowerment of women among pastoralist communities in Northern Kenya. The radio creates opportunity for the participation of women in radio programs and production for raising their voices and educating the community to respect women. Women are also empowered through sharing of their views directly call-in programs or in productions. Cultural norms, language, illiteracy and poverty are the major challenges of Samburu women for their participation in radio as well as for their empowerment. In spite of challenges, the radio station is playing major role in empowering women.

Yalala, N (2015) in the article **"The Role of Community Radio in Empowering Women in India"** described Community Radio is a third tier broadcasting together with public and private radio broadcasting that gives an opportunity to express views of marginalized communities. Community radio is a platform

where public is voluntarily participating and producing programmes for themselves for their own benefit. He also described that six community radios were contributing to empower the women in India. All community radios play a significant role in the lives of women as it creates awareness, provide information and education, improve their skills and on the whole it promotes social, cultural, political and economic empowerment of women. Community radio is also an instrument of power in changing the lives of women.

Tarafdar, S (2015) in his **"Role of Community Radio in India"** describes about the significant role of community radio in India particularly in small town and rural areas. In this paper it is also mentioned many advantages of community radio in India over the Television, air and Fm. Generally local communities and NGOs provide support to run the radio for benefits of local community. Radio can also effectively reach individuals with less formal education and lower socio-economic status. The listeners are usually the priority audience segment for rural development, family planning, and public health initiatives. Community radio in India has many advantages because most of the programmes always in the local language deal with local issues. CR is helping to empower and give a voice to the people of India and in turn strengthen of democracy.

Khan, S. U (2015) in the article "**Role of Community Radio in Rural Development"** illustrates that community radio plays a pivotal role in making the mass awareness about their basic rights and duties. Radio provides a good platform from where people can share their ideas among communities in the proper possible manner. It is one of the important tools in strengthening peoples "Right to Freedom of speech and Expression". Besides solving social problems and entertaining local people the radio can also play a major role in bridging the communication gap between the government and local people. This media has proved to be one of the best medium of communication at the grass-root level.

Macueve, G, and others (2009) in the article "**Women's use of information and communication technologies in Mozambique: a tool for empowerment?"** explains women's empowerment through ICTs as meaning the role played by access to ICTs in expanding the assets and capabilities of women, specifically women in rural Mozambique. News programmes enable women to acquire information that reduces their isolation both within their communities and nationally and internationally, and the women's programmes cover a range of topics, such as the behaviour of adolescents within the family, precautions to be taken at home, HIV/AIDS, cooking, children's health and social behaviours. The educational radio programmes, especially those for women, help improve capabilities to operate as HIV/AIDS activists, for example, and to change the way they deal with healthcare, social and other problems within communities and families. The community radio provides information that rural women need and value because it is accessible, in their own language, and increases their capability to act, whether they receive the information directly or indirectly. Volunteering at the radio and telecentre is also seen as an opportunity for socialization in the rural communities.

Patowary, H. (2014) explain his article **"Portrayal of Women in Indian Mass Media: An Investigation"** overall effect of the portrayal of women in media is to reinforce rather than reduce prejudices and stereo types. The mass media is to reinforce rather than reduce prejudices and stereotypes. The mass media in India has not made adequate efforts to discuss serious issues concerning women and prepare the women to play their rightful and equal role in society. To change this condition, it is necessary to monitor the media and point out the merits and demerits continuously.

Oyelude, A. A. & Bamigbola, A. A (2012) in the article **Women Empowerment through Access to Information (ATI): The Strategic Roles of Non-Governmental Organizations in Nigeria** mention provision and access to information (ATI) are playing vital factors in empowerment, thus, many organizations such as library and resource centers and Non-Governmental Organizations (NGOs) have been involved in empowering women in Nigeria.

Majority of the women using the centres had to be taught how to use new technologies like computers, laptops, ipads, and smartphones. The most used means of accessing information by the women was the radio and television, and person to person communication either by word of mouth or by telephone. The NGOs were discovered to be slowly but steadily gaining ground in educating the women and creating awareness among them of their potentials to do better, to be empowered, and to stand up for their rights and themselves anywhere.

Djagueu, A. C. in the article **"Community Radio in Cameroon and Good Governance"** describes that community radios is helping to better understand the political and socio-economic situation, to better care for its environment and to participate in managing the public sector. In most of community stations in Camroon, women occupy the most important decision-making positions. Cameroon's community radio stations actively contribute to women's liberation both in rural and urban areas through programmes on citizenship, governance and development. The station produces and broadcasts on gender such as women and local development. Community radio stations are able to set up groups of listeners in order to contribute to improving women's lives in the western province especially support to women entrepreneurs, social and cultural animation and the carrying out of a literacy campaign.

Mendez, J. in the article **"Community Radio Stations and Good Governance in Cape Verde"** explores the community radio stations in Cape Verde have sought a gender balance in recruiting active members as well as in their programming and management policies contributing to an increased recognition of the roles of young people and women and to their self-affirmation. Some community radio stations have partnership agreements with the Institute for Gender Equality and Equity (ICEG) with the aim of reinforcing gender equality and self-reliance among women through radio programs that deal with gender issues.

Purnima (2011) in the article **"Women's Issues in India: Role and Importance of Media"** highlights that women's are the wealth of India contributed in almost every field and made country feel proud at every occasion. The fear of sexual violence has been a powerful factor in restricting women's behavior and sense of freedom. Media is the mirror of society and media reports are reflection of happenings in the society. Media has immense power to influence the masses and communication and IT revolution has further increased its importance. Portraying women as equals in the society is a subject that has been given low priority by the Indian media. The study suggested that Indian media needs to be sensitized to gender issues and now must focus on women issues in a decisive way as their role is detrimental for the women empowerment in India.

Narayana, A. & Ahamad, T. (2016) in their article **Role of media in accelerating women empowerment** analyzed and identified the powerful and positive role of media which can play in the empowerment of women and gender equality. Media generally is very large in the dissemination and interpretation of a lot of knowledge, innovation and the news. At present, the media make up a big part of our lives. Almost everyone benefits from the mass media. Media has vital role to accelerate women empowerment which particularly lead to economic empowerment of women. The Mass Media is considered as good and practical means to disseminate the actual role of women in modern society and give to young women good ideas and examples for their economic empowerment. Moreover, mass media has strong contribution to disseminate the concept of gender equality. They also suggest that media should enable projection of women in a decent and dignified way and promote respect and dignity to women avoiding negative portrayal of women.

Sow, F. (2014) in the article **Women's Community Radio in Africa: The Case Study of Gindiku Fm in Senegal** describes that community radio for women has been important part of the media landscape of African countries since 1990s. This media is set up and run by women as well as gives voice to women and empowering them also. The study shows that community radio of women has emerged as a response to women's marginalization in both mainstream

media and in alternative community media, as well as to women's need to have their own communication means. Sow's findings reveal that Gindiku FM is an a women's community radio station that has successfully articulated gender and participatory communication to empower rural and poor women living in a context dominated by a Sufy Islamic Order. This community radio has been succeed because of three factors: one is clear commitment to integrating a gender perspective in all of their actions and therefore to question gender-based discrimination and marginalization, second is the establishment of a network with 60 rural women reporters and 60 listening groups at village level to ensure women's inclusion and participation in the radio station and finally the development and on-air of gendered programming targeting inequality, social injustices, and women's subordination. As a result, this radio has brought big changes both at individual and community levels and particularly women have been empowered technically, culturally and socially. Gindiku FM has emerged as a powerful model that inspired women's media activists, as well as donors willing to support initiatives in gender and communication for development.

Fombad, M. C. & Jiyane, G. V. (2016) in their article **The role of community radios in information dissemination to rural women in South Africa** mention that rural women in South Africa are important actors in community development, but some obstacles such as poverty, illiteracy, fear, poor access to public agencies, and lack of knowledge about the right to information have deprived women of access to information. Community radio is the only accessible and readily affordable medium in the rural community and can play a significant role in rural development of women. This article adopts the case study research approach through the use of document analysis and interviews to investigate the role of two community radio stations in selected areas of the KwaZulu-Natal Province of South Africa with regard to rural development and the dissemination of information to women listeners. The article highlights that these radios may be used to enhance access to information by rural women in South Africa. The findings reveal that although community radio stations are recognized as support systems for information dissemination in rural communities, their role in information dissemination and the community

development of women has not been fully explored. This article suggests that the services of community radios may be enhanced by the provision of information to women for rural development.

Mansap, S. and Wellmanee, S. in the article **Women and Community Radio in Thailand** explain the role of women in community radio in Thailand in terms of community radio as a public space for women, women and CR technology, and women programs in the community radio. Women of Thailand have good opportunity to be directors, broadcasters, and listeners in community radio sphere. Reality is that most women prefer to live in "private sphere" and are culturally hindered on some spheres and roles so that the number of women in decision making level (director and CR committee) is still low. They consider community radio station as public spheres and don't want to explore their identity through community radio. Moreover, though 40 percent of the broadcasters of community radio are women, most of them tend to run the programs targeting a general audience. The space of community radio can be a place for empowering women because of relation to many issues, such as information technology, skills, concepts, etc. These issues can be politicized in a movement on the social status of women. But there is no movement for women's empowerment in community radio in Thailand because most of CR operators are not concerned with "women's issues in the space of community radio." This article suggests that women's spaces in community radio can be increased through the process of participation. It not only increases women's technical abilities, but also improves their radio programs and allows various "meanings" to be defined on air.

Al-hassan, S and others (2011) in the article "**The Role of Community Radio in Livelihood Improvement: The Case of Simli Radio"** highlight the contribution of Simli Radio to the improvement of the people livelihood in the Tolon-Kumbungu District of the Northern Region of Ghana. The study explores that Simli Radio has worked to improve awareness and knowledge of solutions to community development problems ranging from culture, rural development, education, hygiene and sanitation, agriculture to local governance. The station

has been an appropriate medium that has facilitated an interface between duty bearers and rights holders. It has promoted small and medium enterprise development by creating market opportunities for Small and Medium Enterprise (SME) operators and consequently improved sales and incomes. It is recommended that regular feedback from the listening public is essential in identifying listeners' preferences and the taste of various listeners segments (youth, women, men, aged, etc.) and to avoid politics and religion.

Chibanda, L. S. (2015) in the thesis **"A Cry to be Heard; Community Radio Amplifying Voices of Rural Women in Zambia and its role in Fighting Gender Based Violence"** has mentioned that the situation of rural communities who were deprived their right to information due to the only two radio station controlled by state and most of the programs were in English. Many dwellers are native speakers who could not understand the program and radio news mainly focused on urban issues than rural. At present, community radio is ensuring the information rights of communities through on-airing different program in local language and even news & other contents made for that locality. This study has been carried out among two community radio stations in Zambia, a church run radio and a locality owned radio in establishing the extent to which community radio in Zambia is empowering rural women and contributing to the fight against gender based violence. Under many difficult situations, community radio is contributing to enhance the capacity of rural women in several aspects and empower them as well as fight against domestic violence. Most of programs of the radio are women focusing issues.

Margaret, S. and Kala, N. (2013) in their **Study on Impact of Ngo Interventions on the Empowerment of Women** explores that non-governmental organizations are playing an important role in the empowerment of disadvantages women, and helping them become self-reliant through socio-economic programme, vocational training and other similar programmes. The interventions of NGOs have changed women life in different ways and enhanced the women's economic empowerment. The findings of the study show that

NGOs were able to create a significant impact on the empowerment and development of the women beneficiaries. The study also concludes that the demographic variables age, education, monthly income and years of affiliation influences the level of empowerment of the respondents. This study also recommended that NGOs should give more emphasis on credit facilities, entrepreneurship training, job opportunities and political participation of women for their empowerment.

Balan, K. C. S. and Norman, S. J. (2012) in their article **Community Radio (CR) – Participatory Communication Tool for Rural Women Development - A Study,** describes that Radio was recognized as the most accessible mass communication tool for grass root people. The radio as a medium, can easily reach the rural mass in short span of time. The technology is simple and easy to use. The advantage of radio is literacy is not needed for the users, while incurring lower investment cost. The concept of community radio (CR) is gaining momentum in recent period. It is not simply about producing radio programme, to put on air. CR is of the community, by the community and for the community and giving opportunity for people to different ethnic, social and religious backgrounds and gender. The community participation has been ensured in all aspects of the radio station from establishment to management, from administration to financing. Empowering rural women and enhancing their capacity building are major concerns of community radio for social development. It is a platform for bringing accountability of the development process, ultimately making the system more transparent and ensuring good governance. CR ensures the participation of the community, along with community ownership and control. Thus speedy transfer of technology is need of the hour for second green revolution. The research for finding future tools for rural women development is inevitable. CR will play a major role in identifying and addressing local infrastructure needs, grass root development by means of participatory communication.

Pardhasaradhi, Y. And Rao, N. V. (2014) in their article **Women Empowerment: Information Technology as a Critical Input** mention that Information Communication Technologies (ICTs) is one of the immense scope for sustainable economic development of people in the world. Without the adoption of these technologies in a competitive economic world, countries can lag behind immensely frittering away the chance of rapid development of their citizens, particularly women. The potential of ICT as a technology for promoting micro-enterprises by poor and rural women is yet to be tapped fully by developing countries like India. This article presents that some case studies where technology has been leveraged successfully ushering in a new dawn for women. Deploying ICTs for all round development of women through self-help groups for marketing, land development and economic self-reliance is best illustrated through Kudumbashree project in Kerala, Indira Kranthi Patham in Andhra Pradesh and Nabanna network in West Bengal. The article also presents that a basic appraisal on women empowerment in the context of adoption of new technologies with emphasis on the enabling environment and dedication of the poor women involved in the projects mentioned above for achieving sustainable economic development.

Sharma, V. K. (2011) in the article **Women Empowerment and Communication,** explain that though India is developing economically and technologically, but women here still continue to be discriminated. True empowerment will only be reached when women take part actively in the decision making process of our country. Mainstreaming and women's empowerment is central to human development. Empowerment of women could only be achieved if their economic and social status is improved. Communication means are profoundly affecting social structures. In particular, communication technologies are creating opportunities for women, enabling them to participate in political, social, and economic processes at unprecedented scale. The role that communication can play in enabling gender equity, however, is constrained by access, low literacy, and limited communication technology usage by women. This article highlighted that light to better understand the specific needs of women in our country as they eagerly wait for the increasing availability of

communication means. This article would definitely help to open doors for policy debate and continued monitoring of progress made in ensuring that women in our country are equally able to avail of the opportunities that communication offers for improving their lives.

Lennie, J. (2002) in the article **Rural women's empowerment in a communication technology project: some contradictory effects** mentions the selected findings from the evaluation of a feminist action research project that aimed to enhance Queensland rural women's access to interactive communication technologies (ICTs). Project activities aimed to be empowering and inclusive. A model of women's empowerment is used that comprises social, technological, political and psychological forms of empowerment. The evaluation results suggest that many participants experienced each of these forms of empowerment. The online group welink (women's electronic link) was considered particularly important in facilitating women's empowerment. However, the analysis also indicated various disempowering effects of participating in the project. These results suggest that enhancing rural women's technological empowerment is urgently required, given that use of ICTs is becoming increasingly important to their leadership and participation in community development. Strategies for enhancing rural women's empowerment are suggested.

Bandelli, D. (2011) in the article **Women in Community Radio in India: avenues of research on participation and empowerment,** highlighted that community Radio (CR) has great contribution in the world to bring about development and social change. This article aims to contribute to this understanding by identifying key issues to be explored in particular, it is necessary to assess women's ownership over content production process, the effectiveness of CR projects in enabling women to take control over personal and collective choices throughout their life, and whether this opportunity is equally available to all women, including those who are more affected by

discriminatory gender norms. These aspects have collected from case studies on two newly established CR stations, namely Radio Namaskar and Radio Dhadkan, where women's communication needs, hindering factors of their participation and elements of empowerment are analyzed. The article explores that the communication needs of women are health, livelihood & environment, education, women's condition, law & rights, traditional knowledge and local culture, entertainment issues. Personal, attitude, family, community and CR stations related factors are mainly responsible for hindering the participation of women in CR. Lack of self–confidence, castes, nature of topics, logistic aspects, traditional gender norms and rules are considered as barriers of women's participation in CR. There are four types of empowerment are in place: women, both reporters and listeners, have started to reflect on their abilities and aspirations and on other women's life; their capabilities to produce communicative acts in future, through media and at an interpersonal level; have acquired confidence in speaking in public and in challenging discriminatory traditions; their ability to make informative choices is enhanced including women's rights; acquired or improved writing skills and familiarized with IT and media; to some reporters CR represents a source of income and listeners increase their possibility to access employment opportunities through livelihood related information; their consideration within family and community is improved; identified life projects and ambitions and they also have developed forms of auto-organization and public actions, as well as the desire to engage in the community and work on social change.

Association for Progressive Communications (APC) (2015) in the paper **How technology issues impact women's rights: 10 points on Section J.** explore that Access to information and communications technology (ICT) plays an important role in the economic, social, cultural and political development of societies and nations. Women living in Uganda running a profitable business with the help of their mobile phones and young women of India accessing websites that allow them to make more informed decisions about their sexual health that demonstrate ICT's potential for women's empowerment. Women

have long realized the importance of freedom of expression and access to information in voicing opposition to patriarchal systems and challenging the status quo. Women have always been under-represented in the fields of print, radio and television media, especially as editors and producers, and the same power structures exist in online media. Women reporters are least likely to report on politics, government and the economy, which means there is a lack of women's voices in a variety of discourses. This inequality is due to cultural biases steeped in sexism, entrenched male dominance in certain fields, lack of education on and access to information and communications technology (ICT), and pervasive violence.

The chapter concludes with the conceptual approach for the study based on the existing gap in the literature. There is a lack of information on how and at what levels of participation women have in media production, organizational structures, and media facilities and how radio plays role to enhance the women empowerment. The current study aims to fill in the gaps within the existing literature on the topic of women's empowerment in various aspects, from measurement, to the methods of empirical analysis.

CHAPTER- 4: THEORETICAL & CONCEPTUAL FRAMEWORK

Introduction

Power & Empowerment

Women Empowerment

Indicators of Empowerment

Definition, Characteristics and Operation Principles of CR

Participatory Communication

Women and Community Radio

Conceptual Framework

4.1 INTRODUCTION:

Empowerment is described as multi-dimensional, social, and a process. It is multi-dimensional in that it occurs within sociological, psychological, economic, and other dimensions. Empowerment can also be occurred at various levels, such as individual, group, and community. By definition, empowerment is a social process, since it occurs in relationship to others. It is generally a process that is similar to a path or journey, one that develops as we work through it. Other aspects of empowerment may vary according to the specific context and people involved, but these remain constant. In addition, one important implication of this definition of empowerment is that the individual and community are fundamentally connected. This chapter describes the definition of empowerment through multi-stakeholder's perspectives, the quantitative and qualitative indicators, definition, characteristics and operation principles of community radio, participatory communication and etc.

4.2 POWER & EMPOWERMENT:

4.2.1 Power

The concept of power has been discussed extensively both in anthropology in general and in feminist anthropology. There are three sets of characteristics that are central in the debate on power which include: **power as an asset or as relational, power as repressive or productive, and power based on agency or structure** (Van Halsema 1991:8).

Firstly, power is considered as based on (gender) relations and thus relational. Weber's defined power as "the chance of a man or of a number of men to realise their own will in a communal action even against the resistance of others" (Weber 1978: 926 cited in Davis et al. 1991: 7). Although Weber defines power as a one-way process, from his definition can be derived that power is always related to another person and therefore not only relational but also relative (cited in Davis et al. 1991: 7). Connecting to this idea, Foucault defines power not only as relational, but also as something that only exists in its exercise constituted in a network of social relationships (afterword in Dreyfus and Rabinow 1982: 208-

226). This is related to Giddens' idea of power relations as "two-way, even if the power of one actor or party in a social relation is minimal compared to another" (1979: 93, see also Davis et al. 1991: 7). Elaborating on the idea of power as a two-way process, power is often regarded as dichotomous, the struggle between the powerful and the powerless (Van der Velden 1991: 9). Especially in gender relations and the issue of women's empowerment, men and women are often pictured as respectively the powerful and powerless. In Nanda and Warms power is actually defined as "the ability to control resources in one's own interest" (2004: 254). These resources are not only based on material issues, but as Giddens defines it, they are the "media through which power is exercised, and structures of domination reproduced" (1979: 91).

Secondly, linking to the discussion of power as dichotomous or as the struggle between the powerful and powerless, power has for a long time been considered as repressive only, especially in women's studies (Van Halsema 1991: 8). In this view on power, women were seen as victims of men's power or as the powerless, whereas men were regarded as the powerful. As Foucault argues, where there is power, there is resistance (afterword in Dreyfus and Rabinow 1982: 208-226).

Thirdly, there is the question of power exercised by agency or structure (Van Halsema 1991: 8). According to Giddens, power is "centrally involved with human agency; a person or party who wields power could have acted otherwise, and the person or party over whom power is wielded, the concept implies, would have acted overwise [otherwise, H.A.] if power had not been exercised" (1979:91). According to Sherry Ortner, whatever agency people have as individuals, it is always something that is interactively negotiated (2005: 16). This implies that agency is influenced by people's direct environment, including other agents, as well as by their own characteristics. In other words, agents are never free, in the sense that they do not have the freedom to formulate and realize their own goals in a social vacuum. They are also not fully able to control the relationships in which they are involved towards their own ends (Ortner 2005: 16). The degree of freedom under which people can formulate and realise their own goals depends on the degree of power (based on resources) and the

agency they possess. Agents are partly determined by structures and therefore not totally free to act (Giddens 1984).

4.2.2 Empowerment

The term empowerment has different meanings in different socio-cultural and political Contexts, and does not translate easily into all languages. These terms include self-strength, control, self-power, self-reliance, own choice, life of dignity in accordance with one's values, capable of fighting for one's rights, independence, own decision making, being free, awakening, and capability to mention only a few. These definitions are embedded in local value and belief systems.

At present, empowerment is use as the most useful word. Also it is the controversial word in sometimes. It is saying that it is possible to achieve a lot of deprived goals or objectives of helpless portion of the society. In empowerment there have been a lots terms such as, increasing participation in economic or financial activities, poverty alleviation or decrease discrimination etc. the word Empowerment is first used by renowned Paulo Freire in 1972 (Freire, 1972).

Paulo Freire's popular education of the 1970s as the vehicle of breaking the shackles of oppression and a culture of silence. Freire brings in the link between two levels of empowerment – individual agency and group capacity – to engage and take action. "It also implies the breaking down of decades of passive acceptance and strengthening the abilities of marginalized groups to engage as legitimate development actors."

Empowerment is of intrinsic value; it also has instrumental value. Empowerment is relevant at the individual and collective level, and can be economic, social, or political. The term can be used to characterize relations within households or between poor people and other actors at the global level. There are important gender differences in the causes, forms, and consequences of empowerment or disempowerment. Hence, there are obviously many possible definitions of empowerment, including rights-based definitions (UNICEF, 2001).

Jo. Rowlands mentioned that "Empowerment must involve undoing negative social construction, so that people come to see themselves as having the capacity and the right to act and influence decisions."

Rappaport (1987) defined empowerment as "a process by which people, organizations, and communities gain mastery over issues of concern to them" (p. 122).

Friedmann's (1992) model of empowerment involves local self-reliance, direct participatory democracy and experiential social learning. He suggests that external agents can play a role in providing 'support in ways. He suggests that 'when this triad, centered on an individual woman and household, is linked up with others, the result is a social network of empowering relations that, because it is mutually reinforcing, has extraordinary potential for social change'. Friedmann (1992) argues that they potentially have access to three kinds of power: *social, political* and *psychological.* 'Social power' requires 'access to certain "bases" of household production such as information, knowledge and skills, participation in social organisations, and financial resources' (Friedmann, 1992: 33). The concept of 'political power' includes access to the process by which decisions are made, particularly those that affect people's own future. It also includes the power to vote, as well as the power of voice and collective action (Friedmann, 1992: 33).

Friedmann suggests that this requires a prior process of social empowerment to enable effective participation. Psychological power is defined by Friedmann as an individual sense of potency which is demonstrated in self-confident behaviour that often results from successful action in the social or political domains, although 'it may also result from inter subjective work' (Friedmann, 1992: 33).

United Nations Development Programme (UNDP, 1994) says that Empowerment is a process which enables individuals or groups to change balances of power in social, economic and political relations in society. It refers to many different activities including but not confined to awareness of the societal forces with people and to actions which change power relationships. *Empowerment redistributed power from the powerful to the powerless."*

Batliwala's (1994) defines empowerment as a process of transforming the relations of power between individuals and social groups by shifting social power in three critical ways. These methods include (1) challenging the ideologies that justify social inequality (such as gender or caste), (2) changing prevailing patterns of access to and control over economic, natural and intellectual resources, and (3) transforming the institutions and structures that reinforce and sustain existing power structures (such as the family, state, market, education and media).

Zimmerman (1995) presented three areas in the lives of human beings in which empowerment occurs: 1) Psychological empowerment (PE) refers to empowerment at the individual level of analysis, 2) Organizational empowerment (OE) refers to improved organizational effectiveness by effectively competing for resources, networking with other organizations, or expanding its influence (i.e., empowered organization) and 3) At the community level of analysis empowerment refers to individuals working together in an organized fashion to improve their collective lives and linkages among community organizations and agencies that help maintain that quality of life (pp. 581-582).

Shefner-Rogers, Nagesh, Rogers, & Wayangankar (1998) described empowerment as "a communication process designed to change an individual's behavior through communication relationships with others" (p. 321). They based their arguments on the work of Freire (1973), who emphasized that "empowerment occurs through a communication process in which the relationships between the oppressed and the oppressor undergo a fundamental change".

The World Bank's 2002 Empowerment Sourcebook identified empowerment as "the expansion of assets and capabilities of poor people to participate in, negotiate with, influence, control, and hold accountable institutions that affect their lives. Empowerment is the process of increasing the assets and capabilities of individuals or groups to make purposive choices and to transform those choices into desired actions and outcomes (World Bank,2002).

Bennett defines empowerment as, 'the enhancement of assets and capabilities of diverse individuals and groups to engage, influence and hold accountable the institutions which affect them', and social inclusion as, 'the removal of institutional barriers and the enhancement of incentives to increase the access of diverse individuals and groups to assets and development opportunities.'

The concept of empowerment, though not easily defined, manifests itself in reality as both internal and external change. This introduces two distinct, but interrelated types of empowerment – psychological empowerment and political empowerment. Gruber and Trickett (1987) define psychological empowerment as happening at the level of individual consciousness and feelings, and the focus is on internal resources such as self-awareness, self-efficacy and the internal locus of control. On the other hand, they defined political empowerment as change at a personal level that enables an individual to participate in decision-making that affects their life.

Michel Foucault's 'power-knowledge' link that offers a post-modern perspective, which "emphasizes the complexity and ambiguity of empowerment as the lived experience of those who are empowered…and the conception of power as a network of influence embedded in the system and prevailing discourse of power… Discourse is not produced without context and cannot be understood without taking context into consideration". The issue of discourse is important to feminist activists as narratives can either liberate or entrap women in socially-determined cultural assumptions of who should hold power, who is included and excluded in her story and in decision-making spaces.
Three important point of empowerment-

Personal Empowerment: Personal empowerment is one of the goals of human development. A person When can take decision of his own life without depending on others is called personal empowerment.

Rational Empowerment: Empowerment is the increasing of nature and the capacity of taking decision of rational relations.

Collective Empowerment: When a person can involve in a social organization and gives his opinion in politically, then it is called empowerment (Kuddus and Shakil, 2003, 57).

We notice that empowerment has more different aspects-

Economic Empowerment: If a person could involve him in self-employment without depends on others in economically, then we would have recognize that it is economic empowerment. It is shown that economically empowered persons never work by selling his industry in high price and interest.

Social Empowerment: Social organization is very important for a person's life. If he involves him in those organizations, then there create an access power. Which gives the person different opportunities. It is the process of social empowerment.

Political Empowerment: At present politics is the strongest source of empowerment. A person when gives his opinion politically, gets his political rights, participates in election, then it is called political empowerment.

Cultural Empowerment: When a person can develop his mind and intelligent by adopting of his own culture, it is called cultural empowerment.

4.3 WOMEN EMPOWERMENT

The empowerment word gets importance as influential matter in the world. Basically the empowerment approach highlights the control of woman's life. Its goal is woman empowerment through vast self-fulfillment. ***The woman empowerment slogan was first used in 1975 in world women summit Mexico.***

The concept of empowerment is related to gender equality but distinct from it. The core of empowerment lies in the ability of a woman to control her own

destiny (Malhotra, Schuler, and Boender 2002; Kabeer 1999). This implies that to be empowered women must not only have equal capabilities (such as education and health) and equal access to resources and opportunities (such as land and employment), but they must also have the agency to use those rights, capabilities, resources, and opportunities to make strategic choices and decisions (such as is provided through leadership opportunities and participation in political institutions).Women's empowerment over time has been defined in several different ways depending on the specific context and research interest of various researchers.

Ruth Dixon-Mueller (1978) and Karen Mason (1986) define women's empowerment is an "elusive concept," they operationally define women's status as the degree of women's access to (and control over) material resources (including food, income, land, and other forms of wealth) and social resources (including knowledge, power, and prestige) within the family, in the community, and in the society at large.

Keller and Mbwewe (1991) also cited in (Rowlands 1995) describe it as 'a process whereby women become able to organize themselves to increase their own self-reliance, to assert their independent right to make choices and to control resources which will assist in challenging and eliminating their own subordination'.

Sen (1993) defines empowerment as 'altering relations of power … which constrain women's options and autonomy and adversely affect health and well-being'.

Amin et al (1998) split the concept of women's empowerment into three components, each measured separately: *Inter-spouse consultation index*, which seeks to represent the extent to which husbands consult their wives in household affairs; *individual autonomy index* which represents women's self-reported autonomy of physical movement outside the house and in matters of spending money; and *the authority index,* which reports on actual decision-making power (which is traditionally in the hands of the patriarch of the family).

The UN (2001) defined women's empowerment in terms of five components: 'women's sense of self-worth; their right to have and determine choices; their right to have access to opportunities and resources; their right to have the power to control their own lives, both within and outside the home; and their ability to influence the direction of social change to create a more just social and economic order, nationally and internationally".

Kabeer (2001) stated that women's empowerment is an expansion in the range of potential choices available to women so that actual outcomes reflect the particular set of choices which women value.

Malhotra et al. (2002), women's empowerment has been given a variety of different names, including women's autonomy, agency, status, land rights, domestic economic power, bargaining power, patriarchy, gender equality and gender discrimination, within various studies.

The Inter-American Development Bank (2010) defined women's empowerment in terms of 'expanding the rights, resources, and capacity of women to make decisions and act independently in social, economic, and political spheres' (p. 3).

Empowerment is described as 'a process whereby women become able to organize themselves to increase their own self-reliance to assert their independent right to make choices and to control resources which will assist in challenging and eliminating their own subordination' (Rowlands, 1997).

Empowerment is defined by **Moser (1989) as '...**the capacity of women to increase their own self-reliance and internal strength. This is identified as the right to determine choices in life and to influence the direction of change, through the ability to gain control over material and non-material resources. This concept of empowerment as propounded by Moser (1993) is focused on the individual, with control over resources seen as the central means for redistribution of power.

For **Young (1993),** empowerment allows women 'to take control of their own lives, to set their own agendas, to organize to help each other and make demands on the state for support and on society itself for change.' She thus takes the concept of empowerment beyond the individual to the broader political arena, while emphasizing the importance of collective action for individual empowerment.

The United Nations Division for the Advancement of Women (UNDAW) focuses on "ICTs and their impact on and use as a tool for the advancement of women"

Kabeer's (2001) understanding of "choice" comprises three interrelated components: "resources, which form the conditions under which choices are made; agency, which is at the heart of the process through which choices are made and achievements, which are the outcomes of choices." Chen (1992) describes "resources, perceptions, relationships, and power" as the main components of empowerment.

UNICEF uses the Women's Empowerment Framework constructed by Sara Longwe, which encompasses welfare, access to resources, awareness-raising, participation, and control (UNICEF 1994)

Generally, two key factors in the process of empowerment are identified: control over resources (the conditions for empowerment); and agency (the ability to formulate choices). From the conceptual framework discussed by Malhotra, Schuler & Boender (2005) it can be understood that empowerment is a dynamic process that may be separated into components, such as enabling resources, agency and outcomes.
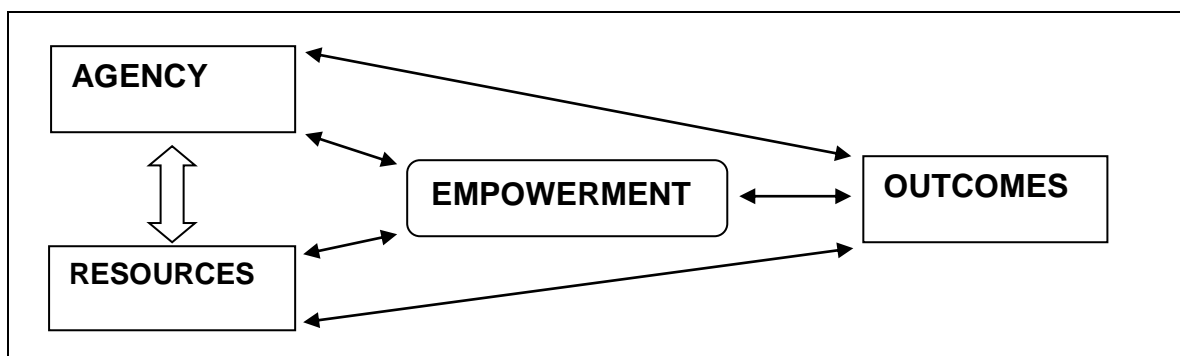
Figure 4.1. The relationship between resources, agency and outcomes correlating empowerment (adapted from Malhotra et al., 2005).

Alternatively, the consolidated framework developed by Chen (1997) details four broad pathways through which individuals‟ experiences change:

1. Material pathway, through which changes in access to or control over material resources, such as in the level of income, in the satisfaction of basic needs or in earning capacity, are experienced.

2. Cognitive pathway, through which changes in level of knowledge, skills or awareness of wider environment are experienced.

3. Perceptual pathway, through which changes in individual confidence level and self-esteem and vision of the future as well as changes in recognition and respect by others are experienced.

4. Relational pathway, through which changes in decision-making roles, bargaining power, participation in non-family groups, dependence on others and mobility are experienced.

In the model, developed by Lennie (2002), a new dimension of women‟s empowerment was added, that of technological empowerment. Other dimensions, such as social, political, and psychological empowerment are also interrelated.

Michelle Rosaldo (1974), an American anthropologist, discusses the economic empowerment of women in her article, 'Woman, Culture and Society: A theoretical overview' has used terms such as 'public sphere' and 'domestic sphere'. She argues that women's subordination is caused by excluding them from the public sphere and relegating them to the domestic or private one. She emphasizes the fact that the biology of a woman emanates such cultural connotations which reduce her mobility and confine her to the domestic/private sphere for a major portion of her life. This biological factor refers to her ability to procreate and nurse her children. It means that women's mobility is confined to

the household, which in turn, leads them to take charge of managing the household and performing the chores associated with it.

Type of power relation an 'agency' approach to empowerment Transforming 'structures' for empowerment

Power Over: the ability to coerce and influence the actions and thoughts of the powerless; Changes in power relations within households and communities and at the macro level, e.g. increased role in decision making and bargaining power; Respect equal rights of others, challenge to inequality and unfair privileges.

Power To: the capacity to act, to organise and change existing hierarchies; Increased skills, access and control over income and resources, and access to markets and networks; increased skills and resources to challenge injustice and inequality faced by others

Power With: increased power from collective action, social mobilization and alliance building; Organization of the less powerful to enhance abilities to change power relations; Increased participation of the less powerful; Supportive organization of those with power to challenge injustice, inequality, discrimination and stigma

Power from Within: increased individual consciousness, self-dignity and awareness; Increased confidence and awareness of choices and rights; widened aspirations and ability to transform aspiration into action; Changes in attitudes and stereotypes; commitment to change

(*Source: Adapted by Cecilia Luttrell and Sitna Quiroz et al, from Mayoux (2003)in ODI Working Paper 308 – Understanding and operationalising empowerment, http://www.odi.org.uk/resources/download/4525.pdf)*

4.4 INDICATORS OF EMPOWERMENT:

4.4.1 Qualitative Indicators of Empowerment:

1. Increase in self-esteem, individual and collective confidence;

2. Increase in articulation, knowledge and awareness on issue affecting the community at large, and women in particular such as women's health, nutrition, reproductive rights, legal rights, literacy etc., depending on the program.

3. Increase or decrease in work loads of women as a result of the new program.

4. Changes in the roles and responsibilities in the family and in the community.

5. Visible increase of decrease in levels of domestic violence and other forms of violence perpetrated on the girl child.

6. Responses to, and changes in, social and other customs that are anti women e.g. child marriage, dowry, discrimination against widows etc.

7. Visible changes in women's participation levels e.g. are more women attending public meetings, training programs; are women demanding participation in other events related to their lives.

8. Increased access to and ability to gather information and knowledge not only about the project, but also about what affects their lives.

9. Positive changes in social attitudes amongst the community members towards discrimination against women and girl child.

10. Awareness and recognition of women's economic contribution within and outside the household.

11. Women's decision making over the kind of work she is doing; is her income and expenditure in her control or is she subservient to male member's in the family.

4.4.2 Quantitative Indicators of the Empowerment:

1. Demographic Trends:

   - Maternal mortality rates
   - Fertility rates

- Sex ratio
- Life expectancy at birth
- Average age marriage

2. Number of women participating in different development programmes.
3. Greater access and control over community resources/government schemes/services e.g. crèches, credit savings groups cooperatives, NFE centers, schools, wells etc.
4. Visible changes in physical health status level.
5. Changes in male/female literature levels-primary, secondary and adult literacy including enrollment and retention rates.
6. Participation levels of women in political processes at the local level (Kuddus and Shakil, 2003, 57).

The four key elements of empowerment that must underlie institutional reform are:

- Access to information
- Inclusion and participation
- Accountability
- Local organizational capacity

While these four elements are discussed separately, they are closely intertwined and act in synergy.

4.5 DEFINITION, CHARACTERISTICS AND OPERATION PRINCIPLES OF CR

4.5.1 Definition of Community Radio:

In relation to community radio, the term 'community' refers to a collective or a group of people sharing common characters and/or interests. The term 'community' can either be defined as:

- a geographically based group of persons and/or

- a social group or sector of the public who have common or specific interests

(AMARC Africa and Panos Southern Africa, 1998)

Community may also often be replaced by a range of terms like "alternative", "radical", or "citizen" radio. Traditionally in sociology, a "community" has been defined as a group of interacting people living in a common location. Community radio is often built around concepts of access and participation and so the term community may be thought of as often referring to geographical communities based around the possible reach of the radio's signal, ie. the people who can receive the message, and their potential to participate in the creation of such messages.

A community radio station is one that is operated in the community, for the community, about the community and by the community. The community can be territorial or geographical - a township, village, district or island. It can also be a group of people with common interests, who are not necessarily living in one defined territory. Consequently, community radio can be managed or controlled by one group, by combined groups, or of people such as women, children, farmers, fisher folk, ethnic groups, or senior citizens.

4.5.2 Following are the characteristics of community radio:
- It serves a recognizable community.

- It encourages participatory democracy.

- It offers the opportunity to any member of the community to initiate communication and participate in program making, management and ownership of the station.

- It uses technology appropriate to the economic capability of the people, not that which leads to dependence on external sources.

- It is motivated by community well being, not commercial considerations.

- It promotes and improves problem solving. (Louie Tabing, UNESCO)

4.5.3 Principles of Community Radio Operation

a) *Access* to the facility is the primary step towards the full democratization of the communication system. People have access not only to the media products but also to the media facilities. The feedback channel is always open and full interaction between the producers and receivers of messages is maintained.

b) *Participation* in the production and management of media is the logical step after access. Citizen's participation in radio is allowed at all levels – from planning to implementation and evaluation of the project. It involves the citizens in the decision-making process, including making decisions about the contents, duration and program schedule. The citizens, or their representatives, also have a voice in the management and financing of radio program projects.

c) *Self-management* of the communication facility follows participation. Once the community members gain necessary experience and assimilate the required skills there is no reason for preventing them from managing and owning the radio station.

d) *Community mandate* is the inevitable result of the process of democratizing the communication system. Community mandate encompasses not only management but also ownership of the radio.

e) *Accountability* is exercised. There is no sense in having the opportunity to operate, control and manage the station when accountability is not in the hands of the managers and broadcasters.

According to the AMARC 6 – Waves for Freedom Report, "Community radio, rural radio, co-operative radio, participatory radio, free radio, alternative radio, popular radio, educational radio. [...] They are located in isolated rural villages and in the heart of the largest cities in the world. Their signals may reach only a

kilometre, cover a whole country or be carried via short-wave to other parts of the world."

Community radio "places a priority on providing for the social and cultural needs of a defined community, usually in opposition to mainstream media" (Chignell, 2009, p. 119).

The popular phrase "radio by the people and for the people" is a good summary of the various definitions that have been devised on community radio. The phrase captures the principles under which community radio should function. Most importantly community radio must be managed by the community and should serve that community (Fraser & Estrada, 2001, p. 4).

Community media are in a broad sense as described by Rennie (2006:7), "Community Communication". Thus, community media can be referred to as any form of media that are created and controlled by a community, either a geographic community or community of identity or interest. Community media are media designed, developed and operated to serve the needs of rural areas or of a particular locality/community within a rural, sub-urban, or urban setting (Folarin, 1997, cited in Lamidi, 2011).

The Community Radio Installation, Broadcast and Operation Policy (CRIBOP) of 2008 The definition of CRs as a "medium that gives a voice to the voiceless, serves as mouthpiece of the marginalized and is central to communication and democratic processes within societies" and as a "broadcasting system established by the efforts of a specific community, operated by the community for the purpose of the community's welfare;"

Community radio often applies participatory communication approaches. It provides public space for deliberative dialogue that helps to build trust and horizontal social networking among stakeholders at a local level (Gumucio Dagron, 2001). It engages its audience not only with listening to a station's programs, but also with taking part in station's management, program production, and evaluation.

4.6 PARTICIPATORY COMMUNICATION

Participatory communication focuses on people-centric development and assumes that people are the key agents of change. Participatory communication facilitates interactive and transformative processes of dialogue through engaging people in the communication process that enables them to realize their own welfare (Singhal, 2001). The goal of participatory communication is to empower community members to be a collective unit of decision-making authority in development activities at a local level (Manyozo, 2012).

The discourse of participatory communication gained momentum in the 1970s with the criticism of the top-down and trickle-down communication approaches of development 10 communication (Waisboard, 2001). The mode of communication in the fifties and sixties was unidirectional, based on the sender-receiver model. Western development professionals' assumption was that due to the lack of information, people in the underdeveloped countries (in the South) cannot achieve the desired development like those in the West with democracy, social justice, freedom of speech, and equal rights (Waisboard, 2001). The aim of communication was to change behavior through information dissemination and technology transfer. Mass media was used as a development tool with an aim of spreading information quickly to those who need development. Using social marketing strategies, development messages sent by the professionals from the top to the bottom without considering beneficiaries' needs, interests and opinions, made the term —development‖ questionable (Waisboard, 2001).

*Rogers (2003) a*rgues through his —Diffusion of Innovation theory that transferring technologies and knowledge is a gradual process consisting of several stages: awareness, knowledge and interest, decision, trial, and adoption/rejection. All people in a society do not make decisions adopting new innovations in the same way. For Rogers, there are a few who adopt innovations quickly (early adopters) and they act as a model for development in a society. The majority are slow in making decisions about adopting innovations (Rogers, 2003). According to Rogers, mass media has a great impact in increasing awareness to the people; however, at the stage where decisions are being made

about whether or not to adopt innovations, interpersonal communication is far more likely to be influential (Servaes & Malikhao, 2005). Rogers' work recognized that communication channels involving mass media and interpersonal communication are powerful. However, critique of his approach argues that the flow of communication remains unidirectional and linear and does not consider beneficiaries' views.

The alternative paradigm emerged in mid-1970s and emphasizes multiple interaction and participation in communication processes (Manyozo, 2012). The primary theoretical framework for this paradigm draws upon constructs of dialogical pedagogy proposed by Paulo Freire, a Brazilian educator-philosopher who incorporated ideas on dialogue, participation, transformative process of learning, critical reflection, and democracy in communication processes (Freire, 1998).

There are two major, but interrelated, approaches to participatory communication widely accepted today (Servaes, 1999). The first approach is the dialogical pedagogy of Paulo Freire and the second approach, often broadly labeled as the participatory community media approach, centers on the ideas of access, democratization, and self-management articulated in the UNESCO New World Information Order debates of the 1970s (Servaes & Malikhao, 2005).

The participatory communication comes from UNESCO's language about access, democratization, and self-management from the 1977 meeting in Belgrade, in the former Yugoslavia. According to Servaes and Malikhao (2005), the final report of that meeting defined the terms of participation in the following way:

1. Access refers to the use of media for public service. It may be defined in terms of the opportunities available to the public to choose varied and relevant programs and to have a means of feedback to transmit its reactions and demands to production organizations.

2. Participation implies a higher level of public involvement in communication systems. It includes the involvement of the public in the production

process, and also in the management and planning of communication systems.

3. Participation may be no more than representation and consultation of the public in decision-making.

4. On the other hand, self-management is the most advanced form of participation. In this case, the public exercises the power of decision-making within communication enterprises and is also fully involved in the formulation of communication policies and plans (Servaes & Malikhao, 2005, p.96).

Servaes and Malikhao (2005) focus on some differences between the two approaches to participatory communication. They argue that the —UNESCO discourse includes the idea of a gradual progression. Some amount of access may be allowed, but self-management may be postponed until sometime in the future. Freire's theory allows for no such compromise (Servaes & Malikhao, 2005, p.97). They also argue that UNESCO's discourse talks about —the public whereas Freire talks about —the oppressed (Servaes & Malikhao, 2005). Furthermore, they argue that UNESCO discourse puts the main focus on institutions and community media whereas Freire's dialogical pedagogy based on group interactions and underplay the role of the mass media (Servaes & Malikhao, 2005).

Participatory communication has many advantages in sustainable development and social change. Gumucio Dagron (2001) distinguishes between participatory communication and other communication strategies for social change.

Table 4.1. Differences between participatory and non-participatory communication strategies:

Participatory communication	Non-participatory communication
Horizontal communication where people participate in lateral communication	Vertical communication where people considered as passive receivers of top-

	down information
Process in which people engaged in continuous dialogue along with control over decision-making process	Campaigns that help to mobilize people without building capacity
Long-term process of communication for sustainable change	Short-term communication focuses on —output rather than —outcome of actions
Collective consensus reflect majority's opinions	Individual behavior change
With the people's participation in communication processes	For the community, but overlook community's needs
Specific in content, language, culture, and media	Massive and broad-based in diverse cultural setting
People's needs and interests are focus	Donors needs are focus
Communication processes owned by the community itself	Access determined by socio-cultural, economic, and political factors
Consciousness raising for critical thinking about the practical situation	Persuasion for short-term behavior change

Source: Gumucio Dagron (2001), adapted by author

Essentially participatory communication favors a two-way communication process through engaging community members in deliberative conversations. Participatory communication mobilizes individuals to identify their own problems and analyze their own situations and makes them capable of planning for their own as well as their communities' welfare (Romanow, 2006). Moreover, participatory communication focuses on —listening rather than —telling that fosters trust building between sender and receiver.

However, a number of scholars have found several challenges with participatory communication processes. One of the fundamental hindrances to the participatory communication is an issue of power (Gumucio Dagron, 2001). Participation in the decision-making process requires equal power distribution among the stakeholders. For Gumucio Dagron (2005), it is easy for many people

to gain power, but it is not easy for power holders to release their power for others. Thus, balancing equal power between powerless and power holders threatens genuine participation in participatory communication process (Manyozo, 2012).

Another challenge in participatory communication is conflict. Romanow and Bruce (2006) argue that conflict and participatory communication are closely interrelated. Scholars give emphasis to good communication skills for handling conflicts in order to bring consensus for both participatory communication and to move towards a development goal (Gumucio Dagron 2009; Romanow& Bruce, 2006).

This study is viewed from the standpoint that women's participation in community radio is intrinsically important for reflecting women's views and opinions on the issues that affect their lives. Community radio provides a public platform for women where they can raise their voices on issues that reflect their needs and interests in development agenda. Community radio increases horizontal social networks in which women are being able to connect with more individuals and organizations that ultimately help women access the information society and benefit from it.

Community radio is staffed by volunteers. Volunteers are responsible for program production and management of the stations. However, some women may not be able to volunteer at the stations. Some women listen to CR as well as volunteer in program production and management of the stations and they are referred to here as active listeners. Other women listen to community radio and may share their opinions on the station's activities by participating in listener clubs or by sending feedback to community radio stations. They are referred to here as passive listeners.

Women's participation may increase if the initiators facilitate women's participation not to an end, but to as means of communication. Therefore, station's policies on gender issues, strategies for involving women in a communication process, and strong commitment to address women may

enhance women's ownership of the communication process through their active participation in all activities of the community radio stations.

Participation is conceptualized in this study not as a single entity but rather it varies from minimum to maximum involvement of women. Lawrence (2006) argues that participation varies with a change of variables along with different forms of power. Lawrence (2006), therefore, outlines four levels of participation in her typology: consultative, functional, collaborative, and transformative. Transformative participation, the highest level of participation, allows women's ownership of communication processes where they have control over the ideas, processes, and resources. On the other hand, consultative participation is the lowest level of participation, women are being treated as information receiver, but the decision has been made by initiators, do not help women to be an owner of communication processes.

Participation and communication are interrelated (Gumucio Dagron, 2001). However, —all participation is communication-driven, but all communication is not participatory (Fraser & Estrada, 1998 cited in Singhal, 2004). While participation that encourages interaction between the sender and receiver in a two-way communication processes is supposedly a primary condition of a CR station, little is published in the literature about whether women own a communication process through their active participation in community radio stations.

Lawrence (2006) argues that participation varies with a change of variables along with different forms of power. Lawrence (2006), therefore, outlines four levels of participation in her typology: consultative, functional, collaborative, and transformative. Transformative participation, the highest level of participation, allows women's ownership of communication processes where they have control over the ideas, processes, and resources. On the other hand, consultative participation is the lowest level of participation, women are being treated as information receiver, but the decision has been made by initiators, do not help women to be an owner of communication processes.

4.7 WOMEN AND COMMUNITY RADIO

Media has an important role to play –to create awakening in women to achieve their potential as the prime movers of change in society. In today's world, beyond the mainstream print and electronic media, community media like Community Radio plays a vital role in effectively conveying message that needs to be conveyed. Community radio increases horizontal social networks in which women are being able to connect with more individuals and organizations that ultimately help women access the information society and benefit from it.

Community radio is staffed by volunteers. Volunteers are responsible for program production and management of the stations. However, some women may not be able to volunteer at the stations. Some young women listen to CR as well as volunteer in program production and management of the stations and they are referred to here as active listeners. Other women listen to community radio and may share their opinions on the station's activities by participating in listener clubs or by sending feedback to community radio stations. They are referred to here as passive listeners.

4.8 CONCEPTUAL FRAMEWORK

The viewpoint of the study is that the role of community radio in enhancing the empowerment of young women in Bangladesh. It is well recognized that community radio is a very powerful tool for women development in a developing country. Community radio focuses on women empowerment in terms of education, literacy, health, knowledge, lifestyle and many more areas have been produced. It explores violence against women cases and raise awareness to women to adopt impressive life styles. In addition, media is promoting social awareness among women and educating them about their rights, responsibilities and problems in society.

Community radio is also playing an important role to enhance the professional development of women who belongs to marginalized and disadvantage community. The radio creates opportunity for the participation of women in radio programs and production for raising their voices and educating the community to respect women.

It is obvious that community radios play a significant role in the lives of women as it creates awareness, provide information and education, improve their skills and on the whole it promotes social, cultural, political and economic empowerment of women.

Figure 4.2: Participation of Women in Community Radio Enhancing Empowerment
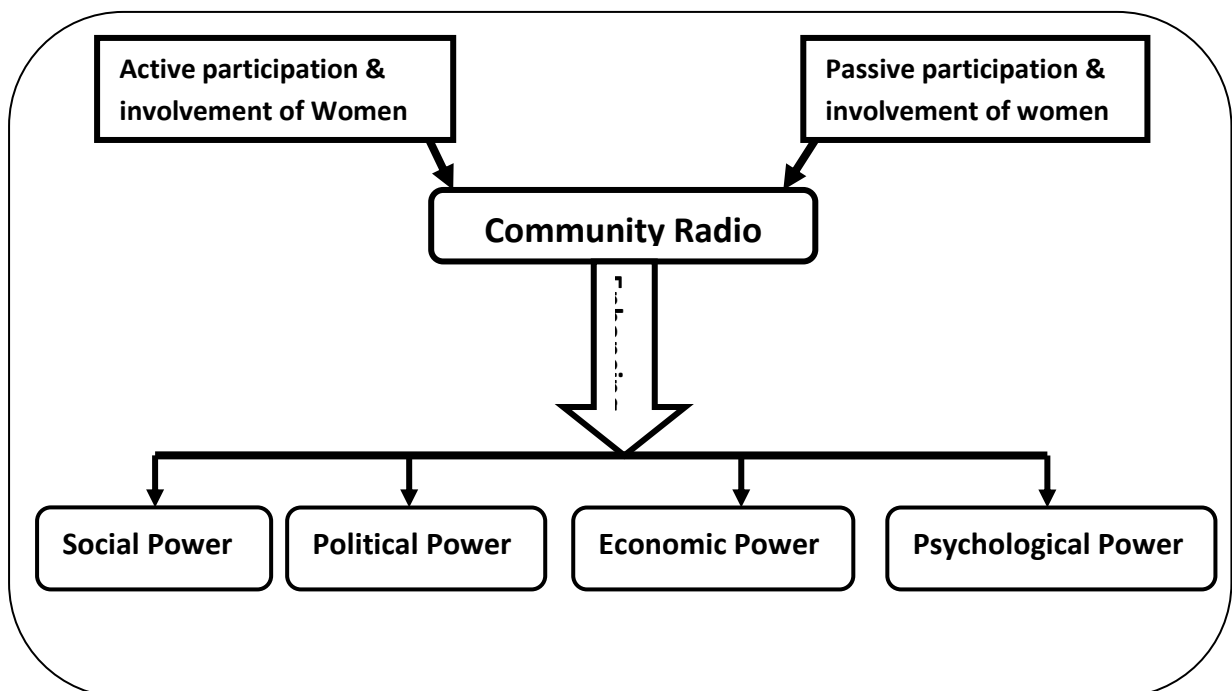
Source: Adopted theory of Friedmann

Friedmann's (1992) model of empowerment involves local self-reliance, direct participatory democracy and experiential social learning. He suggests that external agents can play a role in providing 'support in ways. He suggests that 'when this triad, centered on an individual woman and household, is linked up

with others, the result is a social network of empowering relations that, because it is mutually reinforcing, has extraordinary potential for social change'.

Friedmann (1992) argues that they potentially have access to three kinds of power: *social, political* and *psychological.* 'Social power' requires 'access to certain "bases" of household production such as information, knowledge and skills, participation in social organisations, and financial resources' (Friedmann, 1992: 33).The concept of 'political power' includes access to the process by which decisions are made, particularly those that affect people's own future. It also includes the power to vote, as well as the power of voice and collective action (Friedmann, 1992: 33). Friedmann suggests that this requires a prior process of social empowerment to enable effective participation. Psychological power is defined by Friedmann as an individual sense of potency which is demonstrated in self-confident behaviour that often results from successful action in the social or political domains, although 'it may also result from inter subjective work' (Friedmann, 1992: 33). **Gruber and Trickett (198**7) define psychological empowerment as happening at the level of individual consciousness and feelings, and the focus is on internal resources such as self-awareness, self-efficacy and the internal locus of control. On the other hand, they defined political empowerment as change at a personal level that enables an individual to participate in decision-making that affects their life.

CHAPTER- 5: COMMUNITY RADIO IN BANGLADESH

Introduction

History of Community Radio

Role and activities of CR

Community radio in Bangladesh

Organizational Structure of CR in Bangladesh

Process of Radio Program production and On-airing

Listeners of Community Radio

Management Strategy of Community Radio in Bangladesh

Major Opportunities of Community Radio in Bangladesh

Challenges of Community Radio in Bangladesh

Success Story of Community Radio in Bangladesh

Sustainability of Community Radio in Bangladesh

5.1 INTRODUCTION

Community radio is considered as important mass media for rural disadvantaged and marginalized people to express their feelings and opinions in their own voice and their own style. CR stations are operated, owned, and influenced by the communities. CRs are generally nonprofit and provide a mechanism for enabling individuals, groups, and communities to share their own stories, experiences as well as to become creators and contributors of media. The main role of community radio is to create opportunity for people who have no access to mainstream media to express their views on community development and raise their voices. Promoting the right to communication and assisting the free flow of information are major tasks achievable by community radio. It also encourages creative growth and democratic spirit at the community level. This chapter describes about the history of community radio, role and activities, community radio in Bangladesh, organizational structure of CR, process of radio program production and on-airing, opportunities, challenges and sustainability of CR.

5.2 HISTORY OF COMMUNITY RADIO

The first community radio was initiated more than 50 years ago in Latin America. Poverty and social injustice were the stimulus for that initiative. One was in Bolivia in 1947 known as the "Miners" Radio and another was known as Radio Sutatenza/ Accioncutural popular in Colombia in the same year. Miner's radios in Bolivia were mainly in the decades of ideological clash between Marxism and Capitalism. The goal was to unite the community of Miners to battle for better and fairer working conditions. Miner's radios were generally considered to be Trade Union Radios. Radio Sutatenza/ACPO in Colombia was main objective was to support the community of peasant. Though they were not directly own it but managed it. The radio got much feedback from peasants such as received more than 50,000 letters in a year and ensured the integration of the peasants' desires and needs into the radio's programming. Since the early 1980s, UNESCO has been actively promoting community radio as an important agent for change and development. The initiative was launched to discussion between UNESCO and the Economic Commission for Africa on local radio broadcasting on account of the national broadcasting facilities was very far away from rural

people and unable to know and understand their rural audience properly. UNESCO's activities in many countries have often been financially supported by DANIDA (Danish Agency for Development Assistance). At present, there are more than 20,000 radio stations in the World and more than 2 billion radio listeners who are getting benefited through access to information and communication and become empowered with free flow information (UNESCO, 2002).

5.3 ROLE AND ACTIVITIES OF COMMUNITY RADIO

CR deals with local issues in the local languages and cultural context, relating to local problems and concerns, and aiming to help the community develop socially, culturally and economically.

Colin Fraser and Sonia Restrepo-Estrada (2002) illustrate "the role of a radio station, owned and run by a community, in providing the forum for the participatory, public dialogue which is essential for social change. The radio station is a platform for identifying and analyzing problems and their solutions, thereby determining development inputs that truly meet local needs".

Global Media are commercial and need to attract large audiences for their advertising content.	**Community Radio** works in the cultural context of the community. It serves and deals with local issues in the local language as well as helps the community to develop culturally and economically.
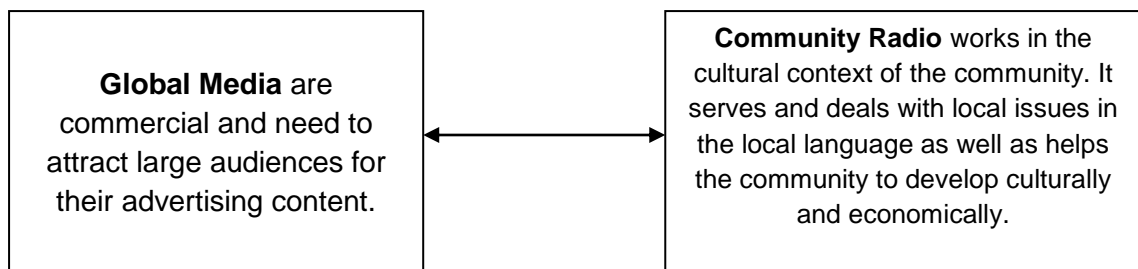
The principal functions of community radio are:

- To reflect and promote local identity, character and culture by focusing principally on local content;
- To create a diversity of voices and opinions on the air through its openness to participation from all sectors;
- To encourage open dialogue and democratic process by providing an independent platform for interactive discussion about matters and decisions of importance to the community;

- To promote social change and development. In marginalized communities people all have their individual perceptions about their situation, but what is required for change and development is a collective perception of the local reality and of the options for improving it;

- To promote good governance and civil society by playing a community watchdog role that makes local authorities and politicians more conscious of their public responsibilities;

- To encourage participation, sharing of information and innovation;

- To give voice to the voiceless in the community;

- Contribute to diversity in broadcasting ownership;

- Contribute to the development of human resources for the broadcasting industries.

 (Colin Fraser and Sonia Restrepo-Estrada, 2002)

5.4 COMMUNITY RADIO IN BANGLADESH

Community radio in Bangladesh plays as significant media for increasing awareness on a variety of socio-cultural, economic and political issues among community people. Community radio has also been defined as having three aspects: non-profit making, community ownership and control and community participation, and this is according to AMARC (cited in Nattimba, 2004). Tabing (2002) defines a community radio station as that which is operated in the community, about the community and by the community. This community can be territorial or geographical i.e. a township, village, district or island. The community may also be a group of people with common interests who may not necessarily be living in one defined territory. Community radio can also be managed by one group of people such as women, children, farmers, fisher folk, ethnic groups or senior citizens (ibid.).

The government of Bangladesh formally announced the Community Radio Installation, Broadcast and Operation Policy 2008 on 12 March 2008. The first community radio was on-aired from December 2010. Now, 17 Community Radio Stations are on-airing across the country to ensure the empowerment and right of access to information of the rural community. They are broadcasting

altogether 130 hours program covering approximately 4.6 million people in Bangladesh. Community radio along with on-airing radio programs are conducting some outreach or off-air activities with community people like courtyard meeting, formation of listener group, sensitization meeting, and social campaign on different social and rights based issues. Youth are the main force of community radio in Bangladesh. They are involved in program planning, design, production and broadcasting. It is also stated that *community radio program of the youth, by the youth and for the youth*. Community radio becomes the voice for the voiceless people in Bangladesh.

Table 5.1: Establishment Year, Focusing Issues and Location of 17 Community Radios in Bangladesh:

SI#	Year of Establishment	Focusing issues	Location & On-Airing hour in daily basis
1.	**01 May, 2012**	Community Radio Bikrampur 99.2 fm began its test transmission in 2012 in Munshiganj district initiated by EC Bangladesh. The radio broadcasting programs focused on early marriage prevention, youth empowerment, news, entertainment, sexual health & reproductive rights and other social issues. **Total Listeners:** *About 4.5 Lacs* **Total Listener clubs:** *550 with 16,500 members*	Munshiganj district **6 Hours**
2.	**06 August, 2012**	Community Borendra Radio 99.20 FM is broadcasting since 2012 in Naogaon district initiated by NHRDA. The radio program focused on early marriage, health, education, biodiversity conservation, agriculture, fisheries, early marriage, climate change, old age, news, entertainment, etc. **Total Listeners:** *Almost 5 Lacs* **Total Listener clubs:** *220 with 480 members*	Naogaon district **12 Hours**
3.		Community Radio Chilmari 99.2 FM broadcasting since 2012 initiated RDS. The radio programs focused on Agriculture, development Natural	Chilmari Upazila of Kurigram district **5 Hours**

	02 June, 2012	disaster prevention & control, Women & children empowerment, news, entertainment, and socio-economic and cultural development of the poor people of the rural areas. ***Total Listeners:** Around 5 Lacs* ***Total Listener clubs:** 88 with 2,215 members*	
4.	**05 January, 2012**	Community Radio Jhenuk 99.2 is currently airing 12 hours of programs daily in Jhenaidah district since 2012 initiated by Srizony Bangladesh. The programs focused on dowry prevention, suicide prevention, young generation expose, combat trafficking, women empowerment, news, entertainment, social business, etc. ***Total Listeners:** Around 5.5 Lacs* ***Total Listener clubs:** 110 with 1200 members*	Jhenaidah district **8 Hours**
5.	**01 January, 2012**	Community Krishi Radio 98.8 fm is the only government community radio broadcasting since 2012 initiated by Agricultural Information Service (AIS). The radio programs focused on agriculture, fisheries, youth development & women empowerment, disaster management & climate change adaption, early marriage, news, entertainment, etc. ***Total Listeners:** Around 1 Lac* ***Total Listener clubs:** 32 with 575 members*	Amtoli Upazila under Barguna district **5 Hours**
6.	**27 May, 2011**	Community radio Lokobetar, 99.2 fm was established in coastal district Barguna in 2012. initiated by MMC. The radio programs focused on youth & women development, disaster management & climate change adaptation, local culture, agriculture, health, news, entertainment, etc. ***Total Listeners:** Approximately 5 Lacs* ***Total Listener clubs:** 76 with 850 members*	Barguna district **7 Hours**
7.		Community Radio Meghna 99.0 FM is broadcasting since 2015 in	Chorfassion of Bhola district

	06 August, 2015	Chorfassion in Bhola initiated by COAST Trust. The radio programs focused on agriculture, fisheries, livestock, disaster management, climate change adaption, early marriage prevention, youth development, women empowerment, news, entertainment, etc. *Total Listeners: About 60 Thousand* *Total Listener clubs: 5 with 900 members*	**6 Hours**
8.	**28December, 2012**	Community Radio Mahananda 99.2 fm is broadcasting in Chapai Nawabganj since 2012 initiated by Proyash Manobik Unnoyon Society. The radio programs focused on health, education, women empowerment, child & youth development, agriculture, fisheries, news, entertainment, early marriage prevention, etc. *Total Listeners: About 4.5 Lacs* *Total Listener clubs: 200 with 6,900 members*	Chapainawa-bganj district **10 Hours**
9.	**31 December,2011**	Community Radio Mukti 99.2 fm begun broadcasting since 2011 in Bogra district initiated by LDRO. The radio program focused on agriculture development, youth empowerment, news, entertainment, cultural development, news, entertainment, etc. *Total Listeners: About 3.5 Lacs* *Total Listener clubs: 6 with 600 members*	Bogra district **6 Hours**
10.	**01 July, 2012**	ACLAB has been operating the community radio Naf 99.2 fm at Teknaf coastal Upazila, Cox's Bazar since 2012 initiated by ACLAB. Radio naf produce & broadcasting different program focused on health, education, disaster, environment,, agriculture, fisheries, livestock, climate change, news, entertainment, safe migration and different socio-economical cross cutting issues with the active	Teknaf coastal Upazila under Cox's bazaar district **5 Hours**

		participation of community people. ***Total Listeners:*** *Around 2 Lacs* ***Total Listener clubs:*** *6 with 120 members*	
11.	**13 July, 2011**	Community Radio Nalta 99.2 fm since 2011 in Satkhira district initiated by Nalta Hospital. The radio programs focused on disaster management, climate change, adaptation, fisheries, health, culture, entertainment, good governance, local development, combat trafficking, food security, women & youth development, etc. ***Total Listeners:*** *About 6 .5 lacs* ***Total Listener clubs:*** *156 with 2,500 members*	Satkhira district **9 Hours**
12.	**07 October, 2012**	Community Radio Padma 99.2 fm was establish in 2011 in Rajshahi district initiated by CCD. The radio programs focused on youth development, women & children empowerment, health, education, disaster management & climate change adaption, news, entertainment, etc. ***Total Listeners:*** *Around 5 Lacs* ***Total Listener clubs:*** *9 with 200 members*	Rajshahi district **11 Hours**
13.	**12 January, 2012**	Community Radio Pollikontho 99.2 FM is broadcasting program since 2012 in Moulivi Bazar district initiated by BRAC. The radio broadcasting programs focused on education, agriculture, healthcare, women's empowerment, child & youth development, biodiversity conservation, tourism, early marriage prevention, news, entertainment, etc. ***Total Listeners:*** *Around 4 Lacs* ***Total Listener clubs:*** *765 with 7857 members*	Moulivi Bazar district **12 Hours**
14.		Community Radio Sagor Dwip 99.2 fm is broadcasting since 2012 in Hatiya Upazila in Noakhali district initiated by Dwip Unnayan Sangstha (DUS). The programs focused on natural disasters, disaster hazards, agriculture, health,	Hatiya Upazila under Noakhali district **4 Hours**

	12 November, 2015	education, social safety net issues, news, entertainment, etc. *Total Listeners:* *Total Listener clubs:*	
15.	 **24 March, 2012**	Community Raio Sagar Giri 99.2 fm is broadcasting since 2012 initiated by Young Power in Social Action (YPSA). The programs focused on Climatic disasters forecast, education, agriculture, health, education, early marriage prevention, news, entertainment, etc. *Total Listeners: Approximately 3 Lacs* *Total Listener clubs: 805 with 18,840 members*	Sitakundo Upazila under Chittagong district **5 Hours**
16.		Community Radio Sarabela 99.8 fm is broadcasting since 2016 in Giabandha district initiated by SKS Foundation. The radio programs focused on women empowerment, agriculture development, education for all, health, climate change, news, entertainment, social & small business development, etc. *Total Listeners:* *Total Listener clubs:*	Giabandha district **16 hours**
17.	 **22 April, 2012**	Community Radio Sundarban 99.2 fm is broadcasting since 2012 in Khulna district initiated by Broadcasting Authority for Sundarban Integrated Area (Broadcasting ASIA). The radio programs focused on education, health, agriculture, disaster management, climate change adaption, early marriage prevention, local culture, news, entertainment, etc. *Total Listeners: About 4.5 Lacs* *Total Listener clubs: 212 with 2,211 members*	Khulna district **5 Hours**

Source: BNNRC, (2016) At a Glance of Community Radio in Bangladesh

5.5 ORGANIZATIONAL STRUCTURE OF CR IN BANGLADESH:

The administrative/ organizational framework of a community radio are as follow: a Station Manager, a Producer (News, Program and Technical) and some volunteers.

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                    │ Chairperson/CEO/Director │
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                    │   Station Manager   │
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│ Producer│  │   Officer    │  │   Manager        │  │          │
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│  Producer    │  │  Reporter    │  │              │
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│  Volunteers  │
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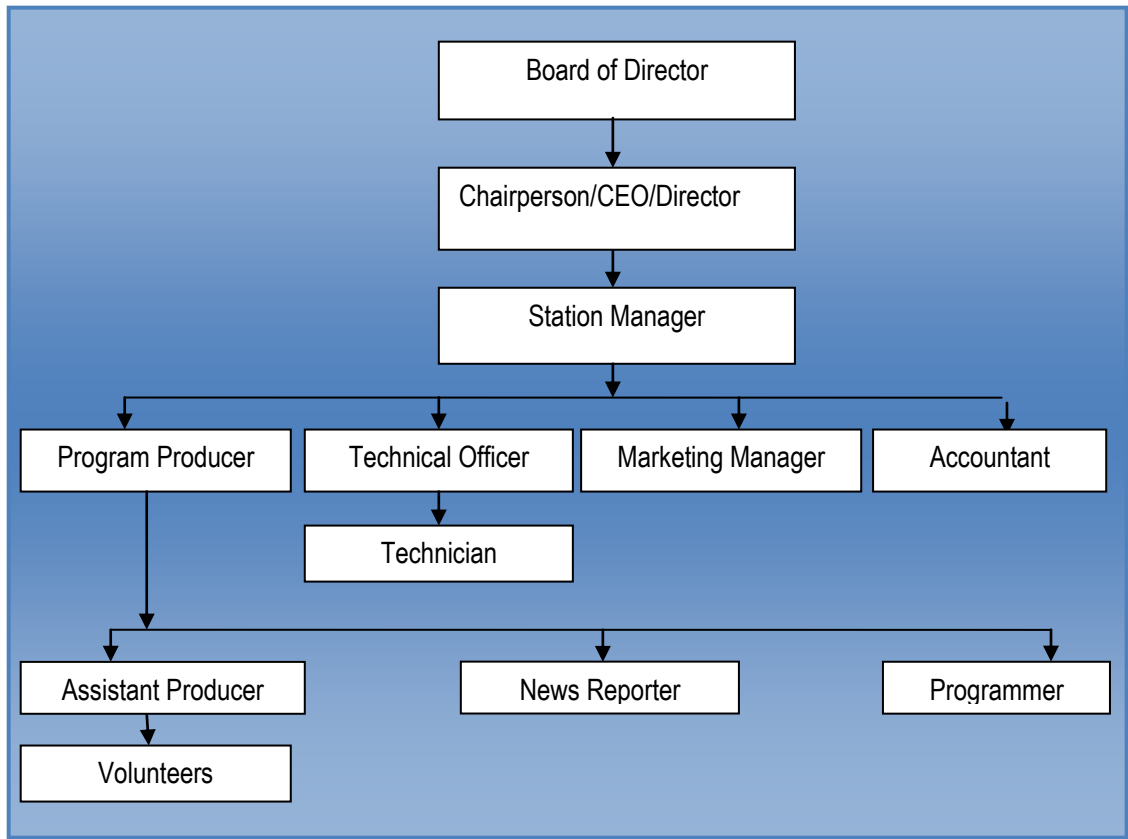
Figure 5.1: Organizational Structure of Community Radio in Bangladesh

5.5.1   Formation & Responsibilities of CR Advisory Committee:

Advisory Committee of each Community Radio in Bangladesh has been formed with the UNO, Officer-In-Charge of local police stations, and Regional director of local Radio station, principal of locally situated education institution and other officials of different department of Bangladesh Government. The committee monitors the community radio station activities in regular basis and submits a confidential report to the Ministry of Information per month. The advisory committee provides suggestions based on the strengths and weaknesses of the community radio station broadcasting. The committee also encourages the participation of upazila level government officials in the community radio programs and cheering to produce development advertisements /government

advertisements through community radio. Furthermore, the committee provides necessary counseling service to improve the quality of programs.

5.5.2 Formation & Responsibilities of CR Management Committee:

As it is true that community radio is of the, for the and by the community people, so the management committee is formed of community people properly. The committee is composed of Chairperson, Vice Chairperson, Secretary, Treasurer and three General Members. The number of the members of committee might be differed based on the volume of the community. Committee works in accordance with the constitution. This committee works in preparing goal, objective and programme schedule of the community radio. Each radio is operated as a sustainable station under the leadership of this committee.

5.5.3 Role and Responsibilities of the Management Structure:

Portfolio	Key Functions
Station Manager	• Responsible for overall management of the station • Represent the staffs interest to authority • Prepare plans, policies, programs and budget for approval from authority • Execution of authority's decision • Supervision and monitoring of staffs and activities • Carry out off-air activities (coordination and maintain communication with local stakeholders) • Carry out performance evaluation of staff.
Program Unit	• Planning, design and develop radio programs • Assess programme needs and processes continuously • Broadcast radio programs on time • Keeping program logbooks and ensure the records • Carry out monitoring and review of program. • Assist to marketing units to raising fund • Carry out off-air awareness programs

	• Formation of listener groups
	• Promotion and dissemination of radio programs.
News Reporter Unit	• Produce and broadcast news bulletins on time
	• Analysis the news bulletins
	• Develop and operation monitoring and feed back system about news
	• Maintain news logbook and ensure the records
	• Recommend frequency and nature of news bulletins for approval.
Marketing Unit	• Develop and operation market monitoring and feedback
	• Prepare and implement market strategy and plan
	• Prepare a system of ad-scheduling , ad-log and maintain records
	• Prepare reports and proposal
	• Maintain coordination with program unit regarding advertisement and promotional activities
Accounts Unit	• Prepare financial report and statement
	• Provide input financial policy development
	• Draft accounting procedures
	• Examine transaction documents
	• Maintain pretty cash as per specific rules ad limitations
	• Prepare annual planning and budgeting for station
	• Carrying out financial analysis
	• Make arrangement for audit of accounts
Administration & HR Unit	• Draft organizational rules and regulations
	• Enforcing approved staff and administrative rules
	• Prepare job description of personnel and monitor accordingly
	• Maintain staff records
	• Prepare human resource plan

	• Develop procurement plan and carry out as per plan • Develop forma and format • Deploy staff to particular unit • Provide logistic and administrative support to units • Provide secretariat support to board
Technical Unit	• Provide technical assistant to news and program units • Keep on-air and other equipment in good operation condition • Devise a system of keeping equipment logbook and ensure maintaining the record • Update knowledge about technology and purpose technical plan of the station; • Prepare job description of staff, assign responsibility and monitor accordingly • Provide technical input on the purchase of equipment.

Source: Mainali, R. and others (2009), Community Radio Organization Development Guidebook.

5.6 PROCESS OF COMMUNITY RADIO PROGRAM PRODUCTION AND ON-AIRING:

The process of producing and on-airing radio programs consist of teamwork, creativity, punctuality and technology. Radio staffs have to follow a number of steps to prepare a good quality program and to reach it the listeners on time. Program producer, editing officer and broadcasting personnel are always aware about the priority and interest of listeners.

The programme of a community radio depends upon aptitude and necessity of the respective community listeners. C R Stations have diversity in program planning addressing the issues related to life and livelihood of the community. CR stations have prioritized access to information, entertainment program targeting the community development, news, local government issues, women empowerment, DRR & Climate Risk Adaptation, agriculture information service,

child rights and also the issues related to technology driven development (Morshed, S. M, 2017). Ramakrishnan, N. (2007), mentioned steps of processing radio program which are given below:

1. Research and pre-production (ideation on the programme, and preparing for the production);
2. Production (Recording or gathering the sounds that will be included in the programme);
3. Post-production (Editing, or selecting the best portions of the recorded sound, and assembling them together in a logical and coherent fashion; and finalizing the programme);
4. Transmission/Broadcast (Sending the programme out over the airwaves, so that your listeners can listen to it on their radio sets);
5. Feedback (Getting your listeners' opinions and inputs on the programme that was broadcast, so that future programmes can be improved).

Figure 5.2: Process of Community Radio Program
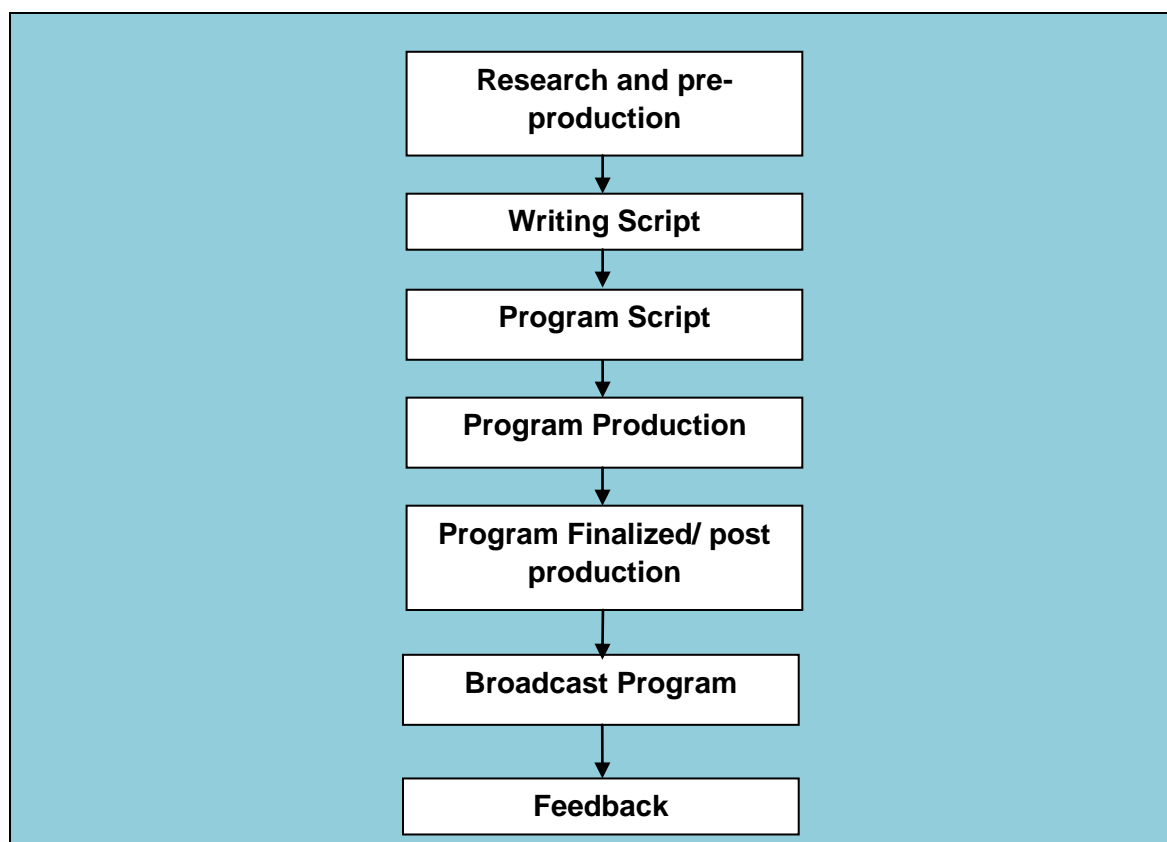
Source: Ramakrishnan, N. (2007), CR: A user's guide to the technology: A guide to the technology and technical parameters of community radio in India.

5.7 LISTENERS OF COMMUNITY RADIO:

Community Radio obtained popularity among diverse communities in the society particularly the youth and youth women, and aged people are the main listeners of community radio programs. The audience includes the farmers, students, teachers, senior citizens, cultural activists, social movement activist, CSO members, NGO officials, youth groups, rickshaw pullers, fishermen, small entrepreneurs, housewives, government officials, physically challenged persons, tea shopper, adolescent, and the excluded groups like Dalit community of the society. Number of total listeners estimated around 6.18 million in Bangladesh. The mentioned listeners also give their voices in the radio program. Each radio station has formed a number of listener groups in their locality. Each listener group has been consisted of 15-20 persons. Radio station arranges discussion on different issues among the listener groups.

5.8 MANAGEMENT STRATEGY OF COMMUNITY RADIO IN BANGLADESH:

❑ **Utilize the local human resources:** Community Radios in Bangladesh collect and motivate local youths both of male and female and involve them in radio activities. Local youths receive training from respective radio station, government and non-government training institutes & organizations and development partners. Local youth are also trained up by doing different activities with their senior and experienced colleagues.

❑ **Prioritize women, youth & girls as CR staff and volunteer:** Community radios always give priority local young women, youth and girls in their stations as CR staff and volunteers, because they are very energetic, passionate and vibrant for exploring new ideas and innovation. Radio station is also a best platform for them to enhance technological & communication skill and learning different issues.

❑ **Use local language as well as modern language:** Now 17 Community Radios are broadcasting radio program from different parts of this country. Each radio is representing a particular community and exploring its culture, traditions, history, problems and solutions through local language

for easy access, communication and ownership of the CR program. Besides, some national issues based programs have been on-aired in formal language.

❑ **Ensuring all level stakeholders participation in Community Radio program**: Community radio ensures participation of different stakeholders like representatives of local government, local administration, government officials of different departments, directorate, institutions and organizations, representatives of local NGOs, CBOs, forum & associations and communities in radio program.

❑ **Regular monitoring, supervision, follow-up and feedback for development of quality program:** Community radios maintain regular monitoring, supervision and follow-up activities for improvement of station management, on-air and off-air programs as well as receive feedback on radio programs from listeners and radio experts to improve the quality of program.

❑ **Conduct regularly advisory and management committee meeting**: Radio stations also carry out regular meeting with members of advisory and management committee regarding on-going activities of radio, fund raising, station management, strengthen & weakness of radio and sustainability issues.

❑ **Address the national development policy, SDGs and 7th Five year national plan:** Community radio in Bangladesh is considered as effective communication tool to address the local opportunities, strengthen and weakness of a community. It assists to implement and achieve the national development policy, SDGs and 7th five year national plan of Government of Bangladesh.

❑ **Coordination & networking with different ministries, departments, professional network bodies and activist:** Community radio maintains regular coordination and networking with different Ministries, departments, professionals networking bodies and activist through communication, participation, sharing reports and documents.

❑ **Sharing CR good practice:** Each radio station is sharing & exchanging best practices and successes with other community radios and stakeholders within and out of country.

❑ **Formation of listeners groups and equip with skill:** Each community radio forms different listener groups according to communities, sex, professions and ages etc. in their locality. Furthermore, radio station arranges regular meeting with members of listener groups for increasing knowledge on diverse issues as well as development of skills.

❑ **Capacity building of CR staffs & volunteers on diverse issues:** Local youths are working with community radio as CR staff and volunteers in each radio station of Bangladesh. They are mainly responsible for producing and broadcasting radio programs on diverse issue. So it is important for everyone having with good and in-depth understanding regarding particular issues to develop an excellence and quality program. For that, CR staffs and volunteers receive training from initiator organization, development partners, government institutes & organizations and donors on different issues.

❑ **Mobilize resources from Community Level:** It is truly say that long term sustainability of community radio is not possible without the assistance of community. Community radio is also asset of community people. So community's contribution and feelings are very essential to run a radio station. Now community radio collects and mobilizes resources from community for its own sustainability in Bangladesh.

5.9 MAJOR OPPORTUNITIES OF COMMUNITY RADIO IN BANGLADESH
❑ Community youth development.
❑ Women empowerment
❑ Promotion of ICT and Radio technology,
❑ Local development, culture & heritage
❑ Access to information and raise community voice.

- ❑ Contribute to promote good governance at community level.

- ❑ Create job opportunity.

- ❑ Create connectivity among National level, local level and International level.

- ❑ Effective social change and peace building.

- ❑ Community Involvement and participation.

- ❑ Exchange of professional knowledge, skill and expertise among CR personnel.

- ❑ Have the opportunity to work on diversity issues.

- ❑ Contribute to national development

5.10 CHALLENGES OF COMMUNITY RADIO IN BANGLADESH

- ❑ **Achieve long term sustainability** is a very big challenge for community radio in Bangladesh. All community radios are still depending on the foreign grants and initiating organization's contribution that are not available now. The contribution of local community and sponsorship of local private companies are still very low for radios. For that, community radio has to fall in financial crisis every time. It will be truly difficult to achieve the long term sustainability of community radio without contribution of community and local resources.

- ❑ Community people still do not feel the **ownership of radio**. That's why, community radios are facing a number of problems in Bangladesh. Community looks radio activities as like as other project activities. They are not aware about the raising fund for community radio.

- ❑ **Natural calamity** is another challenge for community radios. Due to the destructive calamities, radios cannot work properly and even cannot on-air radio programs. Sometimes radio equipment and other technical systems have been damaged because of hazardous disasters.

❑ **Lack of proper coordination with donor and government** is considered as important challenge for radio. Community radios cannot maintain proper communication and coordination with donors and government bodies. For that radio stations are deprived from donors' contribution and government facilities.

❑ **Mobilizing local resources** is not easy job for radio station. Community stakeholders and people are always giving priority electronic media like TV. They feel that radio listeners are very few and community radio would not be able to effectively influence the listeners to fulfill their purposes.

❑ **Maintenance and replacement of radio equipment** is growing a big challenge for community radios in Bangladesh. Most of the radios have started its journey with supported by initiating organizations. At present, Radio stations are not using advanced equipment for production and broadcasting. Now it is necessary to replace the most of the equipment of radios.

❑ **Insufficient electricity supply** is very common challenge for radio stations. Most of the radio stations are located at remote areas where electricity supply is not sufficient. Load shading is regular scenario there. In this circumstance, radio activities are hindered frequently.

❑ **Insufficient Budget** is a challenge for community radios in this country. Budget allocation for program production and broadcasting is still very low in radio station. There is no sufficient budget for producing and broadcasting quality radio programs.

❑ **Frequent turnover of staff and volunteers** is also a challenge for radios. Most of the radios claim that they cannot provide sufficient facilities and honorarium to permanent and part time staffs and also volunteers due to lack of fund and resources. For this reason, the percentage of turnover among staffs and volunteers are very high. Another reason is that experienced and skilled staffs and volunteers do not stay longer with community radio.

❑ **Shortage of back up transmitter and other equipment** is a challenge due to lack of support from donors and government. Back up transmitter and other advanced equipment are not available in most of the radio stations.

❑ Though the CR advisory committee is headed by the upazila nirbahi officer, many of the CR stations lack in proper coordination with the local administration.

5.11 SUCCESS STORY OF COMMUNITY RADIO IN BANGLADESH

❑ Community radios played significant role to reduce, prevent & stop early marriage. Early marriage is a common social curse in Bangladesh. Women and adolescents are facing different social and physical problems because of early marriage. In this situation, community radio stations carried out diverse on-air and off-air activities with participation of stakeholders at community level to aware people about the harmful effect of early marriage in Bangladesh.

❑ Community radio played significant role to reduce vulnerability on disaster and climate change risk factors through radio programs. Throughout the year Bangladesh faces different natural disasters. Radio stations broadcasted radio programs in pre, during and post disaster period to aware people and reduce disaster related damages and safe human life.

❑ Community radio has been able to increase the participation of rural youth in radio activities. It is becoming best platform for youth group particularly young women and ensured access of rights to information and communication technology of youths.

❑ The major contribution of community radios in Bangladesh to enhance empowerment of rural young women through radio activities. Now women are being able to raise their voice through radio program. Radio has changed the perception of community people towards rural women's participation in media.

❑ Community radio has large contribution in national & local level development. Radio stations highlighted the local problems and aware community people and concerned authorities to take necessary initiatives to solve the problems.

❑ Community radio contributed to recognize, promote local culture and heritage through broadcasting radio programs. The diversifications of culture, communities and livelihood have been explored through community radio programs.

❑ Some Community radios obtained awards from National and International organizations namely UNICEF and others for their great contribution in society.

5.12 SUSTAINABILITY OF COMMUNITY RADIO IN BANGLADESH

A. Social Sustainability:

❑ Each Community Radio has Management Committee

❑ Each station has Advisory Committee comprised of UNO and Additional District Commissioner and other officials.

❑ Each CR Station formed different categories of Listeners groups in their locality.

❑ Community radio listeners are more than 5 millions in Bangladesh.

❏ Community Radio Programs are covering 70 Upazila under 16 districts of Bangladesh.

B. Institutional Sustainability

❏ Every day all the stations are broadcasting a total of 135 hours program

❏ Code of Conduct for Community Radio has been formulated

❏ Gender Policy for Community Radio has been prepared and published

❏ Human Resource Development Policy formulation for Community Radio

❏ Financial Management Policy formulation

C. Economic Sustainability

❏ Non-Profitable business model (under process)

❏ Funding of development partners

❏ Facilitation of Initiating organization

❏ Formulation and Implementation of Development Advertisement Policy

❏ Sharing allocation of local and national budget/s.

❏ Community Radio Development Fund creation and operation.

FINDING

CHAPTER NO-6: ROLE OF COMMUNITY RADIO IN EMPOWERING YOUNG WOMEN

Introduction

Financial Sources of Community Radios

Community Radio Programs Addressing Women Issues

Formation of Listener Groups

Social Empowerment

Political Empowerment

Economic Empowerment

Psychological Empowerment

6.1 INTRODUCTION

Community Radio plays an important role in the lives of women as it creates awareness, provides information and education, improves their skills and on the whole it promotes social, cultural, political and economic development or empowerment of women. The radio can be the source of empowerment of women. Radio can change the lives of women, it gives them voice, it gives them courage to fight for their rights, it creates awareness about various issues from the beginning the rights of women, to health, maternity, violence, and nutrition. Radio also educates women about their political rights, voting, women's reservations at local government and parliament, etc. It empowers them to fight back the domestic violence, gives them courage to speak their opinion on all issues, to express their interests. So CR can play significant role if it is used properly for the development or empowerment of women. This chapter describes about the financial resources of CR, women focusing issues, formation of listener groups with both male and female, role of CR on social, political, economic and psychological empowerment.

6.2 FINANCIAL SOURCES OF COMMUNITY RADIOS

All community radios in Bangladesh have been established by NGOs. Some NGOs received fund from national and International donors to establish community radio in their areas. At present, maximum portion of radio operating cost are coming from initiator organizations. Currently, the financial sources of community radios are from different departments of Bangladesh government, International organizations, local advertisement, local grants, national level donors, personal contribution and others.

It is true that financial sources of community radio from national, International donors, local sponsorship and advertisement are still very low. It is very alarming for all community radios for its sustainability and continuation. It is to say that community radio is operated by community; the operational cost of the radio should come from contribution of community. But community does not own the radio. They still depend on donor fund and commercial resources.

Table: 6.1- Shows the financial sources of CRs in Bangladesh

CR No	Name of CR	Financial Sources of CR (%)								
		Govt.	Initiator org.	Int. fund	Advertisement	Local grant	National donor agency	Personal grant	Others	Total %
1	CR Krishi	0	50	0	0	0	50	0	0	100
2	CR Pallikantho	0	90	0	2	0	8	0	0	100
3	CR Naf	5	60	30	2	0	1	0	2	100
4	CR Jhenuk	0	20	20	10	0	50	0	0	100
5	CR Sagar Giri	25	50	0	0	0	25	0	0	100
6	CR Mahananda	0	70	0	5	0	25	0	0	100
7	CR Chilmari	0	60	0	0	0	40	0	0	100
8	CR Borendro	0	80	0	5	0	15	0	0	100
9	CR Bikrampur	0	80	0	0	0	15	0	5	100
10	CR Padma	0	90	0	10	0	0	0	0	100

6.3 COMMUNITY RADIO PROGRAMS ADDRESSING WOMEN ISSUES:

Community radios in Bangladesh produce and on-air radio programs on diverse social, cultural, political, and economic issues for raising awareness among marginalized and underprivileged people particularly women, children, ethnic minorities and dalit. Rural women actively and passively participate in the radio program. They come to radio station and give their voice in live and recorded program. Besides, members of women listener group also attend the radio program over phone. Community radios are regularly broadcasting radio programs on health, education, rights, gender based violence, success stories, early marriage, small enterprise, agriculture and empowerment related issues of women. Rural women are being informed, knowledgeable and educated about the issues.

Table: 6.2- Shows types & hours of CR programs for women focusing issues

Name of CR	Types & hours of CR programs for women focusing issues (in a week)					
	Health	**Education**	**Rights**	**Success story**	**Agriculture / others**	**Total Hours**
CR Krishi	1	1	1	1	1	5
CR Pallikantho	0.5	1	1	0.5	2	5
CR Naf	4	1	2	0	1	8
CR Jhenuk	0.5	0.5	0	0	2	3
CR Sagar Giri	1.5	0	0.5	0	1.5	3.5
CR Mahananda	0.5	0.5	1	0	1.5	3.5
CR Chilmari	1.5	1	2	1	2	7.5
CR Borendro	1	0.5	1.5	0.5	1	4.5
CR Bikrampur	2	0	2	0	1	5
CR Padma	0.5	0.5	1	0	2.5	4.5

The above table shows that community radio Naf and Chilmari are broadcasting 8 & 7.5 hours radio programs on women's health, education, rights, success stories and other empowerment related issues per week respectively whereas CR Krishi, Pollikantho, and Bikrampur are on-airing 5 hours radio programs on various issues of women rights per week. Besides, 4.5 hours radio programs based on women issues is on-airing on radio Padma and Borendro and 3.5 hours broadcasting program on CR Sagar Giri and Mohananda. Community Radio Jhenuk is broadcasting programs almost 3 hours per week.

6.4 FORMATION OF LISTENER GROUPS:

All community radios have formed listener groups at community level. These listener groups are composed of both male and female. Women, children, persons with disabilities, fishermen, ethnic minorities, dalit, religious minorities, hardcore poor people are members of listener groups. CRs organize meeting with listener groups members regularly. Members of listener groups discuss about different social issues and participate in the live and recorded program of community radios.

Table: 6.3- Shows the number of listeners groups of 10 community radios in Bangladesh

CR No	Name of CR	Number of CR listeners				
		Total no. of Clubs/ groups	No. of Male listeners clubs/ groups	No. of male listeners in groups/ clubs	No. of female listener clubs/ groups	No. of female listeners in clubs/ groups
1	CR Krishi	120	80	2800	40	1200
2	CR Pallikantho	756	75	1500	690	7130
3	CR Naf	24	14	480	7	141
4	CR Jhenuk	110	75	1250	25	620
5	CR Sagar Giri	350	20	400	350	7700
6	CR Mahananda	320				
7	CR Chilmari	88	38	760	50	1000
8	CR Borendro	24	22	620	2	60
9	CR Bikrampur	202	25	625	150	2250
10	CR Padma	3	3	65	20	600

6.5 SOCIAL EMPOWERMENT

a) **Enhance the capacity/skill of Young Women:** Inequalities in education and skill acquisition can explain the fact that women benefit less than men from economic opportunities as well as the trend towards the increase of young women among the poorest in the population. All community radios always give priority to increase the skill of women who are working with community radio as staff and volunteers. Community radio provides capacity building training for women staffs and volunteers within and outside the station. Young women enhance their skill by doing work with other skilled and experienced colleagues in the station. Furthermore, they are sent to different government and non-government organizations/ institutions for receiving radio and journalism related trainings.

b) **Enhance the leadership qualities of women:** The important aspect is that the radio develops leadership qualities of the women listeners, volunteers and staffs. Rural women are capable of maintaining radio

stations and doing radio program. They have skills on program plan, selection, and broadcasting. Rural women have achieved leadership skill through proper coordination and networking with other organizations.

c) **Inclusion of Dalit young women in CR:** Community radio gives a voice to the excluded in general and to women in particular. This radio station is owned, managed, and operated exclusively by young women from rural marginalized communities (the "Dalit" caste). They have received women fellowship from Bangladesh NGOs Network for Radio and Communication (BNNRC) since last few years. Through this fellowship, dalit young women have got financial support as well as developed and on-aired radio programs on their socio-economic and rights based issues. Dalit young women are from fishing, barber, cobbler and other communities. They are involving in on-air and off-air activities of radio as volunteers.

d) **Enriching civic and cultural life:** Community radio increases young women's knowledge, and enables them to showcase their talent and also motivating them in various aspects. It is absolutely true that all community radios are operated by community youth groups. Once they were not introduced with radio and other communication technology, now they are capable of operating the radio technologies and skilled to maintain communication and social media. In the context of Bangladesh, women are not allowed to go outdoor activities. The perception of people regarding media activities is not positive. Community radio has able to change mind set of people regarding media. It gives space to all young women to explore their talent. Now women are actively participating in civic and cultural life in their locality. Community appreciates to young women's activities and success at community radio.

e) **Awarded by national and International organizations/institutions:** Young women have been awarded from national and International level organizations and institutions for their excellent radio programs and social contribution at community level. They have developed and broadcasted

radio programs with different contents namely news reporting, investigative report, radio feature, documentary report, drama, song, PSA, interactive & innovative programs that address to diverse socio-economic issues like child marriage, disaster, maternal, child and adolescents' health, education, safe migration, combat trafficking and rights based issues. Young women have been awarded from UNICEF as titled "Meena Media Award, from Asia Pacific Broadcasting Union (ABU) as titled " ABU Award" and from PIB and A2I under Ministry of Information, Government of Bangladesh titled as "PIB-A2I Award". It is a great recognition for them at national and International level.

Table: 6.4- CRs awarded from national and International organizations

No.	Name of CR station	Meena Award Number								ABU Award Number							PIB-A2I Number
		Reporting		Creative													
		News	Investigative	Feature	Generic	Drama	Song	Total		Drama	Documentary	News	PSA	Interactive	Innovative	Total	
1	CR Padma	2	1	3	5	-	-	11		-	-	-	1	-	-	1	2
2	CR Nalta	-	-	3	-	-	-	3		1	-	-	-	-	-	1	-
3	CR Pallikantho	1	-	-	-	2	-	3		1	-	1	-	-	-	2	1
4	CR Sagar Giri	2	-	-	-	-	-	2		-	-	2	-	-	-	2	1
5	CR Mahananda	-	-	5	1	2	-	8		1	2	2	1	2	-	8	2
6	CR Mukti	-	-	-	1	5	-	6		-	-	-	2	-	-	2	-
7	CR Chilmari	4	-	-	1	-	-	5		1	-	-	-	-	-	1	-
8	CR Jhenuk	4	4	1	-	5	-	14			-	-	-	-	-		-
9	CR Naf	0	-	-	-	-	-	0			-	-	-	-	-		2
10	CR Bikrampur	5	1	-	-	-	-	6		-	1	-	-	-	-	1	2
11	Borendro Radio	2	-	-	-	3	-	5		1	-	-	-	-	-	1	1
12	CR Sarabela	14	-	-	-	3	1	18		-	-	2	2	-	-	4	2
	12 CRs	34	6	12	8	16	1	77		5	3	7	6	2	-	23	13

f) **Access to information & communication technology:** Access to radio and other media has significantly improved women's awareness of current events, social issues, and legal rights. Effective access and use of information and communication technologies can improve rural women's leadership and participation in community and economic development activities. However, rural women are at the lowest level of the digital gender divide. It is found that limited infrastructure, affordability and education are the main barriers for rural women. The improvement of access for rural women and their participation in information and communication technologies will continue to be limited if access to infrastructure, such as roads and transport, education, training and economic resources, including financing, is not increased. Community radios in Bangladesh are ensuring the right of access to information and communication technologies of women through involving and participating in on-air and off-air activities of radio. Young women are engaged in radio production and broadcasting. They are using different information and communication tools like computer, internet access, mobile, radio, recorder and other radio technologies to develop the radio program. They are also using different social media like Facebook, YouTube, twitter, and website to promote radio activities at national and International level. Multiple forms of media and communication technologies reach more women in rural areas.

g) **Increase professional skill**- A technical skill training programme for women is needed. Trained women community radio broadcasters on the technical aspects gives them control over the content especially those related to women empowerment and its impact on the community. Community radios in Bangladesh always aware about the enhancing skill of women volunteers and staffs. They arrange professional skill development training for women in the station. Furthermore, the station also sends them to government and non-government institutions for receiving advanced training. Then skilled and experienced women volunteers and staffs transfer their skill and knowledge to fresher.

h) Community Radio Journalist: Journalists are representing the voice of mass people through media. Rural young women are performing as journalist in the radio. They are collecting news on social, cultural, economic and political issues from community and on-airing through community radio. As community radio journalist, they have received recognition at all level. They get access to all government and non-government offices to collect news.

i) Women as Social Advocate: In terms of working with community radio, women can share their opinions regarding socio-political issues at community level. They are presenting themselves as social advocate in the community and highlighting different factors and problems of their own community in different platforms.

j) Social mobility: Young women may have less access to broad social networks and consequently less information with which to make a good decision on sector and occupation, this is compounded by social norms and restrictions on women's mobility. Because of what is perceived to be a break of *purdah*, family members have to face severe criticisms from village elders, religious clerics, and the rural elite. Community radio ensures women's freedom of movement as well as women's visibility in and access to social spaces, access to modern transportation, participation in extra -familial groups and social networks. As a radio volunteer or staff, they have to travel to, among other places, different places within the village to attend meetings with listeners' groups and perhaps to travel to Dhaka and district town for training. They have been exposed to new ideas, knowledge and experiences through their interactions with the world outside their homesteads. By doing work with community radio, they acquired self-confidence and increased mobility, they are now able to ignore the negative comments that come their way.

6.6 POLITICAL EMPOWERMENT

a) **Raising rural women's voice**: In the society, women are considered as muted group who has no rights to share their opinions. But now the context has been changed in Bangladesh. Women are now able to share their opinion in public spares. It has been possible because of effective role and responsibilities of media. Community radios in Bangladesh as mass media have contributed to raise the voice of marginalized and underprivileged women. Women are talking about their social, cultural, economic and political rights based issues through radio. They are raising their voice against violence against women occurred in the society. Issues that women who were comparatively empowered in this aspect of life knew about included inheritance rights, marriage registration, the legitimate minimum age of marriage for girls, birth registration, health, education and so on.

"Women are benefited and conscious in different ways. These program are broadcasted in their own/local language and they participate in various program. They can know about their rights and health issues. That's why they are listening to radio" **(Station Manager, Community Radio SagarGiri).**

b) **Decision making process**: Rural women continue to face a number of constraints on their ability to participate in formal and informal decision-making processes. The predominant responsibility for household tasks continues to be assigned to women and girls and limits their time and opportunities to be actively involved in educational, social and political activities. Discriminatory and stereotypical attitudes, lack of education, security concerns and freedom of movement may also limit opportunities for women to participate. community radio increased women participation at all levels especially decision making positions, particularly in defining program content and editorial guidelines; The more decision-making positions women hold in the community media, the more they can influence output. Women, both producers and listeners, have started to reflect on their abilities and aspirations and on other women's life; their

capabilities to produce programs and interact with audiences have grown since they began. They have acquired confidence in speaking in public and in challenging discriminatory traditions. They have ability to make informative choices is enhanced by an improved access to a vast array of information, including women's rights, they have also acquired or improved writing skills and familiarized with information technology. Community radio played an important role in social, economic, and political empowerment of women in its area. Women also participate in family decisions individually or jointly with the husband and family members on different issues.

c) **Participation in social awareness campaigning:** Community radio creates opportunity for women's involvement or mobilization in the local campaigns and meeting on different issues. On behalf of radio, they attend in the government official meetings and share their opinion regarding government initiatives.

6.7 ECONOMIC EMPOWERMENT

a) **Enhance the job opportunities** - CR programs also help women to learn job skills and consequently, increase their income. Their ability to make informative choices is enhanced by an improved access to a vast array of information, including women's rights; they have also acquired or improved writing skills and familiarized with information technology and media; to some reporters, CR represents a source of income and listeners increase their possibility to access employment opportunities through livelihood-related information; their consideration within family and community is improved. Upon receiving training from community radio skilled and experienced young women are working with local, national level NGOs as IT expert and some women went to business fm.

b) **Increase productivity and better livelihood:** Community radio helps women listeners with the information of working facilities like where are

working opportunities, how to cultivate fish, how to cultivate vegetable, where to get bank loan for small entrepreneurship, where to market their products etc through agriculture based radio programs. Community radio is helping both of the parties- buyers and sellers. Community radio helps women farmer to market their seeds and products very promptly. At the same, community radio is providing information about different methods and strategies of seed and food preservation. Women farmer are participating agriculture based radio program. They give their voice on radio and share about their problems with upazila agriculture office. As a result, they are being informed with agriculture based information and earning more profit as well as supporting their family financially.

6.7 PSYCHOLOGICAL EMPOWERMENT

a) **Improve self-esteem/ self-efficacy:** Women are vital human resources in improving the quality of life even as the country's overall development depends greatly on the inclusion of women in its development process. It has much more impact on women when it comes to creating awareness about health and sanitation, education, savings, food habit and family system, etc. and it brought about significant changes in the life of the people. Hence, it played a catalytic role in changing the life of the rural people. Community radio is the public broadcaster to awaken, inform, enlighten, educate, and entertain all sections of the people including the program on women empowerment, communal harmony, health, and education. CR enhanced the participation of women in program production and created awareness among the women listeners about health, sanitation, education, food habits, and family systems leading to a significant change in their daily lives. CR has given voice to the women of the community. Radio programs help boost women's self-confidence, generated awareness about pollution, health, and hygiene, and aspects of personality development.

CHAPTER- 7: PARTICIPATION & ENGAGEMENT OF YOUNG WOMEN IN COMMUNITY RADIO

Introduction

Demographic Information/Characteristics of Respondents

Women in Radio Station Management

Women in Radio Program Development & Broadcasting

Women in Outreach Activities of Community Radio

Challenges of Women to Participate in Radio

7.1 INTRODUCTION

Community radio always gives priority to broadcast radio programs in local language, it is very easy to understand for the illiterate people and they feel comfortable with their language. It is a best platform for women to raise their voice and enhance the overall empowerment of their life. The participation and involvement of rural young women in community radio of Bangladesh is increasing gradually. The community people particularly young women are participating in program planning, implementing, operating and evaluating. As community radio journalist and radio fellows, they have achieved recognition at nationally and internationally. Women are contributing to the development of radio management, program production & broadcasting, community mobilization and other outreach activities. Rural women's participation in community radio is very essential to achieve the Sustainable Development Goals (SDGs) particularly for goals 1- 6 and other related goals for their empowerment. This chapter describes about demographic and other relevant information of respondents, role and responsibilities of women radio staffs, volunteers and listeners in the radio, and challenges facing they are.

7.2 DEMOGRAPHIC INFORMATION/ CHARACTERISTICS OF RESPONDENTS

A total of 100 CR women staffs and volunteers are selected for semi-structure interviews. Among them, 34 are women staffs who are permanently working community radio station. The rest of the 66 are women volunteers of community radios. The study reported that most of the women staffs of CR are within the age group of 21-25 whereas most of the women volunteers belong to between the age group of 16-20. Among the respondents, maximum women staffs are residing in urban areas near the CRs within 2-3 kilometers, but most of women volunteers are coming from rural areas. Furthermore, 52.9% of women volunteers are study at colleges/ Universities and 44.2% are students of HSC level whereas 39.4% & 37.9% of women volunteers are at H.S.C level and colleges/Universities respectively. In addition, among the women staffs, 82.4% & 79.4% are unmarried and students accordingly and 92.4% & 95.5% of women volunteers are unmarried and students as well.

Table- 7.1: Shows the demographic characteristics and other relevant information of respondents

Table 5.2: Demographic characteristics of women	No. of women staff	Women staffs (%) (n=34)/	No. of women volunteers	Women volunteers (%) (n=66)
Age				
10-15	0	0	9	13.6
16-20	7	20.6	35	53.0
21-25	16	47.0	22	33.4
26-30	9	26.5	0	0
30+	2	5.9	0	0
Sub-total	**34**	**100**	**66**	**100**
Location				
Urban	24	70.6	24	36.4
Rural	10	29.4	42	63.6
Sub-total	**34**	**100**	**66**	**100**
Education				
Illiterate	0	0	0	0
Primary (grade 1-5)	0	0	0	0
Secondary education(grade 6-10)	1	2.9	15	22.7
Higher secondary(grade 10-12)	15	44.2	26	39.4
College/university	18	52.9	25	37.9
Sub-total	**34**	**100**	**66**	**100**
Marital Status				
Married	5	14.7	5	7.6
Unmarried	28	82.4	61	92.4
Widow	0	0	0	0
Divorced	1	2.9	0	0
Sub-total	**34**	**100**	**66**	**100**
Occupation				
Employed	7	20.6	0	0
Home maker/Housewives	0	0	3	4.5
Student	27	79.4	63	95.5
Sub-total	**34**	**100**	**66**	**100**

Daily working duration in Radio				
1-4 hours	11	32.4	45	68.2
5-8 hours	15	44.1	18	27.3
8 +	8	23.5	3	4.5
Sub-total	**34**	**100**	**66**	**100**
Period of work in Radio				
1-6 months	0	0	15	22.7
7- 12 months	0	0	8	12.1
1-5 years	25	73.5	43	65.2
5 years+	9	26.5	0	0
Sub-total	**34**	**100**	**66**	**100**
Income from CR in BDT				
1000-5000	19	55.9	64	97.0
6000-10000	15	44.1	2	3.0
10000-15000	0	0	0	0
15000+	0	0	0	0
Sub-total	**34**	**100**	**66**	**100**
Uses of income				
Family cost	1	2.9	4	6.0
Own education cost	5	14.7	11	16.7
Personal cost	11	32.4	17	25.8
Local travel	4	11.8	11	16.7
Family+ education	7	20.6	8	12.2
Family+ personal	3	8.8	9	13.6
Local travel+ personal	3	8.8	6	9.0
Sub-total	**34**	**100**	**66**	**100**

The study also explains that 44.1% of women staffs are working at community radio almost 5-8 hours per day while 68.2% of women volunteers are working between 1-4 hours per day. The utmost working period of women staffs and volunteers are between 1- 5 years. The highest percentages of women staffs and volunteers are receiving salary/honorarium within 1000- 5000 taka per month. Moreover, this research describes that most of women volunteers and staffs are spending their income for personal, education and family related cost. 32.4% of women staffs and 25.8% of volunteers expense their income only for personal cost purpose.

7.3 WOMEN IN RADIO STATION MANAGEMENT

Women are playing role as station manager, programme producer, news presenter, broadcaster and listeners at community radio in Bangladesh. They are now capable to manage the human resource plan, resources mobilization, operation protocol, financial issues, operation and maintenance of equipment, broadcasting policy and to develop collaborative relationship with appropriate organizations to enhance its efficiency, effectiveness and sustainability. Women as head of station are performing responsibilities such as overall management of the station, represent the staffs interest to authority, preparing plans, policies, programs and budget for approval from authority, execution of authority's decision, supervision and monitoring of staffs and activities and carry out off-air activities (coordination and maintain communication with local stakeholders) and carry out performance evaluation of staff.

"Women are regularly participating in monthly and planning meeting, radio drama and working in financial section. We always ensure 50% male and 50 % female participation for anchoring of all radio programs. Furthermore, we provide women fellowship on women and child issues" **(Station Manager, Community Radio Jhenuk).**

Women are also doing different financial related works at the radio stations. They are preparing financial report and statement, providing input financial policy development, follows the draft accounting procedures, examine transaction documents, maintaining pretty cash as per specific rules ad limitations, prepare annual planning and budgeting for station, carrying out financial analysis and make arrangement for audit of accounts. By doing these work, they have earned financial management capacity.

Rural women have achieved skill and knowledge to manage the collaborative relationship among contents & event collaborators, sponsors and funders and community radio. Even they are mobilizing resources from local, national and international donors and funders for the sustainability of community radio. They have a capacity to collect advertisement from local contributors, business authorities, implementer's agencies and different departments of governments.

Women's involvement in community radio creates a new opportunity for enhancing the women's empowerment. They have oriented and learned about planning system, communication system, and decision making system and monitoring & evaluation system of community radio.

CASE STORY-1

This image is not representing the story of respondent

I am Mohsena (pseudonym), I am 24 years old. I have been working with Community Radio SagaGiri for the last five years. I participated in the various activities of the initiator organization of radio named as "YPSA" at the beginning of my childhood. As a volunteer, I participated in a various training programs from the radio. I have been here as a permanent member for the last two years. I am working 8 hours daily in the radio station.

Now as a program producer, I am responsible for program planning, producing, presenting, conduct live program, editing, carry out interview, talk show, news reporting, broadcasting, listener club formation, volunteer team formation, field work and so on. Besides that, program related all others works like coordination, communication and maintain documentation are also need to do here.

Sometimes we have to go out of the station and do various work, for example formation of listener clubs, court yard meeting, conducting interview, survey, day observance, participation in the training, collecting data and etc. I have certain power in decision making while working at radio. I am used to giving various instructions regarding program.

> *I have taken various trainings from home country and abroad. I have attended almost 25-30 training program in the past 4-5 years. PIB, Rupantor, Action Aid are such organizations where I got training on various issues like journalism, community learning, content development, global change, good governance and so on.*
>
> *My popularity has increased over past few years due to work here in radio Sagar GIRI. I have seen many changes in my life because of radio. Now I can adapt with my situation. I have been self-reliant. I can bear my personal and study related cost. I am now skilled and matured in different matters. My family members particularly my mother is very positive and giving support me constantly. But the society has both positive and negative views, luckily most of the people have positive view toward media. As a girl, it is very tough to work at night, I have to face many questions while getting late at home or working in off days.*
>
> *If we want to increase the participation of women in the radio, we have to aware both men and women through both ways and media. We have to ensure some facilities like including safety in the radio station. We also have to encourage our friends and family members. We have to take various activities in the school, college and non-government institutions to increase the participation of women in radio. Eventually, broadcasting various enthusiastic programs through radio can be an effective measure to increase the participation of women in the community radio.*

7.4 WOMEN IN RADIO PROGRAM PRODUCTION & BROADCASTING

Women are involved in planning to broadcast of a radio program. They contribute to accomplish every part of the process. They hold different positions like producer, assistant producer, news presenter, programmer, anchor, radio jokey, radio fellow, broadcaster and etc. in the community radio.

They are performing radio program related responsibilities such as planning, design and develop radio programs, assess programme needs and processes continuously, broadcast radio programs on time, keeping program logbooks and ensure the records, carry out monitoring and review of program, assist to marketing units to raising fund, carry out off-air awareness programs, promotion and dissemination of radio programs.

"Women have been informed about the problems of reproductive health and treatment. Besides, they are participating in radio discussion on different issues focusing women through live program. Even they can also listen to their favorite radio entertainment programs/ songs" **(Station manager, Community Radio Jhenuk***).*

They are as news presenter involved in production and broadcast news bulletins on time, analysis the news bulletins, develop and operation monitoring and feedback system about news, maintain news logbook and ensure the records, provide technical assistant to news and program units.

As radio broadcaster, women are involving in program editing, composition, review and broadcasting. Under the broadcasting unit, they are learned and skilled to keep on-air and other equipment in good operation condition, devise a system of keeping equipment logbook and ensure maintaining the record, update knowledge about technology and purpose technical plan of the station and provide technical input on the purchase of equipment.

"Women are participating and involving in radio through conducting programs, anchoring, producing recorded program, resource persons as well as opinion sharing on various issues" **(Station Manager, Community Radio Padma).**

All community radios have well designed and attractive web portal to disseminate the radio activities at national and international level. Women volunteers are able to maintain this web portal. Besides, they are using social media page of CR and uploading images, news and videos related to CR.

Women staffs are also engaged in developing and publishing different documents like newsletters, training manuals and community radio handbook, booklets, posters and others.

CASE STORY-2

This is Sumi (pseudonym). I am 17 years old. My father is small businessman. I have been working with community radio Mahananda since 2014. I went to radio station first time, when I was a school student. And that time on of the volunteers of

the radio invited me to come radio station. It was really great experience for me, I participated in a recording of drama at the very first day of mine at radio station. At present, I am working there as an assistant programmer, but I started by career with this station as volunteer. Right now, I have to work with almost 7-8 hours daily at the radio. I have to do such activities in the radio as give voice on magazine and live program, drama, anchoring and music etc.

I also have to do different outreach activities of the radio with side of regular work, for example, carrying out interview, making feature, reporting, arranging meeting for advisory committee and listener groups and so on. I have received training from NIMC on basic writing, news, magazine and script writing, furthermore, have been trained up on information right from BNNRC.

It is true that I have been censored on moving freely, using mobile phone and doing study. Now I am self-dependent. It would never have been possible if I would not have been with radio. Once upon a time, I was not informed about computer and script writing, but now I can go easily with this.

My uncle made hindrance to work at radio. They asked my parent why they send me to radio. My parent always supported me and also said to him that "she is our younger daughter, she has some wishes, above all, she is not doing anything wrong. It is a human service". For that it is possible to me to come at community radio.

7.5 WOMEN IN OUTREACH ACTIVITIES OF COMMUNITY RADIO

Women staffs and volunteers are also involved in conducting different outreach activities like training, advocacy, meeting, survey & research, formation of listeners and volunteer groups, day observance, collect feedback & case stories field exposure trips, and so on for promotion and dissemination of community radio programs at local, national and International level. Women staffs and volunteers of community radios are carrying out following activities:

a) **Conduct and participate training:** As trainers they provide training to volunteers and listener member on different issues and radio journalism like program planning, designing, script writing, editing, voice recording,

composition and broadcasting. They also attend trainings, orientation and workshops which organized by national and international organizations institutions.

b) **Organize awareness campaign:** Community Radios organize social mass awareness activities like day observance, rally, community level meeting, human chain and etc. is to raise awareness among rural communities on socio-economic issues and institutionalization of democracy and good governance. Women staffs, volunteers and listener members actively participate in these outreach activities. Though participating these activities, they are sensitized and aware about issues and play role as focal person in their own community.

c) **Policy advocacy:** Organizing workshops on Community Radio issues. Use of Community Radio for the effective and successful implementation of five years plan and other safety net programs. Use of Community Radio to reduce corruption in the public distribution system.

d) **Survey and research:** Survey and research is one of the important activities of community radio. Women are engaged in conducting listener survey to know and assess listener's choice, problems and needs.

e) **Formation women listener groups**: Women staffs and volunteers are also responsible for forming women listener groups in their locality. Each group are generally consisted of 20 -25 members. They arrange weekly/ monthly meeting with them. Even staffs and volunteers facilitate these listener groups to attend radio live programs.

f) **Formation of Volunteer group:** As per the structure of Community Radio the effective involvement of volunteer from the content development to program broadcasting is necessary. They are soul of this radio station and are coming from the community. Keeping this view in mind, women staffs

form volunteer group comprising young people. Most of them are school/college student. They are oriented on community radio and its mode of operation. All volunteer teams are formed based on diverse purposes so that they can work under team approach.

g) **Formation of Community Radio Child/ adolescents club:** Children and adolescents are important target groups of community radio. They are the leader of future so they have been considered as effective participants of community radio. Every group is consisted of 15- 20 members. The main objective to form this club is to ensure participation to the community radio, enrich the voice of and to develop their leadership capacity giving due importance on different aspect.

CASE STORY-3

This image is not representing the story of respondent

I am Chaina (pseudonym), I am 23 years old. My father is a barber. At present I am residing with my family at Shen para of Teknaf upazila of Cox's bazar district. At the very beginning of my professional life, I engaged with teaching in a non-government primary school, hereafter I have been involving with Community Radio Naf by participating a musical program. The radio station manager and BNNRC created an opportunity for me to work with as a fellow in the Community Naf radio.

Now I can earn money because of Naf radio and spend money for my education and

personal cost purpose. As a radio volunteer, I am working 4-5 hours daily with radio and have to carry out such activities like taking interview, writing up feature, case stories and documentary etc. Moreover, I have to give voice in radio magazine as well as arrange meeting, formation of listener groups. It was also another opportunity for me to receive training on radio and life skill by working here.

Before joining at radio station, I was not able to talk freely with people. But I have found myself with substantial improvement upon joining at Community Radio Naf 99.2 fm. Now I am working at my community to aware about health, sanitation, child marriage, stop dowry system. These awareness activities are done through on-air and off-air activities of community radio Naf.

There are some people in our society who are say that radio is backdated in this today's era because of available internet. Sometimes local people interrupt in our work, even I had to face such situation while taking interview in my area. I feel that women participation should be increased in community radio. It is possible only if we are able to carry out more meeting with community, provide training on computer and have to make them understand that I have been skilled, so you should.

CASE STORY-4

This image is not representing the story of respondent

My name is Happy (pseudonym). I am 21 years old. My father is a village doctor and residing here for many years. I am working here as programmer since 2013. I have

been informed about community radio when I was a student of HSC 2nd year. One of my friend motivated to me to here. Then I started to work with radio as volunteer. My working hours here 9 to 5 daily. Program planning, designing, script writing, voice recording and anchoring are major responsibilities of mine. Furthermore, I have to do some official works here like preparing resolution/ meeting minutes, formation listener clubs and issue official letter for different purpose.

I have to go outside to arrange meeting with listener clubs regularly and collect feedback from community and listeners. I feel honor when I give suggestion about radio management, production and broadcasting radio programs. Training on women development, radio broadcasting, news reporting, script writing and editing and so on from NIMC, Rupantor, BNNRC, and other non-government institutions and organizations.

I have to multi-dimensional works which might not be available in other jobs. I have learned how to take interview from different resource persons. At the beginning, many people asked me about future and money benefit of the radio. I told them I am here to learn. It is absolutely true that before coming here I had no knowledge about laptop, but I can do well with laptop.

My college teachers told me not to do involve in radio. It might be harmful for study. So to increase the participation of women we have to aware the teacher about the importance of community radio as well. Besides financial issue is also very important. I think financial support should be increased for radio personnel. We have to make understand student teacher that it is a media by which community people being benefitted.

7.6 CHALLENGES OF WOMEN TO PARTICIPATE IN RADIO

Women are facing a number of challenges while working with community radios in Bangladesh. This study has explored some major challenges that discourage women's participation in community media and create hinders access to information and communication technologies as well as to achieve women's empowerment in the society. This study found a number of following challenges of women who are working with community radios in Bangladesh, these are:

- Patriarchal, Social and religious misconception and negative attitude towards media. Community and neighbors think that women should stay at home, no need to work outside.

- Lack of transportation and communication services is one of the major challenges for women; radio station is a non-profitable organization, that's why radio cannot provide sufficient financial support to women staffs and volunteers for transportation cost;

- Women staffs and volunteers can not to vulnerable/ risk area for collecting information;

- Objections of family members to working with community radio;

- Fear of propagating her name in the media;

- Fear of facing eve-teasing and sexual harassment in the road;

CHAPTER- 8: CONCLUSION & RECOMMENDATION

Conclusion

Recommendations

8.1 CONCLUSION:

Community radio is considered as important tool for raising the voice and empowerment of marginalized and disadvantaged people particularly women in Bangladesh. This media always ensures the participation of women from program planning to implementation of radio. Women also feel more comfortable to work with media. Though community radios in Bangladesh are facing many challenges to achieve its sustainability, according to the policy of CR approved by government, CR is contributing to improve the livelihood of rural people as well as engage them with radio to address the right of access to information and communication technologies. Some vital results come from this study which are as: In spite of having challenges of community radios are producing and broadcasting programs on women rights based issues. Rural young women are actively participating on-air and off-air activities of radios. Community radio is contributing to achieve the social empowerment (skill development training, leadership quality, inclusion of ignored people, enriching civic rights, social journalist, mobility), political empowerment (raising voice, decision making etc,), economic empowerment (job opportunity, increase product) and psychological empowerment (improve self-esteem and self-efficacy) of women in Bangladesh. Women are involved in organizational management, program production and on-airing, outreach activities. They face some challenges to work with CR like lack of social security, insufficient financial support & communication facilities, objections of family members and fear of propagating her name etc.

8.2 RECOMMENDATIONS:

A number of recommendations came from respondents to increase women's participation in community radio as well as strengthen the organizational structure of the radio which are given below:

- Community radio should conduct more awareness programs at community level to create positive attitude towards media;
- Should have social recognition and dignity of women's work particularly in media;

- Community radio should increase active participation of women in radio programs, organizational structure and community development;

- Community radio should arrange capacity building training for women in radio station and engage them in radio activities;

- Community radio should conduct advocacy and consultation meetings with community leaders and elites regarding the importance of community radio journalism and ensure women's participation in radio programs for enhancing the empowerment of women in community radio;

- Community radio should create gender sensitive working environment at radio stations;

- Community radio should increase financial support for women staffs and volunteers;

- Community radio should ensure the safety and security of women staffs during outdoor activities of radio;

- Community radio should increase the production and broadcasting radio programs on empowerment of women;

- Community radio should enhance the number of women listeners' clubs in the community;

- Community radio needs family members' support and cooperation for enhancing women's participation in the radio;

- Community radio should develop gender policy and ensure effective implementation of this policy for enhancing women's participation in radio;

- Community radio should increase the sense and awareness of collective ownership of community itself.

- Community radio should arrange more meeting with women listener clubs on different social issues;

- Community radio should encourage and ensure access of women listeners to attend in radio programs.

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Title of Research: *"The Role of Community Radio on Empowerment of Young Women in Bangladesh: An Anthropological Study"*
Master of Philosophy (MPhil) Degree
Department of Anthropology
University of Dhaka

Consent form for Questionnaire Interview

I am MPhil student of University of Dhaka. The purpose of this study is to know about the role of community radio on empowerment of young women in Bangladesh. We will take 40-50 minutes from you to know about your family, socio-economic condition, the role of community radios in women's issue, and women's participation and involvement with community radio, challenges and recommendation. There is no more than minimal risk involved in the study. The information will be used for only study. Information might be used in publications, presentations, or in planning documents, but nothing that identifies you personally will ever be presented to anyone.

Are you providing us permission to record this conversation: Yes/ No

Thank you for your cooperation.

Participant's Statement

My signature below indicates that I understand the purpose, risks, and benefits of this study and that I have had all of my questions answered. I am participating voluntarily in this study and have been told who to contact if I have any questions or complaints. I am aware that I will be given a copy of this consent form for my own records.

_____   _____

Signature or left
 thumb impression of subject   Date

প্রশ্ন জরিপ ফরম
স্টেশন ম্যানেজার কর্তৃক পূরণকৃত হতে হবে

[আপনার প্রদানকৃত তথ্য শুধুমাত্র এমফিল গবেষণা কাজের জন্য ব্যবহৃত হবে। সংগৃহীত সকল তথ্যের গোপনীয়তা বজায় রাখা হবে। গবেষণায় অংশগ্রহনের জন্য আপনাকে আন্তরিক ধন্যবাদ!]

১.	কমিউনিটি রেডিও নামঃ
২.	কমিউনিটি রেডিও প্রতিষ্ঠার সালঃ
৩.	 এলাকাঃ গ্রাম...................................উপজেলা...জেলা......................................
৪.	বর্তমানে কমিউনিটি রেডির অর্থের উৎস % এ উল্লেখ করুন ক. সরকারী .... খ. উদ্যোক্তা সংস্থা............................... গ. ইন্টারন্যাশনাল ফান্ড .... ঘ. বিজ্ঞাপন................... ঙ. স্থানীয় প্রতিষ্ঠান অনুদান .... চ. ন্যাশনাল দাতা সংস্থার ফান্ড .... ছ. ব্যক্তি অনুদান .... জ. অন্যান্য ....

৫. নারী শ্রোতাদের জন্য কি ধরনের রেডিও প্রোগ্রাম তৈরি ও প্রচার হয়?

নং	প্রোগ্রামের নাম	প্রোগ্রামের মোট সময়	সপ্তাহে মোট কত ঘন্টা বাজানো হয়

৬. স্থানীয় নারীরা কিভাবে এ ধরনের রেডিও প্রোগ্রামে অংশগ্রহন করছে?

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৭. স্থানীয় নারীরা এধরনের রেডিও প্রোগ্রামগুলো কেন শুনছে?

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৮. স্থানীয় নারীরা এধরনের রেডিও প্রোগ্রামগুলো শুনে কিভাবে উপকৃত হচ্ছে?

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৯. মোট শ্রোতা ক্লাবের সংখ্যা ও সদস্য সংখ্যা-

মোট শ্রোতাক্লাবের সংখ্যা:......................	পুরুষ শ্রোতাক্লাবের সংখ্যা:......................মোট সদস্য সংখ্যা..............
নারী শ্রোতাক্লাবের সংখ্যা:.. মোট সদস্য সংখ্যা...................................	

১০. কমিউনিটি রেডিও নারী শ্রোতা ক্লাবের সদস্যরা কি কি কাজ করে?

১১. কমিউনিটি রেডিও এর সকল কার্যক্রমে কিভাবে <u>নারীদের সম্পৃক্ত</u> করা হয়?

১২. কমিউনিটি রেডিও এর কার্যক্রমে <u>নারীদের অংশগ্রহনের প্রতিবন্ধকতাগুলো</u> কি কি করা হয়?

১৩. কমিউনিটি রেডিও এর কার্যক্রমে <u>নারীদের অংশগ্রহন বাড়ানোর</u> জন্য কি কি করা যেতে পারে?

Questionnaire Form
(It has to be filled up by Station Manager)

1.	**Name of Community Radio:**
2.	**Establishment year of Community Radio:**
3.	**Area:** **Village:……………………. Upazila:…………………….. District:…………………………**
4.	**Mention the current financial sources of CR** **a. Government………………… b. Initiator org……………… c. Int. fund……………………** **d. Advertisement………............ e. Local grant……..................** **f. National donor agency……………… g. Personal grant…………… H. others…………….**

5. **What sorts of radio programs are developed and broadcasted for women listeners?**

Sl#	Name of programs	Duration of program	How many hours in total in a week does it broadcast

6. How local young women are participating in such radio programs?

7. Why local young women are listening to such radio program?

8. How local young women are by listening being benefited such radio programs?

9. Total number of listener clubs and number of members-

Total number of listener clubs………………………..	Male listener clubs……………. Total members………………
Female listener clubs………………………………. Total members………………………………..	

10. What kinds of work do the members of community radio female listeners do?

11. How women are involved in all activities of community radio?

12. What are the challenges of women participation in the activities of community radio?

13. What are the initiatives that can be taken to increase the participation of women in the activities of community radio?

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_____   _____

Signature or left
 thumb impression of subject   Date

প্রশ্ন জরিপ ফরম

[আপনার প্রদানকৃত তথ্য শুধুমাত্র <u>এমফিল</u> গবেষণা কাজের জন্য ব্যবহৃত হবে। সংগৃহীত সকল তথ্যের গোপনীয়তা বজায় রাখা হবে। গবেষণায় অংশগ্রহনের জন্য আপনাকে আন্তরিক ধন্যবাদ!]

১.	কমিউনিটি রেডিও নামঃ		
২.	তথ্যদাতার নামঃ		
৩.	কোন পদে রেডিও তে কাজ করছেনঃ		
8.	কমিউনিটি রেডিও তে কাজের সময়কালঃ.....................বছর.........................মাস		
৫.	লিঙ্গঃ নারী		
৬.	বয়সঃ		
৭.	শিক্ষাঃ		
৮.	পেশাঃ	৯.	স্বামী/পিতা/মাতার পেশা (যদি থাকে)ঃ
১০.	পরিবারের সদস্য সংখ্যাঃ	১১.	বৈবাহিক অবস্থাঃ
১২.	রেডিও থেকে আয়ঃ	১৩.	স্বামী/পিতা/মাতার আয় (যদি থাকে)ঃ
১৪.	রেডিও থেকে আয়ের অর্থ আপনি কি কি কাজে ব্যয় করেন?		
১৫.	বসবাস এলাকার নামঃ গ্রামঃ উপজেলাঃ জেলাঃ	১৬.	এলাকায় বসবাসের সময়কালঃ............বছর............ মাস

১৭. কমিউনিটি রেডিও এর সাথে আপনি কিভাবে জড়িত হলেন?

১৮. প্রতিদিন মোট কত ঘন্টা কমিউনিটি রেডিও এর সাথে কাজ করেন?..........................ঘন্টা.....................মিনিট

১৯. রেডিও স্টেশনে আপনাকে রেডিও প্রোগ্রাম সম্পর্কিত কি কি কাজ করতে হয়?

২০. রেডিও স্টেশনে আপনাকে অফিস সংক্রান্ত কোন কাজ করতে হয় কি? হ্যাঁ .... /না ....

২১. হ্যা হলে, কি কি কাজ করতে হয়

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২২. রেডিও প্রোগ্রাম এর তৈরির জন্য স্টেশনের বাইরে আপনাকে কি কি কাজ করতে হয়?

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২৩. কমিউনিটি রেডিও তে আপনি কি কোন বিষয়ে সিদ্ধান্ত প্রদান করেন? হ্যা......./ না.............

২৪. হ্যা হলে, কোন বিষয়ে সিদ্ধান্ত প্রদান করেন?

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২৫. আপনি কি কমিউনিটি রেডিও সাথে থাকাকালীন কোন প্রশিক্ষণ গ্রহণ করেছেন? হ্যা......./ না.............

২৬. হ্যা হলে, কি কি প্রশিক্ষণ ও কোন কোন প্রতিষ্ঠানের কাছ থেকে গ্রহন করেছেন?

ইং	প্রশিক্ষণের নাম	কি কি বিষয়ে প্রশিক্ষণ গ্রহণ	যে প্রতিষ্ঠান প্রশিক্ষণ প্রদান করেছে

২৭. কমিউনিটি রেডিওএর সাথে কাজ করার কারণে আপনি কিভাবে উপকৃত হয়েছেন?

২৮. কমিউনিটি রেডিওতে কাজ করার কারণে আপনার পরিবার ও সমাজের লোকজন এ বিষয়টাকে কেমন দেখে?

২৯. কমিউনিটি রেডিওতে কাজ করার কারণে নারী হিসেবে আপনাকে কি কি প্রতিবন্ধকতা বা সমস্যার সম্মুখীন হতে হয়।

৩০. কমিউনিটি রেডিও তে নারীর অংশগ্রহণ বাড়ানোর জন্য কি কি পদক্ষেপ নেওয়া যেতে পারে।

Questionnaire Survey Form
(This form has to be filled up by women staffs and volunteers)

1.	Name of Community Radio:		
2.	Name of Respondent:		
3.	Designation in the radio:		
4.	Duration of Job with CR: …………………..year …………………………month		
5.	Sex : Female		
6.	Age:		
7.	Education:		
8.	Profession:	9.	Profession of husband/father/mother:
10.	Number of family members:	11.	Marital status:
12.	Income from Radio:	13.	Income of husband/father/mother:
14.	What are the expenses of your income?		
15.	Name of living area: Village: Upazila: District:	16.	Duration living in the area: …………………year …………………….month

17. How have you been involved in community radio?

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18. How many hours are you working daily in community radio?...............hour ………… minutes

19. What types of radio program related work do you do in radio station?

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20. Do you have to do office related work in the radio station? Yes……………/ No…………

21. If yes, what types of work have to do?

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22. What types of work you have to do outside of station for developing radio program?

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23. Do you take decisions about any matter in community radio? Yes……………/ No…………

24. If yes, what do you decide on?

25. Hove you received any training while staying with community radio? Yes………/ No ………

26. If yes, names of training and institutions/ organizations.

SI	Name of the trainings	What are the issues	Name of Institutions/organizations

27. How have you been benefited to work with community radio?

28. What are the perspectives of your family and society regarding your working with community radio?

29. What are the challenges do you have to face as a woman while working with community radio?

30. What types of initiative can be taken to enhance the participation of women in community radio?

Title of Research: *"The Role of Community Radio on Empowerment of Young Women in Bangladesh: An Anthropological Study"*
Master of Philosophy (MPhil) Degree
Department of Anthropology
University of Dhaka

Consent form for Focus Group Discussion (FGD)

I am MPhil student of University of Dhaka. The purpose of this study is to know about the role of community radio on empowerment of young women in Bangladesh. We will take 40-50 minutes from you to know about your family, socio-economic condition, the role of community radios in women's issue, and women's participation and involvement with community radio, challenges and recommendation. There is no more than minimal risk involved in the study. The information will be used for only study. Information might be used in publications, presentations, or in planning documents, but nothing that identifies you personally will ever be presented to anyone.

Are you providing us permission to record this conversation: Yes/ No

Thank you for your cooperation.

Participant's Statement

My signature below indicates that I understand the purpose, risks, and benefits of this study and that I have had all of my questions answered. I am participating voluntarily in this study and have been told who to contact if I have any questions or complaints. I am aware that I will be given a copy of this consent form for my own records.

_____   _____

Signature or left
 thumb impression of subject   Date

<div style="background:#F5A623">

এফজিডি

</div>

[আপনার প্রদানকৃত তথ্য শুধুমাত্র <u>এমফিল গবেষণা</u> কাজের জন্য ব্যবহৃত হবে। সংগৃহীত সকল তথ্যের গোপনীয়তা বজায় রাখা হবে। গবেষণায় অংশগ্রহনের জন্য আপনাকে আন্তরিক ধন্যবাদ!]

গবেষণার শিরোনামঃ *"The Role of Community Radio on Empowerment of Young Women in Bangladesh: An Anthropological Study"*

এফজিডি

তারিখঃ........./........./........

সময়ঃ.....................থেকে..................

স্থানঃ

লক্ষিত তথ্যদাতারাঃ ....

নির্দেশনাঃ প্রতিটি এফজিডি তে ৮ -১২ জন অংশগ্রহনকারী উপস্থিত থাকবে এবং ৩০-৪৫ মিনিট মধ্যে শেষ করতে হবে। এফজিডি পরিচালনার পূর্বে ফেসিলিটেটর এবং নোটনেটার নিজেদের পরিচয় এবং গবেষণার উদ্দেশ্য অংশগ্রহনকারীদের নিকট উপস্থাপন করবেন এবং অংশগ্রহনকারীদের বক্তব্য রেকর্ড করা হবে শুধু গবেষণা কাজের জন্য তা অংশগ্রহনকারীদের নিশ্চিত করতে হবে। অংশগ্রহনকারীদের সম্মতির জন্য প্রত্যেক কাছ থেকে স্বাক্ষর এর মাধ্যমে অনুমতি নিবেন। এরপর ফেসিলিটেটর এবং নোটনেটার এফজিডি পরিচালনার পূর্বে রের্কডার টি ভালো করে চেক করে নিতে হবে। ফেসিলিটেটরকে এফজিডি পরিচালনার সময় লক্ষ্য রাখতে হবে যেন সকল অংশগ্রহনকারী মতামত প্রকাশের সুযোগ পায়।

প্রশ্নসমূহ

- রেডিও স্টেশনে আপনাদের রেডিও প্রোগ্রাম সম্পর্কিত কি কি কাজ করতে হয়?

- রেডিও স্টেশনে আপনাদের অফিস সংক্রান্ত কোন কাজ করতে হয় ?

- রেডিও প্রোগ্রাম এর তৈরির জন্য স্টেশনের বাইরে আপনাকে কি কি কাজ করতে হয়?

- কমিউনিটি রেডিও তে আপনাদের কোন বিষয়ে সিদ্ধান্ত প্রদান করেন?

- আপনারা কি কমিউনিটি রেডিও সাথে থাকাকালীন কোন কোন ধরনের প্রশিক্ষণ গ্রহণ করেছেন?

- কমিউনিটি রেডিওএর সাথে কাজ করার কারণে আপনারা কিভাবে উপকৃত হয়েছেন?

- কমিউনিটি রেডিওতে কাজ করার কারণে আপনাদের পরিবার ও সমাজের লোকজন এ বিষয়টাকে কেমন দেখে?

- কমিউনিটি রেডিওতে কাজ করার কারণে নারী হিসেবে আপনাদের কি কি প্রতিবন্ধকতা বা সমস্যার সম্মুখীন হতে হয়।

- কমিউনিটি রেডিও তে নারীর অংশগ্রহণ বাড়ানোর জন্য কি কি পদক্ষেপ নেওয়া যেতে পারে।

Focus Group Discussion (FGD)

Title of the Research: "The Role of Community Radio on Empowerment of Young Women in Bangladesh: An Anthropological Study"

FGD

Date: …………………………………………

Time: ………………..…..to…………………

Place: ………………..……………………….

Target people ………………………………

Instructions: Almost 8-12 participants will have attended each FGD and the duration of the FGD will be for 30-45 minutes. The facilitator and note taker will give an introduction about themselves as well as share the objectives of the research with the respondents. Facilitator will take consent with signature from all respondents individually for recording their speeches by recorder. Before starting the FGD, facilitator and note taker will properly check the recorder and test it frequently. The facilitators will carefully notice that all participants are participating in the discussion and get equal opportunity to share their opinions.

Questionnaire:
- What type of radio programs related work do you do in radio station?

- What type of official works you do in the radio station?

- What type of works you do outside of station for developing radio program?

- How do you take decisions about any matter in community radio?

- received any training while staying with community radio?

- How have you been benefited to work with community radio?

- What are the perspectives of your family and society regarding your working with community radio?

- What are the challenges do you face as a woman while working with community radio?

- What types of initiative can be taken to enhance the participation of women in community radio?

IMAGES OF COMMUNITY RADIOS IN BANGLADESH

Recording voice of women farmer

Broadcasting live program by women

Rural women participating in live radio program

Woman farmer giving her voice in radio

Recording the voice of woman labour

Youth women participating in radio program

Rural women receiving computer skill

Young women learning the Broadcasting process