

**ROLE OF COMMUNITY RADIO IN AGRICULTURAL EXTENSION**  
**A CASE OF BIRSA HARIYALI RADIO STATION**

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# Introduction

- Community Radio (CR) has received a new impetus in India with the recent liberalization of the broadcasting licensing policy whereby recognized educational institutions and selected NGOs are granted license to start CR Station.
- This form of participatory communication has proved to be very successful as a tool for social development at the grass roots level in many countries. It has the capacity to utilize the desire of every individual to communicate.
- The local community needs are often neglected by the mainstream media and commercial channels but the community radio understands their needs and by making them active partners.

# Establishment of BHRS

- Keeping this in view Birsa Agricultural University, Ranchi decided to take this initiative and join hands in this series endeavour. Birsa Hariyali Radio Station (BHRS) at 107.8 FM was established in the university hq. at Kanke (Ranchi) in its ATIC premises with the support from Ministry of Information Communication and Technology; Govt of India and Media Lab Asia which was made effective with the help of World Development Foundation.
- Birsa Agriculture University, Ranchi became the first state agricultural University in the country in establishing the CRS which was inaugurated on 03.03.2008 by H.E the Governor of Jharkhand.
- The University realized the utility of the CRS and establishment of CRS took a marginal time of only 3-4 months and made a landmark in the field of communication along with education, research and extension education.

# Training of Radio Jockey

- While the CRS was being established at one hand an one month training programme on Radio Jockey was conducted on the other hand. The outcome was that Birsa Agricultural University, became able to air the programmes with a goal to sustain and enrich the lives of poor and socially challenged.
- It is bound to help the farmers in the fields of agriculture education, health and hygiene with an air to bring social transformation of the people of its area of coverage 20 km radius.
- The assets with BHRS are one studio and a sound proof recording room adequately furnished. The others items include two air conditioners, a computer, mixer, two transmitters of 50 watt, two recorders 5 mikes, sound boxes etc.

# Training of Radio Jockey

- Training Programme on Radio Jockey was conducted from 15th Feb to 15th March 2008 following by one month practical session from 15th March to 15th April 2008 in the field.
- During this period the programmes were relayed by the trainees in the guidance of the Director Training Programme and the Co-ordinator and three Radio Jockeys were selected after voice test.
- The training was imparted by the experts from Delhi, AIR, Ranchi Doordarshan, Ranchi Journalists marketing personnels and people from rural development sector. During the training field assignments were also given to the trainees as project works.

# Advisory Board of BHRS

- The advisory board of BHRS meets after every three month and reviews the programme outlawed through radio and discusses about the further ongoing programmes as what has to be transmitted in next three months

✓ Director Extension Education	-	Chairman
✓ Representatives of WDF	-	Member
✓ Head of Department Extension Education	-	Member
✓ Dy. Director Information	-	Member
✓ ATIC Manager	-	Member
✓ Representative Vikas Bharti	-	Member
✓ Three Farmers	-	Member

# Advisory Board of BHRS

- The CRS has to be made self sustaining by earning revenue ruminations through advertisement so that the University should not bear financial burden. A revolving fund is provided to the radio station for initial smooth running. The rate of advertisement was fixed as per the following details:

@ Rs. 20/- per second (Sale of time slot of half an hour)

@ Rs. 20000/-

# Programme Schedule

- A Programme Advisory Committee has been constituted to plan and monitor the programmes with the following members:
- At present 3 hr. broadcast in two transmission is done daily. The first transmission entitled from 1.00 pm to 2.00 pm and the second entitled from 4.00 pm to 6.00 pm

# Afternoon Transmission 1.00 – 2.00 PM

## (Gramin Mahilon Ke Liaye)

Programme	Time
Jingle	1.00 to 1.02 PM
Bhajan/ Local Song	1.02 to 1.06 PM
Mahila Panchyat (Recepe)	1.10 to 1.25 PM
Swarojgar	1.25 to 1.35 PM
Swasthya Churha (Saunday Churha)	1.35 to 1.45 PM
Krishi Gyan	1.45 to 1.55 PM
Jingle	1.55 to 2.00 PM

- Announcement, Tips, Jokes, News, Market Rates weather conditions in between the programmes

# Evening Transmission 4.00 to 6.00 PM

## (Kisan Bhaion Ke Liaye)

Programme	Time
Jingle	4.00 to 4.02 PM
Bhajan/ Folk Song	4.02 to 4.06 PM
Anchoring News	4.06 to 4.10 PM
Aaj Ki Baaten (Scientist)	4.10 to 4.25 PM
Nayee Dishayeen (Yuvaon Ke Liye)	4.25 to 4.40 PM
Tips	4.40 to 4.45 PM
Swasth Churha (Pashu Swasthya)	4.45 to 5.00 PM
Mausam Ki Jankari (Kissano ke Sath)	5.00 to 5.10 PM
Safal Kisan	5.10 to 5.25 PM
Interview	5.25 to 5.40 PM
Kahani (Bashcho ke Liaye)	5.40 to 5.55 PM

# Evening Transmission 4.00 to 6.00 PM

## (Kisan Bhaion Ke Liaye)

- Sam Samaik (Group discussion) patrottar Grih Vatika etc. the source of news is newspaper, TV and cable news. The weather forecast and information to farmer is from Agro-met Advisory Service of Department of Agricultural Physics and Meteorology, Birsa Agricultural University.
- The programme consists of local songs sung by local singers.
- Market rate is by whole-sale markets, business men and linkages with SHG of different villages, NGOs, Piggery farm, Goat farm, nurseries, dairy farm, AIR, Doordarshan and different media houses and institutions. Interview of legal advisors, career councilors, bank officials, scientist experts, block officials, health educators, doctors, physiatrists etc are relayed from time to time which are being appreciated by the listeners.

## A FEW SUCCESS STORIES

- Birsa Hariyali has changed many lives. Let's visit some of them and share their experiences that how their life changed

## Ram Lagan : Pithoria

- Let's meet Shri Ram Lagan Mahli of Pithoria Village (Ranchi). He is a farmer as well as collects money for the local 'Hat-Bazar'. Initially he was a simple traditional farmer with no particular ideas for his development. He came in contact of their radio staff during the visit to his village. He then started listening our programmers.
- The update information about agricultural practices helped him a lot and through radio he came in contact with the wholesalers and started selling his produce mainly vegetables forming group from his local haat/bazaar. The feature on improved rearing animal broadcast through BHRS helped him and the detail information about B.A.U. Goat Farm encouraged him to keep goats encouraged him to aopt for improved goat rearing and now a days apart from other sources goat husbandry has become one of his major earning source and his life style is improving day-by-day.
- He is always in our contact and takes help from the University scientists. Radio staff his also interlinked him with some progressive farmers of the area and he is being benifitted a lot.

# Anita Devi, Boreya

- Now let's move to another village Boreya where the people use to listen Birsa Hariyali Radio on a regular basis. The Radio Staff moved to that village and entered in the life of Smt. Anita Devi. She is a vegetable seller. She owns a small holding in which she grows gets cauliflower cabbage, etc. as the main vegetables and her source of income was confined to it. She had to perform all the activities herself which was very difficult as she has three small children and her husband was not sincere.
- Apart from vegetable cultivation she was intouste to start mushroom production after listening about mushroom from Birsa hariyali Radio Station. She contact the mushroom scientists of the University and after undergoing a short training she started mushroom production.
- The radio staff talked to her and linked her with the local market. She now produces vegetables as well as mushrooms. From the income accruing from these ventures she manages the house and sends her children to school as she can stay at home and look after the house.

# Khusbu, Nagri

- In another village Nagri a school girl Khushbu studying in class X also uses to listen Birsa Hariyali Radio Station.
- Initially she used to help her parents in household activities and used to go to school but after hearing our programmes she started taking active interest in the field in assisting her parents and asking them to follow the new information provided by us.
- She insisted them to try the things our scientists and progressive farmers told through our programmes. Her queries came frequently to us and the result was better farming.
- The best part was that she started taking keen interest in her studies and even educating the others. Time to time she uses to visit our Radio Station and give message to the other children to co-operate their parents and try the new information.

# Nishad, Ormanjhi

- Nishad Ahmad is a college student who after listening Birsa Hariyali Radio Station has emerged as a talented figure.
- He's son of a small farmer who was only an ordinary boy of Bukru till he came in our contact. We provided him a platform to sing as he had good voice which made him to known to other people as well as it developed confidence in him.
- We provided him information about the various programmes where now he's trying his luck. He even started helping his father in agricultural works. He even started helping his friend Imtiyaz Ahmad who is fatherless and has lot of burden on him. They are our regular listeners being benefitted by our programmes.

## Balkishore Munda, Manatu, Ratu

- Let's move to Ratu Block where Balkishore Munda a farmer of Manatu has become a developed farmer after he established a mango orchard after getting information from us. He has lot of land which was not good for crops and he utilized it for pomology.

## Tribhuwan Awasthi, Ranchi

- One another person Tribhuwan Awasthi opened his nursery on a plot he was not using before for crops and now he is having a successful business.

## Deepak Chourasia, Ranchi

- Let's meet another educated man whose life is changed after listening Birsa Hariyali Radio.
- A leacher Deepak Chourasia considered agriculture as uneducated persons' affair but after regularly listening to our radio his views and ideas started changing and he slowly moved towards fields. Hogged with teaching he's now a good farmer.
- His field which were barren or had less crops now are filled with crops day by day we are having more and more listeners. Not only farmers but we have list many student who have opted for there careers after listening us





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रेडियो प्रस्तोता प्रशिक्षण कार्यक्रम  
फरवरी 2008



किरसा बररा

अरुण कुमार

एन एन सिंह

एन जी श्रीवास्तव

शशिधर झा

Thank you