

Community Radio and Women Empowerment: A Pragmatic Investigation

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Abstract:

The socioeconomic growth of a country may be evaluated by the strength of its social communication system and infrastructure available to the masses: stronger the communication system, greater the rate of economic growth. India is a country with the utmost diversities in terms of geographical distribution, culture, caste, religion, language, rituals and beliefs. We have identified six indicators from available literature viz. social, political, economic empowerment, gender equality, participation in decision making and social status. These indicators were processed on the basis of data collected from women respondents engaged with community radio in their area of residence with the help of SPSS-20 and inferences were drawn pragmatically. The role of community radio (CR) has a moderate positive correlation with Political Empowerment (PE) followed by Gender Equality (GE), Social Empowerment (SE). Indicators like Participation in Decisions (PD), Social Status (SS) have a weak positive correlation. Economic Empowerment (EE) indicator was finally eliminated in the investigation process of women empowerment. We have simultaneously developed an abridged relationship between the dependent indicator and independent indicator that helped to understand the degree of variation in women empowerment that can be explained in terms of the degree of variation in its indicators of community radio. The variation in women empowerment has been explained by the community radio on various indicators and contribution of indicators. ANOVA was used to ascertain the differences in the mean values of all dependent indicators associated with the independent indicator (Women Empowerment). It was used to test the hypothesis with the help of Levene statistics. F test was used to find out the variance among the variables through the community radio and women empowerment.

Keywords: Community radio, women empowerment, socio-economic development, acrimony.

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1. Introduction:

The socio-economic development growth of a country can be evaluated by the strength of the available communication network system reachable to even all the marginalized society. Community radio maybe considered as the most valuable mode of communication to the masses for circulating the common welfare policies and developmental programs of the government to the last men and women. Community communication network provides greater platform and accelerate the rate of socio-economic growth among the communities of the society at large. India is a country with paramount diversities in terms of geographical divisions with the allocation of diverse natural resources, different and diverse cultural practices, classifications of caste and caste related professions, four major religions along with some derived faiths and worshipping methods, many languages with local dialects and uncommon beliefs with major or minor deviations and various ideologies. In addition to these major areas of diversities, there are hundreds of minor varieties of sub-caste, languages and community-based dialects.

The information and entertainment needs are catered by All India Radio and Doordarshan (Television) along with hundreds of private broadcasters. All these media are working on the notion that broadcasting covers a wide geographical area as well as a large population at any given time. This situation demanded some change and hence as an alternative medium, the concept of community radio has been evolved which focuses on the information needs of the community of a specific area. The present scenario of broadcasting in the country and in the states needs some change and hence there is need of alternative medium of broadcasting and making of information and entertainment available through different programs to the narrow and remote area and to the unreached population.

Radio has been identified as the most accessible mass communication device for grass root people more specifically to the women folk. The radio as a medium of communication can easily reach the rural mass in a short span of time. The concept of community radio (CR) is gaining momentum in recent periods. Community radio broadcasting is a process simply about producing radio programs by the community and for the community. It is giving an opportunity for the people representation of different ethnic, social and religious backgrounds and gender. The community participation in all aspect of the radio stations from the establishment to management, from administration to financing. The modern concept of development gives emphasis to human and social

development does not end with economic development only. For social development, empowering the Women at grassroots and their capacity building is a major concern. Community radio (CR) can emerge as a future tool for rural women's socio-economic development. It is a platform for bringing accountability of the development process, ultimately making the system more transparent and ensuring good governance. It can ensure the participation of the community, along with community ownership and control. Thus the speedy transfer of technology is need of the hour for socio-economic development to common masses. Community Radio will play a major role in identifying and addressing local infrastructure needs, social and economic barriers in the process of broadcasting the radio programs, grass-root development by means of participatory communication.

Women play a vital role in society and have been stamped as the creator and protector of a family. She carries our generation through the reproduction of family members, develops them into responsible ones and thus forms the society. In fact, society cannot be formed without women. But in spite of the importance attached to her personality, a woman is least respected in the true sense in the society and has not been able to be free of shackles and chains, binding her and confining her to a limited space to move and act. After a long spell of fights and struggles – internal and external – and under the immense pressure of women's liberation activists, governments began to act a number of laws, protecting women, including some for granting reservation in different elected bodies, in order to provide them with a share in power at various levels. Media has played an important role in developing rural women. The media industry has now become a career, in which more and more women are joining in the present scenario management, from administration to financing.

The modern concept of development gives emphasis to human and social development does not end with economic development only. For social development, empowering the Women at grassroots and their capacity building is a major concern. Community radio (CR) can emerge as a future tool for rural women's socio-economic development. It is a platform for bringing accountability of the development process, ultimately making the system more transparent and ensuring good governance. It can ensure the participation of the community, along with community ownership and control. Thus the speedy transfer of technology is need of the hour for socio-economic development to common masses. Community Radio will play a major role in identifying and addressing local infrastructure needs, social and economic barriers in the process of broadcasting radio programs, grass-root development by means of participatory communication. Magazines, newspapers and internet articles briefly discussed the existence of community radio channels, yet there is very little scholarly analyzed research literature.

In India, the campaign of Community radio started in the mid-1990s, soon after the Supreme Court of India approved the idea, passed on its judgment in the month of February 1995, and declared "airwaves are public property". This notion of the Indian government was passed on as an inspiration to groups across the country and community radio started with only educational (campus) radio stations under somewhat strict conditions. The first community-based radio station in India was licensed to an NGO that was completely separate from campus-based radio and was launched on 15 October 2008. The 'Sangham Radio' in Pastapur village, Medak district, Andhra Pradesh was switched on at 11.00 am generally to hear the programs. Sangham Radio, which broadcasts on 90.4 MHz, is applicable to execute the Deccan Development Society (DDS). This is an NGO that works with women's groups in about 75 villages of Andhra Pradesh.

The Indian Government approved a community radio license that entitles the channel owners to operate a 100 watt (ERP) radio station, with a coverage area of almost 12 kilometers radius. Maximum antenna height of 30 meters is permissible and these radio stations are expected to produce at least 50% of their programs in the local range and the programs should be presented in the local language or dialect to the maximum extent. The prime focus is on developmental programming, though there is no clear restriction on entertainment.

The government, however, has recently opened some new categories of news and varied forms of communication that are permitted on radio, including sports news and commentaries, information on traffic and weather conditions, exposure of cultural events and festivals, information on educational events, civic announcements adhering to the utilities like electricity and water supply, disaster warnings and health alerts. Five minutes of advertising per hour is allowed on the Indian community radio. Sponsored programs are strictly prohibited except when the program is sponsored by the Government at the center or state level.

Women have different types of problems or having the same type of expectations, since they are cultural, geographically, educationally and economically divergent. The local language, customs and social practices vary from place to place and region to region. This is why the need and role of community radio becomes all the more important. The development of the poorest of the poor becomes much easier at the same time conserving our culture and tradition. Sometimes community radio acts as a medium for providing a voice to the voiceless, power to the powerless, and gives way to help rural as well as urban masses establish their right to information, development, communication, governance, decision making, participation, freedom of expression, employment, health, education and security through well-designed programs. Community radio is known by different names all over the world, they are community radio, rural radio, cooperative radio, participatory radio, free radio, alternative, popular, educational radio etc.

2. Literature Review

We have reviewed the literature to become familiar with existing published work related to various dimensions of community radio and its importance to women empowerment. These efforts allowed the researcher to ensure our research questions have not been previously answered, identify gaps in the literature and note possible research methods for his own studies. These literature reviews have identified previous researches that have been done on social capital, community broadcasting services, and development. Adequate research has been done in the community radio sector but the majority is regarding policy studies, structural studies of community radio stations and studies on financial sustainability, human capital, and physical capital.

In the present research study, we will argue for scholarly attention paid to mass media and while it is important to understand some aspects of social communication through community radio. Empowerment is an aspect of development that can help marginalized people especially women in rural and semi-urban areas to participate in socio-economic development activities. The term 'empowerment' has been described by several scholars in different ways. However, common in all the definitions is the urge for disenfranchised or marginalized people, seeking to transform their lives and their community, to control and influence decisions in their environment (Narayan 2002; Nair and White 1993).

Yalala N (2005), is of opinion that Community radio is third-tier broadcasting along with public and private radio broadcasting. Community radio is managed, run, controlled and owned by a community for the benefit of the community and serves the needs, interests, and aspirations of a community. Community Radio gives marginalized communities if their voice is not heard earlier, it gives them an opportunity to express their views wherein the mainstream media these voices are not provided any space or time.

According to Naaikur and Diedong (2014), "The main communication problem in any country is that information is not getting to the rural marginalized and lower status population". This can potentially cause these marginalized groups to be at risk and to be less empowered. Community radio can, therefore, help to meet the information needs of rural communities especially those that are illiterate. This information can empower rural women by raising their awareness of problems, affecting them, and finding solutions to those problems. It can also enable them to participate with confidence in development activities in their communities in which they are the beneficiaries. Therefore, participation and empowerment are two sides of the same coin, and both are necessary for development to take place.

Cornwall (2000), believes that rethinking the concept of gender might more directly address "issues of power and powerlessness that lie at the heart of both gender and development". In other words, Cornwall is suggesting that societies should rethink the gender relations and effect structural changes that will bring women at par with men. This is both a human rights and development issue.

According to Quebral (2012), "The empowerment of women are now considered as a strategy not only for achieving economic development but also for advancing human rights". One way of achieving this is to give women information to enable them to make informed decisions in all aspects of their lives ranging from health, education, family planning, poverty reduction, hygiene, agriculture, and economic empowerment to participation in public life. All these are aspects of development which community radio can help and address significantly. In the Socio-Economic and Gender Analysis, development is conceptualized as "a multifaceted process of increasing not only the standards of living but also control over and definition of those standards"

Community radio can help to define the standards of living suitable for women in rural areas and empower them to have control over those standards. In the rural areas of Uttar Pradesh where lack of access to information is due to illiteracy and radio is the major source of information for the illiterate people. Access to television and the internet remains unattainable in these rural areas. In the most populated state like Uttar Pradesh, radio has the main advantage is its ability to overcome the main communication barriers. One advantage that community radio has over mainstream media is its ability to produce and broadcast programs that have local content and contain issues that are of interest to poor people. Localized programming is relevant and appeals to the members of the community more than national and generalized programming that appeals more to the general and undefined audience (Lingela 2008). Furthermore, community radio "can be the cheapest and swiftest method of reaching rural communities and of providing some expertise where none has existed" (Berrigan 1979).

Empowerment, according to Huyer (2006), also involves the ability to act upon the information. Access to, and use of, technology is a critical concept in gender, technology and development studies. Women in this research also demonstrated a desire to produce information, stating repeatedly that they had valuable information to share and that they wanted to be heard. Thus, voice and the concept of being heard became the focus of the Community Radio as well as its largest contribution to development studies – this research was able to show a direct link between voice and empowerment that supports future investment in two-way information and communication technologies (ICT).

The community radio focuses on women's access to, and use of, a technology designed for women's empowerment. Research and experience alike demonstrate that women's empowerment and community development go hand in hand and that women's access to information is a critical requirement for development.

Well-intentioned efforts to close the digital divide may in fact exacerbate the underlying gender divides into communities, as women face significant and unique barriers to ICT access and use.

Women have been successful in improving their status in India. Social workers and the political and legal environment enabled them to prove themselves as an equal partner in promoting social economic and political development of the society. The improvement in the status of women in the society can be analyzed in the light of the major changes that have taken place in areas such as legislation, education, economic and employment sector, political participation and awareness of their rights on the part of women etc. The social changes that have been brought up by changed attitude and thought process, now women are enjoying almost equal social status like men. The government and legislations have played a vital role in bringing up such social status where everyone is respected and honored (UNPF, 2018). We have reviewed almost all possible available and relevant literature on our research study area and have come across different objectives and research questions. Keeping these major points in our minds, we have framed research questions like-

1. Are women willing to respond and to create community radio?
2. Do women perceive increased empowerment or benefit from community radio?
3. What is the larger community response to the introduction of women's voices on the community radio?
4. Does a critical evaluation of the community radio support socio-economic development of women in the community?

In majority of research studies we found that researchers have done on community radio on national issues or issues in the state administration, public policy, government policy or in most city life as well as urban issues. Formal and informal political processes have also been exercised by the media power in the majority of research studies across the different countries of the world. We have also found it evident in the studies of different research scholars about the empire of news in the wide national interest and public affairs reporting. It has been realized that commercial and public service media relay elite the consensus in the interpretation of reality without tracing any problem of rural communities and thereby have very narrowing the range of debate and limiting local community participation in the deliberative processes of raising the local community issues. It comes across the process of review that community journalism does not raise the voices, opinions, and perspectives of ordinary people, rural community people. These media houses always look for positions of power and authority through state politics and profit margins, therefore, they neglect local newsgathering and investigative reporting on common and relevant issues of the rural population.

Several studies attempted to bring out the important dimensions of community radio but our study would be specific and relevant on our domain on socio-economic issues and the role of community radio. The present study focuses to fill the research gaps with the specified objectives. The specific **objectives** of the study are:

1. To access the need for community radio in rural society
2. To explore the opportunity for establishing community radio network in rural areas
3. To gauge the involvement of women in the community radio network
4. To understand the role of community radio in socio-economic empowerment
5. To suggest and recommend the policy measures to stakeholder for community radio

3. Hypothesis

Hypotheses are potential explanations that can account for our observations of the external world. They usually describe cause and effect relationships between a proposed mechanism and process (the cause) and our observations (the effect).

- Ho 1: The community radio has no significant role on the women empowerment the society
- Ho 2: The community radio has no insignificant role in social empowerment of women
- Ho 3: There is no significant relationship between community radio and political empowerment of women
- Ho 4: There is no significant relationship between community radio and gender equality
- Ho 5: There is no significant relationship between community radio and participation in decision making of women in the society
- Ho 6: There is no significant relationship between community radio and social status of women in society
- Ho 7: There is no significant relationship between community radio and economic empowerment of women

4. Research Methodology

The methods and methodologies in which the present research is conducted in terms of the research concepts and the philosophy that shall be subscribed to the research strategy and as theories in which different statistical tools and techniques have been called as research instruments in the pursuit of research objectives and the quest for the solution of the identified research problem or our research objectives.

On the basis of all possible and approachable as well as available relevant literature (published and unpublished research thesis), research papers published in journals of repute, books, conceptual columns and various theories, we have identified women empowerment (WE) as predictor variable and awareness about

community radio (CR) as mediator variable, social empowerment (SE), political empowerment (PE), economic empowerment (EE), gender equality (GE), participation in decision making (PD), social status (SS) as the criterion variable (independent variable). Our target population and sample are women folk living remote and under or undeveloped rural vicinity in the state of Uttar Pradesh.

Measuring women’s empowerment in the present socio-economic scenario through the advantage of community radio in the residing areas has been difficulty in because of differences in perspectives. For instance, it is challenging to define a measurement that indicates socio-economic the development program that has changed the status or perception of women in a community or country at-large and to what extent a possible change will be sustainable through the spread and establishment of community radio centers and its successful run and monitoring. As we have proposed and gone through participatory action research, gender, and development, case study, the role of information and communication technology, we have proposed to design and developed our research instrument in the form of the questionnaire using our identified and proposed dependent and independent indicators (variables).

The instrument used to investigate the research questions, as well as objectives, was tested for its validity and reliability in order to assess the goodness-of-use. The designed questionnaire was put to content validity (Face), construct validity (convergent and discriminant) and cross validity tests. As we discussed our research with experts in the domain, community radio running people, journalists, faculty members in the department, etc. most of the stakeholders validated the content of our questionnaire and proved its face validity. The stakeholders also validated all our identified constructs both the dependent and the independent and we deemed that we have construct validity

As the variables under different dimensions were developed with the help of secondary and primary sources, it is implied that the questionnaire is appropriate for the task at hand and thus, passes the test in the present research work. According to Kline (1986), Cronbach’s coefficient alpha is the most efficient measure of reliability and should always be greater than 0.7 when items are selected for testing. Hence, Cronbach’s alpha reliability analysis was conducted for the items included in the study. The internal consistency Cronbach’s alpha value for the reliability of the questionnaire was found to be 0.839. All items were well above the value of 0.84, which is the commonly accepted threshold. George and Mallery (2003) argue that if the value of Cronbach's alpha equals or exceeds 0.70, the scale is acceptable; thus, the questionnaire passed the test of internal consistency. All individual scale items had statistically significant (at $p < 0.05$ level) item-to-total correlations. Hence, all items were deemed reliable (See annexure).

5. Confirmation of Indicators/Variables and Model Fit

In order to test and verify the validity of the measuring instrument (questionnaire), confirmatory factor analysis was conducted (Annexure). Confirmatory factor analysis with partial disaggregation was performed on the five dimensions of consumer perceptions. The factor loadings and co-variances obtained from the confirmatory factor analysis are as shown in table-5. The score obtained from the analysis suggested an excellent fit between the data and the model ($\chi^2 = 256.34$, degree of freedom = 134, GFI = 0.912, AGFI = 0.911, TLI = 0.921, CFI = 0.903, NFI = 0.921, RMSEA = 0.081) all the fit indices comply with the values recommended by Heir et al (1998).

Table-1: Fit Statistics in the Structural Equation Model

S.No.	Goodness- of -fit model index	Recommended value*	Women Empowerment
1.	Chi-square/degree of freedom**	≤ 2.00	1.315
2.	Goodness-of-index (GFI)	≥ 0.90	0.912
3.	Adjusted goodness-of-index (AGFI)	≥ 0.90	0.911
4.	Tucker –Lewis index (TLI)	≥ 0.90	0.921
5.	Comparative fit index (CFI)	≥ 0.90	0.903
6.	Normalized fit index (NFI)	≥ 0.90	0.921
7.	Root mean square of approximation (RMSEA)	≤ 0.08	0.081

All confirmatory factor values resulted in accordance to recommended values (table-1) and hence all six indicators/ variables deemed adequate and fit for the present research paper which has yielded right results for all statistical operations. Root Mean Squared Error of Approximation (RMSEA) and Comparative Fit Index (CFI) are the most relevant informative measures of how closely the model corresponds with the data. Overall fit indices such as RMSEA and CFI, thus, provided some evidence that the scale was comparable across women empowerment. RMSEA and CFI are the measures of overall model fit. It summarized the goodness-of-fit of a complete model in a single number, which is easy to understand. Tucker-Lewis Index (TLI) and the Comparative Fit Index (CFI) were computed to compare the absolute fit of model to the absolute fit of the independence model.

6. Sampling methods and data collection

The researcher personally collected 200 primary data at the community radio stations on cross-sectional site visits from a sample of women associated with. Three distinct techniques were used as qualitative data collecting tools. In the first instance, the focus group discussion method was used as a preliminary method to the data collection process. As a method, it provided valuable insight into the nature of challenges facing community radio stations, and it was applied to direct the subsequent construction of appropriate questions for the study. In-Depth Interviews were used and they also served as a discussion document to collect detailed information from stations.

The data collection process covered information about management and governance policies; social acceptance, and marketing and advertising in community radio sustenance. The researcher drafted questions based on ideas and information discussed in the relevant literature as well as information that came up from the pilot study. This is in agreement with who maintains that at an early stage of the study explorative focus groups and pilot activity can be applied to direct the subsequent construction of interview questions.

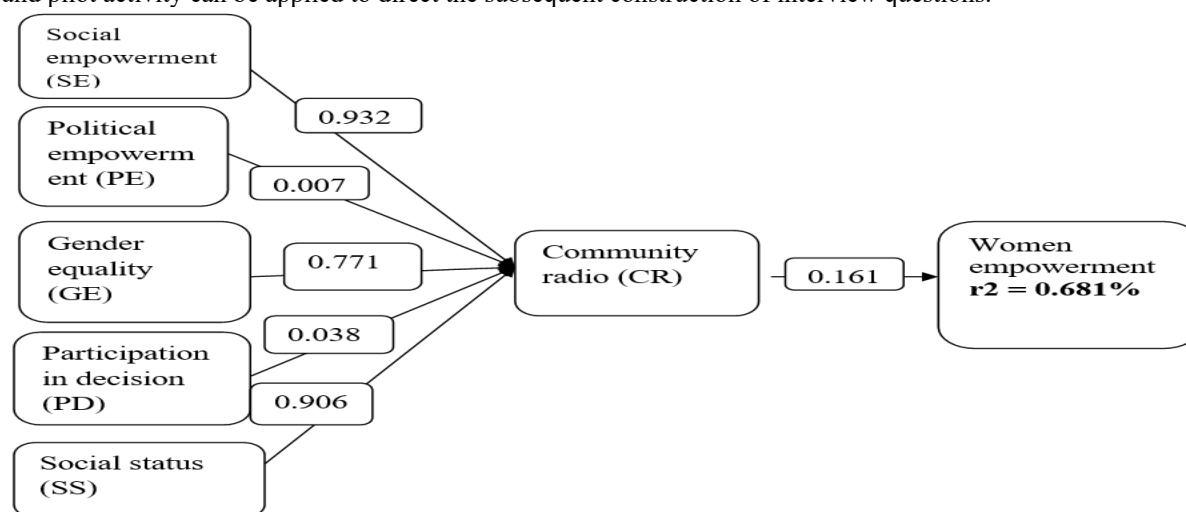


Figure-1: Model development explaining community radio roles in women empowerment

We find women empowerment up to 93.2% through CR followed by a 90.6% improvement in the social status of women and then 77.1% gender equality. Our model summary shows that still, women have very low participation in political empowerment followed by participation in family decision making as per or sample analysis.

We have taken sample of 200 women respondents from three community radio stations. We have used SPSS-20 version for our data processing in the whole research work as this version is more compactable and authentic and makes available all the desired command to be used in data processing and data analysis. Communality and factor loadings were high enough to prove the suitability of data as well as the Kaiser-Meyer-Oklind measure of sampling adequacy (KMO) was .702 which indicated that the sample was good enough for sampling. Barlett's Test of Sphericity showed a statistically significant number of correlations among the variables. Hence all the above-mentioned parameters revealed that data was fit for factor analysis.

The Eigenvalues are the total variance attributed to that factor. Any factor that has an Eigenvalue of less than 1 does not have enough total variance explained to represent a unique factor and is therefore disregarded. The Eigenvalues represent the total variance explained by each factor.

Table-2: Variance explained and cumulative factor loading

Component	Total Variance Explained					
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.431	55.393	55.393	4.431	55.393	55.393
2	1.409	17.613	73.006	1.409	17.613	73.006
3	1.012	12.645	85.651	1.012	12.645	85.651
4	.620	7.745	93.395			
5	.394	4.923	98.318			
6	.134	1.675	99.993			
7	.001	.007	100.000			
8	1.539E-016	1.924E-015	100.000			

Extraction Method: Principal Component Analysis.

Out of 8 constructs/factors listed for assessing women empowerment after applying factor analysis, it is clear from the Table-2 explaining the total variance that even 3 constructs/factors extracted together for 85.65% of total variance.

A coefficient with a large absolute value indicates that the factor and the variables are closely related. The coefficient of the factor matrix is used to interpret the factors. Although the initial and unrotated factor matrix indicates the relationship between the factors and the individual variables, it seldom results in factors that can be interpreted, because the factors are correlated with many variables. Therefore, through rotation, the factor matrix is transformed into a simple one that is easier to interpret. Rotation does not affect communalities and the percentage of total variance explained.

Table-3: Component Matrix showing item loading for all items wise

Component Matrix^a								
	Component							
	1	2	3	4	5	6	7	8
CR1	.919							
CR2	.931							
CR3	.990							
CR4	.959							
SE1		.990						
SE2		.958						
SE3		.990						
SE4		.959						
PE1			.919					
PE2			.931					
PE3			.919					
PE4			.931					
EE1				.785				
EE2				.937				
EE3				.990				
EE4				.959				
GE1					.990			
GE2					.959			
GE3					.990			
GE4					.959			
PD1						.986		
PD2						.958		
PD3						.785		
PD4						.937		
SS1							.931	
SS2							.664	
SS3							.773	
SS4							.990	
WE1								.773
WE2								.543
WE3								.773
WE4								.509
WE5								.913

Extraction Method: Principal Component Analysis.

a. 8 components extracted.

The method used for rotation is the varimax procedure. This method of rotation minimizes the number of variables, with high loadings on a factor, thus enhancing the interpretability of factors. Rotations bring simplicity, higher the factor loadings; a stronger is the correlation between factors and the variables. All factor loadings greater than 0.5 have been considered fit for the present research study (table-3).

Table-4: Correlation matrix and values of variables

Correlations								
	CR	SE	PE	EE	GE	PD	SS	WE
Community Radio (CR)	1							
Social Empowerment(SE)	.332**	1						
Political Empowerment(PE)	.414**	-.136	1					
Economic Empowerment(EE)	.291**	.655**	.062	1				
Gender Equality (GE)	.333**	.999**	-.136	.656**	1			
Participation in Decisions (PD)	.291**	.655**	.062	1.000**	.656**	1		
Social Status (SS)	.201**	.740**	-.087	.511**	.742**	.511**	1	
Women Empowerment (WE)	.280**	.547**	.000	.372**	.550**	.372**	.808**	1

** . Correlation is significant at the 0.01 level (2-tailed).

The role of community radio (CR) has moderate positive correlation with Political Empowerment (PE) followed by Gender Equality (GE), Social Empowerment (SE). Indicators like Economic Empowerment (EE), Participation in Decisions (PD), Social Status (SS) have weak positive correlation.

Table-5: Model summary of variables through R values

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825 ^a	.681	.671	.3044899

a. Predictors: (Constant), SS, PE, CR, PD, SE, GE

Table 5 is the first table which is a summary of the model for our identified and authenticated variables (both the dependent and independent) and items of the variables too. This summary table provides the value of r, r² and adjusted r² for the model that has been derived. “r” represents the value of the multiple correlation coefficients between the predictors and the outcome (Field, 2005). Here, r has a value 0.825, this value represents the simple correlation between group size, community radio (CR), social empowerment (SE), political empowerment (PE), economic empowerment (EE), gender equality (GE), participation in decision making (PD), social status (SS) and women empowerment (WE).

“r²” is a measure of how much of the variability in the outcome is accounted for by the predictors (Field, 2005). The value of r² is 0.681 which tells us that these seven women empowerment variables can account for 68.1% of the variation in the overall role of community radio in women empowerment. This means that 31.9% of the variation in overall women empowerment be explained by seven variables. So, there must be other variables too that have an influence on women empowerment through community radio in the current socio-economic scenario of states.

The adjusted “r²” gives an idea of how well the model generalizes and ideally its value is likely to be the same or very close to, the value of r² (Field, 2005). Here, the difference between r² and adjusted r² is 0.1% (0.681– 0.671= 0.01). This means that if the model were derived from the population rather than a sample it would account for approximately 0.1% less variance in outcome. Hence we become sure that all our identified variables, chosen tools, and techniques, our thought process for the present research study has been scientific and we have followed the right research methodology which is scientific and reliable.

Table-6: Coefficient values through Beta for dependent and independent variables

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.981	.269		3.649	.000
	CR	.208	.064	.161	3.237	.001
	SE	-.786	1.022	-.923	-.769	.443
	PE	-.006	.041	-.007	-.142	.888
	GE	.655	1.024	.771	.640	.523
	PD	-.049	.071	-.038	-.695	.488
	SS	.693	.047	.906	14.823	.000

a. Dependent Variable: Women Empowerment

The b-values in the table-6 represent the relationship between women empowerment and each predictor (i.e. seven authenticated women empowerment variables). If the value is positive we can tell that there is a positive relationship between the predictor and the outcome whereas the negative coefficient represents a negative relationship. The b-value also tells us to what degree each independent variable affects the dependent variables if the effects of all other independent variables are held constant (Field, 2005).

In table 5 out six women empowerment variables, three have positive b-values; which indicates the positive relationships between women empowerment through community radio programs whereas the other three have

negative b-value that indicates the negative relationship in women empowerment. We explain like if community radio reaching the ability increase definitely women empowerment will increase. Gender Equality is promoted than women empowerment is obviously increased and social status is in increased, definitely, women shall feel empowered but the other three variables (SE, PE, and PD) are able to ensure the women empowerment in society.

The beta value tells us the number of standard deviations that the outcome will change as a result of one standard deviation change in the predictor (Field, 2005). Higher beta value signifies a stronger correlation with the dependent variable. In table 5.3.6 social status have the highest positive beta (0.906), followed by gender equality (0.771), community radio (.161). This represents that if social status empowerment given to women by one standard deviation, the total women empowerment standard deviation will increase by 0.906. It will follow other variables too. In the case of negative b-values, it will infer that there must be some other measures to be adopted apart from identified variables. The negative value shall direct a negative relationship in the standard deviation. These interpretations are true only if the other variables are held constant while measuring the relationship between dependent variables and one of the independent variables. So, from the results of multiple regressions, we can infer that gender equality influences the women empowerment most followed by other six variable and one variable Economic Empowerment (EE) has been eliminated from the study.

Regression Equation

Women Empowerment = .981+.161 (community radio)+ .923 (social empowerment)+ .007 (political empowerment)+ .771 (gender equality) + .038 (participation in decision making)+ .906 (social status)

Our study eliminated one identified variable for women empowerment through the regression methodology study and analysis as presented in table-7 that is Economic Empowerment.

Table-7: The excluded variables from the scale

Excluded Variables ^a					
Model	Beta In	T	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	EE	. ^b	.	.	.000
a. Dependent Variable: Women Empowerment					
b. Predictors in the Model: (Constant), SS, PE, CR, PD, SE, GE					

7. Hypothesis Testing

Pearson Correlation Coefficient is used to test the relationship between the women empowerment and it's seven identified independent variables as [(community radio (CR), social empowerment (SE), political empowerment (PE), economic empowerment (EE), gender equality (GE), participation in decision making (PD), social status (SS)], and ANOVA is used to test the variance from its mean values in the research question and research objectives. For deciding whether the hypotheses are rejected or accepted, the researcher has to examine significance (p) value. The rule is the null hypothesis is rejected if the p-value (significance value) is less than Alpha. Since the analysis was measured with 95% of the level of confidence, so the alpha would be 5 % i.e. 0.05. Therefore, if the significance value is less than 0.05, the alternative hypothesis is accepted. If the significance value is greater than 0.05, the null hypothesis (Ho) is accepted. The results of the hypotheses testing are shown below in the compiled form in table-8.

Table-8: Summary of the Test of Hypothesis

S. No.	Null (Original) hypothesis	Status
1.	The community radio has no significant role on the women empowerment the society	Not Accepted/ Rejected
2.	The community radio has no insignificant role in social empowerment of women	Not Accepted/ Rejected
3.	There is no significant relation between community radio and political empowerment of women	Not Accepted/ Rejected
4.	There is no significant relation between community radio and gender equality	Not Accepted/ Rejected
5.	There is no significant relation between community radio and participation in decision making of women in the society	Not Accepted/ Rejected
6.	There is no significant relation between community radio and social status of women in the society	Not Accepted/ Rejected
7.	There is no significant relation between community radio and economic empowerment of women	Not Accepted/ Rejected

8. Findings

To date, the community radio project has confirmed that women are willing to discuss empowerment issues and are proactive about putting their voices and names on the airwaves, in part because community radio is seen as the “place for development”. Women want to participate in information exchange, especially when given the opportunity to offer advice or to demonstrate their expertise to other women. Interview data suggest that women’s sense of self-esteem and visibility increased after being featured on the radio discussing subject matter that they know. However, men interviewed had a somewhat different perspective on women’s increased public presence. The men noted that women should be allowed to advise other women, but did not comment on the quality of information on the news talk shows. Instead, men observed that the programs gave women a place to talk about topics that they cannot discuss at home, given existing gender and cultural dynamics. The radio, men said, gave women a place to have a voice in a respected public venue, implying that the rules are different in “radio space.” Radio Stations thus represents a place for equality in participation, leading to social transformation, which may do more to advance the status of women in the community than information exchange only.

9. Conclusion

On the basis of our scientific conduct of this research study we have followed all scientific research methodologies suitable on the research question and research objectives as well as a research hypothesis. We have gone through all the adequate research methods and have a description in brief like participatory action research, case study, focus group discussion, etc. Apart from the qualitative method of study, we have gone through quantitative methodologies too in which we design a scientific scale of measurement that was validated scientifically and found fit for the conduct of the study.

A series of independent variables were identified from the available literature review and the scientific questionnaire was designed and developed. It was tested and found fit for data collection from the sample of 200 respondents women who were concerned about community radio in their geographical area. We have considered the demographic variables of the women respondents and found that none of the identified demographic variables was insignificant in women empowerment that simply indicated that women residential area, age factors, educational level, marital status, etc. have no importance rather they need their empowerment irrespective of these demographic factors.

The qualitative methods described in this study were designed to respond to the dynamics present in the community, and to indicate the extent to which the community radio project created positive opportunities for the women to encounter and use technology. Having collected program transcripts, observations, and interviews through the processes described above, we analyzed these data for definitions and examples of empowerment, as well as trends that supported, contradicted, or expanded the scope of the research questions underlying the community radio project.

The community radios have a significant role in overall women empowerment that we proved scientifically in the hypothesis testing part, through social and political empowerment, gender equality, participation in family decision making and recognizing the social status along with economic empowerment. Hence community radio can be the source of empowerment of women. Radio can change the lives of women, it gives them a voice, it gives them the courage to fight for their rights, it creates awareness about various issues from the beginning the rights of women, to health, maternity, violence, nutrition.

Community Radio also educates women about their political rights, voting, women’s reservations in Panchayati Raj institutions, and Assembly, Parliament, etc. It empowers them to fight back the domestic violence, male preference attitudes with men, gives them the courage to speak their opinion on all issues, to express their interests. It gives them the confidence to live their life. So community radio can do wonders if it used properly for the development of upliftment or empowerment of women.

Community radio stations played an important role in social, economic, and political empowerment of women along with gender equality, participation in decision makings, improving their social status too. When it comes to social empowerment it happened in terms of knowledge and skill development. In terms of political empowerment i.e. knowing the panchayat representative, voting in assembly and general elections, etc. When it comes to economic empowerment, learning job skills through radio; freedom to spend money has happened. The important aspect of community radio is it has given voice to the community especially women and the marginalized section of the population too. In both cases, women’s empowerment among the community radio listeners is significant in our study in the current socio-economic scenario.

The important conclusions drawn from the above point are to empower women is to increase their control over the decisions that affect their lives both within and outside the household. Women should be encouraged to bring their vision and leadership, knowledge and skills, views and aspirations into the development agenda from the grassroots to international levels. Women should be assisted in conflict situations and their participation in peace processes supported. Thus radio media has a number of attributes that make it an effective tool in

promoting women's participation in decision-making processes and governance structures. It is not controlled corporate and government interests which allows it to speak to issues independently. Community radio uses local language that makes the information and the discussions on health issues accessible to local communities. It transcends literacy barriers, which allows and encourages a great number of women to use it as their primary source of information.

10. Limitation of the study

1. Limitation of time, space and manpower are the most restrictive aspects in an empirical study and this study has also been limited due to these handicaps.
2. The answers of the respondents as such have been taken as true. Respondent being women were extremely hesitant; we convinced and helped them for choice fill in the instrument.
3. The respondents were quite uncertain about the issues and as such certain inferences had to be drawn on the basis of observation of the overt behavior of the respondents which included gestures and facial expressions also.
4. Only female respondents have been taken in this study.
5. Since we have collected data and information from two states and three places hence, the conclusions drawn may not be universal.
6. The sample size was only 200 respondents, therefore, the results may not be generalized.

11. Future scope

The future researcher may find out numerous areas that necessitated further critical study. He/She may use different types/ methods of research methodologies in research philosophy that may include-

- A comparative study focusing on the perceptions of men on the subject under study using the same tools;
- Researcher may carry out similar studies focusing on other community radios in another pan India for capturing actual socio-economic empowerment of the total masses;
- Periodically undertaking similar studies on the progress of women empowerment under the facilitation of community radio stations;
- Role of community radio for inclusive growth and development at a regional or national level;
- The future researcher may take a larger sample size to generalize the constructs and a statement that may lead to some theory construction.

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Annexure:

Description of item wise/ statement wise factor loading

S.NO.	Name of the construct/ variable	Label/ Code	Items/ Statement	Factor Loading
1.	Community Radio	CR1	I know community radio	.919
		CR2	Community radio has reach to my village	.931
		CR3	I listen major program of community radio	.990
		CR4	It has helped me knowing the government social program	.959
2.	Social Empowerment	SE1	I feel socially empowered because of community radio	.990
		SE2	I am member of the community radio broadcasting team	.958
		SE3	All my villagers are now socially aware on all village related issues	.990
		SE4	Community radio created social awareness among the women listeners	.959
3.	Political Empowerment	PE1	I know the democracy model of local governance	.919
		PE2	I know government and its policies	.931
		PE3	I believe in people democracy	.919
		PE4	Community radio created political awareness	.931
4.	Economic Empowerment	EE1	I understand equal right in economic matters	.785
		EE2	I participate in income generation for the family	.937
		EE3	I have right of expenditure of money	.990
		EE4	I am free to take some economic decision	.959
5.	Gender Equality	GE1	I don't feel gender biasness in my family	.990
		GE2	Community radio created awareness about gender equality	.959
		GE3	I don't discriminate on gender issues in my family	.990
		GE4	I have equal role in family like male members	.959
6.	Participation in Decision making	PD1	My family members share about family decisions	.986
		PD2	I am respected among all family and friends	.958
		PD3	Elder members of family seek my opinion as they are aware by community radio programs	.785
		PD4	There is no discrimination in my family as it become possible through community radio	.937
7.	Social Status	SS1	My role in society is respectable	.931
		SS2	Community radio created awareness for social status f women	.664
		SS3	Women are self responsible for their status in the society	.773
		SS4	I perform head role in all religious/cultural celebration	.990
8.	Women Empowerment	WE1	I feel women are being empowered through community radio in our residing area	.773
		WE2	I have resource ownership like male members in the family	.543
		WE3	Community radio contributed well in women socio-empowerment	.773
		WE4	Community radio must be recommended in whole country in current socio-economic scenario	.509