

CHAPTER - II

**PROFILE OF VASUNDHARA VAHINI
COMMUNITY RADIO, BARAMATI**

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Introduction :

Baramati is 99 kms by road and 120 by rail from Pune, which is connected by daily air service to Mumbai and Aurangabad. The main occupation of the people is agriculture. Wheat and Jowar, Sugarcane, Grapes and Cotton are the main crops grown over here. Grapes and sugar are exported from here. There is huge market demand for cotton and food grains.

Vasundhara Vahini community radio was launched on 1 April 2004, and is run by Vidya Pratishthan Institute of Information Technology.

Vasundhara Vahini community radio is a broadcasting platform established to provide communication support for the social, economic and cultural development of community radio within geographical location and owned and operated by the community on a non – profit basis.

Krishi vahini named “Vasundhara Vahini 90.4 MHz” a community radio service is catering exclusively to farmers within 30 km radius of the tehsil Baramati of Pune district. Their focus is the farmer community. The service, which is run and managed by the local people, is addressing issues relating to the community in the local language Marathi. It was introduced by VPIIT (Vidya Pratishthan Institute of Information Technology), Baramati. It is technically a campus community F.M. radio stationed in its campus .

The F.M. channel reaches out to nearly 30,000 farmers in the region with broadcasts of nearly 150 hours every month. On Monday's and Thursdays, a programme called Baazar Bhav, is aired that gives out the rates of commodities such as wheat, bajara and vegetables. *(Noronha, 2006)*

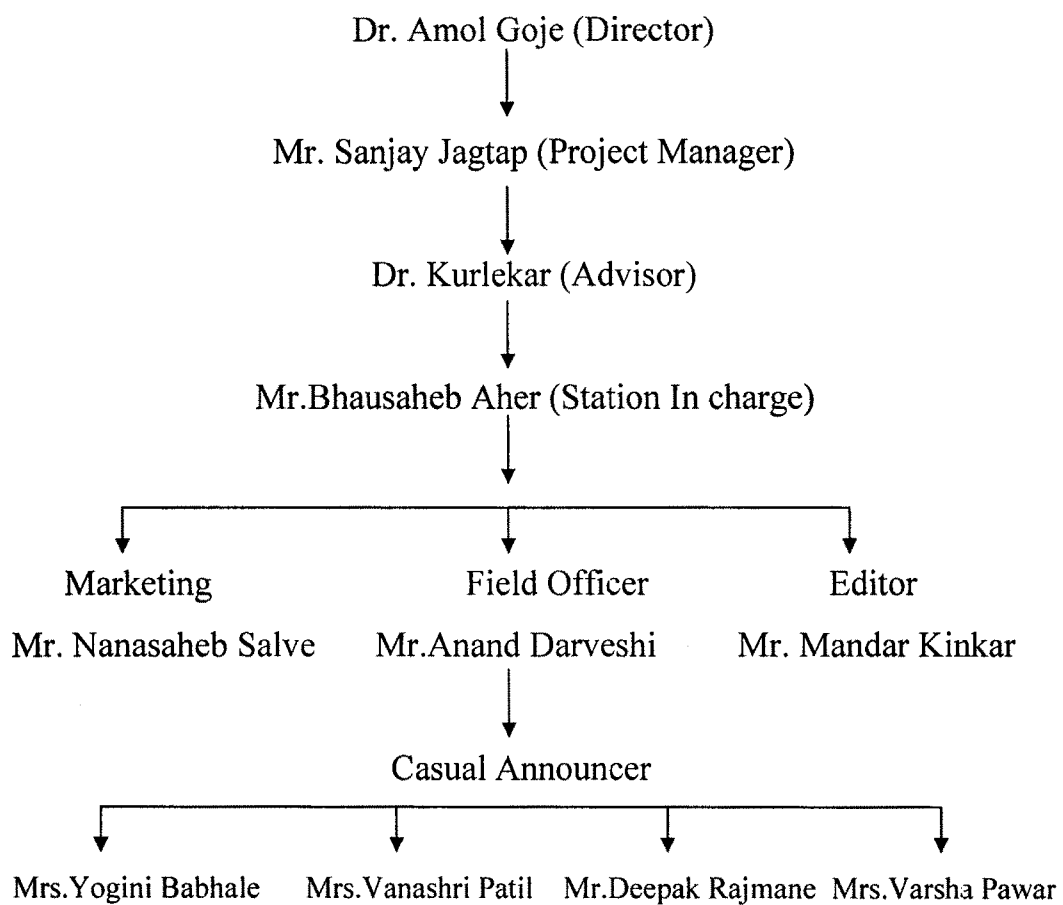
Frequency of Vasundhara Vahini community radio reaches up to various villages i.e. Kathevadi, Melegaon, Bhigavan, Malshiras, Giravi, Sakharvadi, Daund, etc.

Role of Vasundhara Vahini Community Radio :

1. Vasundhara Vahini encourages villagers to take an active part in the development process.
2. Vasundhara Vahini enables communities to articulate their experiences and to critically examine issues and policies affecting their lives.
3. Vasundhara Vahini takes on that role where extension workers are not able to reach.
4. Vital information for agricultural development pass on through the functioning of Vasundhara Vahini community radio for example information on better farming methods, improved seeds, timely plating, crop – spacing, better harvesting method, soil conservation, marketing, etc.
5. Vasundhara Vahini community radio targets a specific farmer community and geographical area or interest.
6. Vasundhara Vahini community radio gives farmer an opportunity to interact with each other and other relevant outhorities e.g. extension workers, crop and animal experts through formats such as live talk shows, phone – in – programmes and on location broadcasts .

7. Vasundhara Vahini demystifies the scientific jargon. It is able to explain the research in simpler and ordinary language (Marathi) that people understand.
8. Vasundhara Vahini community radio is community based; it is used to mobilize people towards community development work.
9. Vasundhara Vahini arranges workshop and various developmental functions for increasing participation of local people.

Management of Vasudhara Vahini Community Radio :



Daily project officer and Field officer connect with various agricultural information sources e.g. krishi vigyan kendra, krishi utpan bazar samiti's, export – import centres, sheti sheva kendras, various agricultural universities and research institutes. From these information sources they get proper agricultural information and it reaches Vasundhara Vahini community radio centre.

Vidya prathishtans students also play roles of announcers.

Programme Q- Sheet of Vasundhara Vahini Community Radio Station

Vasundhara Vahini, F.M. Community Radio, 90.4 MHz is broadcasting entertainment, cultural and informative programmes for cultivators as well as other citizens who are living in and around Baramati.

The programmes broadcasted through Vasundhara Vahini, are mainly agro – based. Programme Q- Sheet of Vasundhara Vahini community radio station is as under –

TRANSMISSION TIME MORNING	TRANSMISSION TIME EVENING	PROGRAMME
6.00AM	4.00PM	SIGNATURE TUNE, IDENTITY OF VASUNDHARA
6.05AM	4.05PM	VANDEMATARAM, VASUNDHARA VAHINI-PROMO
6.07AM	4.07PM	SANAI,SANTOOR, BASARI VADAN, JALTARANG
6.10AM	4.10PM	GURUVANI-HOLY THOUGHTS
6.15AM	4.15PM	KRISHISANDESH (MESSAGE FOR FARMERS)
6.20AM	4.20PM	AROGYASAMPADA(HEALTH RELATED PROGRAMME)
6.50AM	4.50PM	VACHAL TAR VACHAL (BOOK READING)
7.15AM	5.15PM	SHETI-PATHASHALA (PROGRAMME RELATED WITH CROPS)
7.55AM	5.55PM	PASHUDHAN (ANIMAL HUSBANDRY PROGRAMME)
8.20AM	6.20PM	BHETIGATHI / BHUMIPUTRA (INTERVIEW OF FARMER / AGRICULTURE OFFICER / SCIENTIST)
8.45AM	6.45PM	ATMAJA (PROGRAMME FOR WOMEN)
9.00AM	7.00PM	KILBIL (PROGRAMME FOR CHILDREN)
9.15AM	7.15PM	BHARARI (PROGRAMME FOR YOUTH)

Transmission Timing :

Morning – 6 am to 10 am

Evening – 4 pm to 8 pm

‘Guruvani’ programme is related with religious thoughts.

Listeners listen to religious thoughts and lectures on different religious topics. Programmes in Kirtana, Pravachana and Bhajana traditional media format are popular.

Daily farmers get new agricultural messages, suggestions about new crop production related innovations through the 'Krishisandesh' programme .

Health related programme 'Arogysampada' is also broadcast by Vasundhara Vahini community radio station for its listeners. The listeners get information and advice about their health and health problems by doctors or experts. Listeners get indepth and detailed information regarding their health problems and its preventive solutions which is helpful for them to care of their health. Farmers get tips about spraying pesticides and preventive advices for protection from allergy. Listeners are also informed and educated about family planning operation and different diseases such as AIDS and Polio through these programmes

'Bhetigathi / Bhumiputra' programme that include a dialogue between host and a guest expert. The expert can be anybody, a local farmer with specialized knowledge of agricultural practices, or an agricultural scientist from the various agricultural universities or research institutes. Government policies, credit facilities, various schemes regarding agricultural field are also debated upon and discussed using Vasundhara Vahini community radio and feedback quickly reaches the relevant authorities to take action.

Women get timely information about their health and health problems through the programme namely 'Atmaja'. Women are informed and educated about different health problems and also given solutions. Women are also informed with stories of successful women from various sectors who have made achievements in their own field.

Short stories, songs, etc are broadcast for children through the programme 'Kilbil'.

'Bharari' programme is for youth, where youth's who have got great success by facing many social, economic difficulties are interviewed.

Along with these all programmes some important personalities who visit Vasundhara Vahini community radio station e.g. Vishwas Mehandale, Sudheer Gadgil, Ramdevbaba, Sadashiv Amarapurakar and Suresh Kalmadi are also interviewed.

Vasundhara Vahini also broadcasts local advertisement e.g. Changa Chay, Chandukaka Saraf, Deepak Arts, Jarad Cloth Center and Jotichand Bhaichand Saraf.

Information about national and international conferences which are held in vidya pratishtan institute's campus is also broadcast through Vasundhara Vahini.

Vasundhara Vahini is technically selfsufficient station. Expenditure of programme production and broadcasting process are handled by Vidya Pratishtan Institute of Information Technology.

Notes and References :

1. Programme Q.sheet of Vasundhara Vahini community radio station.
2. Interviews with Bhausahab Aher [Station Incharge] and Deepak Rajamane [Asst.Field Officer].