

CHAPTER VI

SUMMARY AND CONCLUSION

6.1 Socio-economic characteristics:

While studying the socio-economic background of the respondents', age, education, occupation, and income are taken as important factors.

6.1.1 Age:

Age is a very important factor, which has greater influence on affecting women listening in radio programmes. There is a general view that young and middle aged participants actively listen to the radio programmes. The study results also show that nearly two-fifth (39%) of the respondents belong to the age group of 21 to 30 years and more than one fourth of the respondents (26%) belong to the age group of 11 -20 years and 23 percentage of them are belong to the 31 to 40 years of age. Young women are listening and participating in radio in high ratio compare to other age groups.

6.1.2 Education:

Education enables one to act rationally. Some previous study shows that higher education leads to greater commitment. The present study reveals that more than half percentage of the respondents (53%) have completed High School Education and Higher Secondary Education level. Further, more than one-fifth (21%) of the respondents have completed the undergraduate degree, the respondents who make up almost 10% are grossly illiterate. Who are having the education qualification from High school level to Under

Graduate level are high in participation ratio. Among them only 18.5% are students. Rest of them are home makers and engaging in business. Through the radio programmes they wish to improve their knowledge and Education which was stopped at a certain level due to marriage, family commitments etc.,

6.1.3 Occupation:

Occupation is an important ingredient in molding participation. The study depicts that more than one third of the respondents (34%) are listening to the radio programmes are homemakers (house wives). More than one-third of them are college students (19%) and Entrepreneurs (15%). Remaining of them are daily wage laborers, shopkeepers, employees of Government and Private Companies. The radio will be listened at anywhere. Radio is a very good friend for home makers. This is giving company while they are working in their home and it is a relaxation tool for them for their busy schedule.

6.1.4 Income:

Income depicts the economic position of the respondents. The study portrays that majority of the respondents (82%) earn less than Rs.5000/- per month and remaining of them earning Rs.5001/- to Rs.20, 000/- per month. Hence, we find that majority of the respondents who listen to radio programmes come under the Below Poverty Line (BPL) category. It is also important to note that, for Below Poverty Line families, radio is the main source of entertainment, knowledge and recreation. The above points clearly revealed the socio-economic condition of the respondents who listen to radio programmes of Kodai FM.

6.2 Radio Listening:

Free from the barriers caused by illiteracy, relatively low cost, portable and run by batteries and accessible in most parts of the region, radio listening is believed to be high as compared to the use of other media in India, especially among the women. In this section, respondents of Kodai FM listening pattern like habit of listening to radio, total hours of listening per day, and which programme are most often listened to are discussed.

6.2.1 Radio Listening Years:

Kodai FM radio's 2007 survey estimated that about 2.5 crore of people (includes 45 percentage of women listeners) in Tamil Nadu listened to their radio on a regular basis. The present study revealed that nearly 45 percentage of the respondents listen to radio programmes for the past 4 to 7 years and nearly one - fourth of them (24%) listen to the radio for the past 8 to 15 years. Listening to radio programmes ratio of the respondents has increased for last 7 years (2008). The Kodai FM has been started at 2001. The broadcasting time was extended at 2003. The broadcasting timing also impacts the listening behavior of the listeners.

6.2.2 Frequency of Radio Listening:

The frequency of listening to the radio programmes by the respondents show that nearly two-third (65%) of the respondents listening to the radio on a daily basis and nearly one-fourth of the respondents (24%) listening to the radio from 3 to 5 days in a week. It shows the impact and effectiveness of the Kodai FM programmes. The home makers and business women are having chances to listen to radio daily. The students, Government and private employees can listen to the programmes at their leisure hours and holidays.

6.2.3 Peak Listening Hours:

The preferred time of listening to the radio programmes depicts that majority of the respondents (78%) listening to the radio from 6:00 AM to 8:00 AM in the morning. Towards the noontime, the number of receivers of radio programmes decreased due to their occupational nature. However, as the day ends, the percentage of respondents listening to radio programmes also rises, as the result shows that 69 percentage of respondents listen to programme from 8:00 PM to 10:00 PM in night. This is purely because of the occupational and other activities that keep the respondents engaged in their busy work. It is clear that, probably the home makers, business women and old age people listen to various programmes in noon time also.

6.2.4 Years of Kodai FM Listening:

Kodai FM was started in the year 2001 and its transmitting various programmes catering to the need of the public. The number of years of listening to Kodai FM by the respondents portray that nearly one-fourth of them (23%) are listening for the past 5 years and seventeen percentage of the respondents have been listening for the past 6 years. Further, fourteen percentage of the respondents have been listen to Kodai FM programmes for past 7 years and twelve percentage of them for the past 4 years, 3 years and 2 years respectively. In addition, it is important to note that the number of listeners have increased by 12 percentage consecutively for the four years. Nevertheless, the past one year has added only 3 percentage of new listeners to Kodai FM. The decline is due to the stiff competition from other FM Radio and other media sources.

6.2.5 Favorite Kodai FM Programmes:

The priority for the Kodai FM programmes given by the respondent's shows that two-third of them listening to News. This is showing that respondents are willing to know about the regular happenings in the world and develop their knowledge. Sixty two percentage of them showing interest in listening to Entertainment and General Knowledge related programmes respectively. Forty five percentage of them like language related programmes. It is quite clear from the study that more than one-third (35%) of the respondents are showing interest in Education and Information about Job Vacancies and Employment news. This is important to note that youngsters getting useful information for their development, by these type of programmes.

Interestingly, a higher percentage of respondents report that listening to the radio on daily basis and preferred to listen in early morning and night. Further they have given preference to news, entertainment and educational promotion programmes.

6.3 Listening to Kodai FM Programmes:

In this section, the respondents ranking the favorite programmes, interested theme of the programmes and type of programme are discussed. Further, it describes the effectiveness and usefulness of the programme.

6.3.1 Ranking of Kodai FM Programmes:

The ranking of programmes of Kodai FM shows that the respondents most favourite programmes. They have ranked Vaanavil (PIP, Chat show) programme as first. In this programme the presenters give interesting topics and experts from various fields

also provide information, advice and consultation for the listeners. This programme broadcast from 10:00 AM to 11:00 AM. This is mostly listened by the homemakers and old age people. Thottu Thottu (PIP for school and college students) is selected as second programme and broadcast from 8:00 PM to 9:00 PM for college and school students. The third place goes to Manam Virumbuthey (PIP Listener's Choice), purely entertainment programme and fourth rank to Vannamalar is also a PIP variety programme.

Further, Neyar Viruppam is Letter Based Listeners Choice gets fifth rank, Enna Samayalo is (PIP for women) at sixth place and Seventh rank goes to Lake FM (OB based Listeners Choice for the tourists). Finally eighth rank goes to Kodai Thenral (Hits of the Day), Arul Thendra (Devotional Songs) and Magalir Neram (PIP for women only on Saturday) share the ninth place.

From this analysis, it is important to note that Vaanavil information sharing programme through phone is getting first place in high different ratio. Within these Top ten programmes, six programmes are phone in programme (PIP), one is Phone out OB (Outdoor Broadcasting) programme, one is letter-based programme and two are compering programmes. It clearly shows that the listeners are showing interest in Phone In Programmes. Only three Women programmes are broadcast for women. Those three programmes come into these Top Ten list. This states that Women are wishing to participate and listen to women programmes.

6.3.2 Listening to Women Programmes:

This data shows that nearly two-third of the respondents (65%) give favourable responses. Regarding the listening to radio programmes on theme basis shows that an appreciable mass of respondents support children (34%) and youth programmes (26%). And it is a healthy sign of growth of FM radio broadcastings among the younger generation. Phone and letter communication are the other ways to participate in radio programmes. Nearly 29 percentage of respondents like letter based programmes. The analysis represents that respondents are interesting in live programmes, like Phone In Programmes.

6.3.3 Participation in Programmes:

While analyzing the respondents by participation in PIP, more than half percentage of them (51%) participated by phone frequently in the FM radio programmes. Of course, a phone communication becomes effective one in a voice channel. The participation of respondents (41%) through letter is also considerably good and frequent. In spite, participation by means of phone seems high; letter participation would remain a professional way of commenting the quality of FM radio programmes. Only 8 percentage of respondents are participating in Stage Live Special Programmes. A success of any programme lies in the number of respondents who participate in the programme by any means. Technical problems, financial insufficiency, mobilisation, family and society commitments and restriction are the affecting factors of women's participation.

6.3.4 Years of Participation in PIP Programmes:

When the percentage of respondents participating in a particular programme, in the case “more than 5 times” to be high, then the particular programme to have gained a great attention from the listeners. More than half percentage of the respondents (53%) have participated one to five times in PIPs, which means new participants respond through phone on FM radio programmes are high.

6.3.5 Years of Participation in Letter-based Programmes:

A letter participant may be considered as the asset behind the success of any programme. It shows that 56 percentage of them have participated more than 5 times and less than one-fourth respondents (22%) have participated six to ten times. Continuity through the letter participation is higher than the phone in programme participation. Because letter communication is less expensive while, compare with the phone communication. It is important to note that some of the respondents are regularly listening to and participating in Kodai FM programmes, from the beginning of the Kodai FM.

6.3.6 Years of Participation in Live Stage Programmes:

Kodai FM is not only encouraging the PIP and letter participants, but also encouraging Live Stage Programmes. Kodai FM is celebrating its anniversary (Udayanaal Vizha), Republic Day, Independence Day, Kodaikanal Summer Festival, by conducting invited audience live programmes in some selected Districts Head Quarters. In this Stage live programmes the female participation is lower than the male participation. This analysis shows that majority of the respondents (69%) have participated in Stage live

programmes, only one time and more than one-fourth of them (27%) participated twice.

We could not compare this ratio to phone and letter participation. For phone and letter participation, the respondents need not to go to a particular place. Moreover, in stage live programmes, particular nearby district listeners can participate. However, the particular district female participants in high ratio also must come forward to participate in stage live programmes. Then they can get good exposure, popularity, personality development and empowerment.

6.3.7 Response for Women Programmes:

Nearly two-third of the respondents (64%) request for more programmes which are focusing on women's needs and issues in society. Programmes related to women's health, education and awareness are the top priorities of the respondents and constantly request for more programme. More than one-third of them (35%) are satisfied with the programmes focusing on women.

6.3.8 Usefulness of Programmes:

Regarding the usefulness of the programme, the listeners respond that most of them (97%) feel that all the programmes related to women are very useful and appreciable. Regarding the opinion of the respondents on changes in their life by hearing the Kodai FM programmes shows that most of them (93%) feel positive changes in their life. The programmes brought changes in the respondent's cognitive, psychological, social and political spheres of life. The respondents strongly feel that they are immensely benefited by the programmes of Kodai FM.

In sum, it can be concluded that PIP and letter programmes received good response when compared with stage live programmes. Further, they have given priority to the programmes related to women's health, education and awareness. Finally they opine that Kodai FM programme content is helpful to improve their position in society.

6.4 Empowerment Indicators:

The present study analyses the relevant indicators of women empowerment through radio programmes. The analysis of various indicators is given below:

6.4.1 Social Empowerment:

Social empowerment indicators are used to measure the change in the social relationship of people in the programme. The data analysis reflects that majority of the respondents feel they get improvement in education (76%), family proud (76%) and awareness on welfare schemes through the radio programmes. Further, the data reveals that they gained popularity (63%) and recognition through the radio programmes. The radio programmes have collectively helped them to gain self-respect, self-esteem and develop other soft skills. By the programmes the listeners are learning a lot of things and their knowledge has developed. The informative programmes like Vaanavil, Ilam Thendral and Magalir Neram are contributing to the social empowerment of the respondents in the study area. By using three point scale - percentage analysis the external participants have attained 76.5 percentage of social empowerment.

6.4.2 Economic Empowerment:

Economic empowerment indicators are used to measure the changes in the

economic status of the target population, family or community. The data analysis shows that more than two-third of the respondents (68%) are having habit of savings and less than three-fifth of them (59%) are purchasing household items on their own through the information of the radio programmes. In Vaanavil programme, the experts from Bank, Social Welfare Departments are participating and they are encouraging the saving tendency. Further the data supports that, 46 percentage of them taking their own decision in family budget and 43 percentage of them realized changes in their employment through the information of radio programmes. However, less than one-fourth of them (24%) have received prizes through radio programmes. The respondents are receiving prizes like gold coins, cashes by participating in the programmes like Seppuga Senthamizh, Sinthanai Kattangal, Paattu Paadava, etc., By using three point scale - percentage analysis the external participants has attained 58.5 percentage of Economical empowerment.

6.4.3 Political Empowerment:

Political Empowerment of women has been facilitated by various Government and Non-Government Institutions and a systematic knowledge of these institutions and current political developments provided by the Kodai FM has adequately improved the political development of women. The data analysis depicts that nearly three-fourth of the respondents making their own decision in voting on elections through the awareness, created by the radio programmes. Further, more than two-third of them (67%) participating in local women groups for their development, more or less one-third of them participating in public protects and have awareness on constitutional provisions in the protection of women rights through the awareness programmes broadcasting in Kodai FM. One-fourth of the respondents have engaged themselves in social services by the

announcement / information given by Kodai FM radio.

In Vaanavil programme a lot of NGO's Coordinators, Government officers have contributed for the voting awareness of listeners and they are stimulating to do the social service. The participants are getting information about welfare schemes and the members of the SHGs are sharing their experience through Kodai FM. In "Magalir Neram" the female listeners are talking about how they are participating in local public protests. Through the programme like, Vaanavil, the participants will clear their doubts and develop their knowledge on constitution. By overall analysis of political empowerment, the external participants have attained 59.2% of political empowerment.

6.4.4 Legal Empowerment:

Legal empowerment indicators are used to measure the knowledge in constitutional provisions and law provisions in order safeguard their rights. The data analysis reveals that more than half percentage of the respondents has received awareness on property. Further, more than two-fifth of them (41%) have gender equality awareness and 37 percentage of them have awareness on women related laws through the information. However, the respondents have less awareness about the human rights and legal rights on divorces and widowed women. The legal law related programmes are low in Kodai FM. Totally less than half percentage (42.3%) of the legal empowerment has been attained by the external participants.

6.4.5 Psychological Empowerment:

Psychological empowerment indicators are used to measure psychological changes

or mental wellbeing. The data analysis reflects that 63 percentage of them have attained collective self-esteem and coming out of depression through the information / guidelines provided by Kodai FM radio programmes. Further, 46 percentage of them solving problem on their own and 36 percentage of them have developed the capacity to envisage changes in their life through the programmes on self-development broadcast in the radio. However, less than one-fourth of the respondents (23%) felt that they are coming out from the hesitation to move with their friendly.

The Kodai FM programmes have provided good counseling and guidance to the participants and hence enforced the emotional stability of the participants. The counseling programme Manamay Nalama is giving good guidance and counseling for the listeners. The person who has the problem, writes the letter to Kodai FM, and the experts will give the guidance and counseling for the listeners, through the radio. By using three point scale - percentage analysis the external participants have attained 55.8 percentage of psychological empowerment.

6.4.6 Environmental Empowerment:

Environmental indicators are used to measure environmental changes. The data analysis shows that majority of them (73%) have awareness on ecological aspects and more than two-third of them have awareness on rain harvesting methods through the information of Kodai FM programmes. Further, 53 percentage of them have awareness on surrounding cleanliness and 42 percentage of them have awareness on water saving methods. However, only few percentages of them (9%) have awareness on climate change.

The programmes like Vaanavil, Ariviyal Neram, Enna Samayalo, Magalir Neram,

Neyar Viruppam, Thottu Thottu have highlighted the drastic climatic change, global warming and increasing pollution. In Udaya Thendral programme special Environmental Jingles on ecological awareness, Rainwater Harvesting, Climate Change, Water Savings, and Surrounding Cleanliness are broadcast. By overall analysis the external participants have received 62.1 percentage of environmental empowerment.

6.4.7 Cultural Empowerment:

Media is representing the society. It is people's voice. And also it is reflecting the culture of the society. The data analysis portrays that 28 percentage of respondents have felt that they have understood their cultural values and knowing about their tradition of their culture through the radio programmes. Further, 17 percentage of them have received the intention to promote their cultural value and have adoption to new culture from the information received through radio programmes. Only 9 percentage of them response to change in customs against women discrimination. The programme "Sanga Palagai" is a Tamil literature related programme. From this programme we can know about the living style and culture of the people who lived in literature periods of Tamil. The programmes like Manamay Nalama, Vaanavil are giving guidance to bring out the persons who are suffering by child marriage, dowry, violent against women, discrimination against widows and so on. 34.7 is the overall percentage, has been attained by the external participants in cultural empowerment.

6.4.8 Physical Empowerment:

The physical empowerment covers the health aspects of the given population. The data analysis shows that most of them (84%) have awareness on nutritional aspects and

less than three-fourth of them (73%) have awareness on health care of the family members through the information of Kodai FM programmes. Further 37 percentage of them have awareness on seasonal diseases and 21 percentage of them have awareness on health schemes of Tamil Nadu Government through the information of the radio programmes. However, only a few percentage of them (11%) have ability to take decision on fertility aspects by the information based on the radio programmes.

On Saturday Kodai FM has presented the health-based talk shows. A special programme called “Maaru Manamay Maaru” Aids Awareness programme broadcasts on Wednesday. Kodai FM celebrates the days like, Blood Donation Day, Breast Feeding Day, and World Cancer Day and so on. Family planning, safety sex related programmes are also broadcasting. Enna Samayalo (cooking programme) gives tips on nutritional food and health food. By using three point scale - percentage analysis the external participants attained 58.5 percentage of social empowerment.

6.4.9 Technical Empowerment:

For participating into the PIP programmes, the participant has to operate the telephone or cell phone. For sending messages in SMS il Iniya Geethangal programme, the participant should know to type the SMS and send it. For sending E-Mails to the programme “E-Paatu” she should know to operate the system and send the email. Less than half percentage (45%) has been received by the external participants in Technical Empowerment.

6.4.10 Empowerment in Communication Skills:

The empowerment of women in Communication skills implies the improvement in speaking, writing and literal level of the given population. The data analysis shows that nearly two-third of the respondents (64%) have got opportunity to develop their spoken skills and more than half percentage of them (52%) felt the improvement of pronunciation of the words through the programmes of Kodai FM. Further 46 percentage of them developed their literal knowledge and 42 percentage of them developed their good vocabulary through the radio programmes. However, only few of them feel that they have improved their material collection in particular topic.

Kodai FM concentrates on the language accent, diction, pronunciation. Programmes like Seppuga Senthamizh, Sinthanai Kattangal, Sanga Palagai, Kathavai Thattum Karpanigal, Rasikkum Manam and Kodai Thendral are encouraging the writing skills and communication skills of the participants. It has been shown in the percentage ie., 61.1% which is attained by the external participants in empowerment in communication skills.

6.5 Phone in Programmes (PIP):

The Phone in Programmes (PIP) is an interaction process involving the presenter and the participant. The entire communication is spontaneous. This section explains about the inclusion in presentation and ratio of participation of the women in PIP programmes broadcast in Kodai FM from July 1st 2001 to December 31st 2007. A comparison has been done between male and female presenters and participants in the programmes. The PIPs

are very famous in Kodai FM. This PIP encourages the listeners to participate in radio programmes.

6.5.1 Manam Virumbuthey Programme:

The analysis of Manam Virumbuthey programme shows that, it was started on 15th August 2003. The programme is broadcast everyday between 8:00 AM to 9:00 AM. In this programme, the participants call to Kodai FM over phone and request to broadcast a particular song of his/her choice. The data shows that female presenters are quite higher percentage (58% in 2003, 62% in 2004, 50% in 2005, 60% in 2006 & 54% in 2007) than the male presenters in this programme. At the same time from the listeners' side, men are higher than women. One day has been allotted for women presenter. This may be the reason for less participation of the women. This programme helps to improve the listening and language skills of both the participants and presenters.

6.5.2 Vaanavil Programme:

The analysis of Vaanavil programme reveals that, it is the first PIP programme of Kodai FM and was started on 8th October 2001. It was broadcast from 10:00 AM to 11:00 AM. The presenter is either a Programme Executive or Assistant Station Director, who selects experts / resource persons from various field of study and interviews them. In each programme the presenter undertakes a different topic for study and a relevant resource person from the respective field of study is interviewed. From the data it is clear that the female presenters and participants are lower than the male presenter and participants. The main reason observed that permanent female staff representation was very less in Kodai FM. However, in 2007 there is a very good improvement in female participant's ratio in

Vaanavil programme, due to telecommunication development.

6.5.3 Enna Samayalo Programme:

The analysis of Enna Samayalo programme depicts that, it was started on June 8th 2003 and broadcasting from 12.30 PM to 1.00 PM, five days per week from Monday to Friday. This programme is a cookery show and has gained popularity among the women. The programme deals with various recipes of South India and also some of the useful cooking tips. The presenters include both male and female. The data analysis reveals that female presenters represent higher than the male presenters. It is because of the nature of the programme, which is especially meant for female. The participants are only female in this programme and thus we find growing number in participation. This programme has largely reached the women folk and enables them to learn and refine their cooking and other skills.

6.5.4 Variety Programme:

The analysis of variety programme portrays that it is categorized and broadcast as Phone In Programme, Outdoor Broadcasting (OB) and Phone Out Programme (POP). This entertainment programme is encouraging the listener to sing songs or poems and request their most favourite song to be broadcast. The main aim of the program is to give an opportunity for all participants to express his / her views about an event or a song or its lyrics and request for the song to be played. The data analysis shows that male presenters and their participation was higher in all the years than the female presenters and participants in the variety programme.

6.5.5 Vanna Malar Programme:

The analysis of Vanna Malar programme shows that, it is an entertainment PIP chat programme and broadcasts between 4:00 PM to 5:00 PM every day. In this programme a lot of competitions are conducted. For example on Monday Phone out programme, Paatu Paadavaa, is a film music competition. The data analysis depicts that the male presenters are quite higher than the female counterpart. In the case of participation, male participation is considerably higher than female participation in Vanna Malar programme. But, it can be noted that the female participants have increased from 11% in 2003 to 21% in 2007. Innovative ideas and a separate number allocation for women increase the female participants' trend in this programme.

6.5.6 Ulavum Thendral Programme:

The analysis of Ulavum Thendral programme reveals that, it is broadcast from 6:30 PM to 7:00 PM everyday from September 15th 2005. The programme has variety of PIP, POP and stage live sessions. For example on Thursday, Nalabagam programme which is a cookery show for men. In this programme the male presenters and female presenters are getting equal chances. The data analysis reflects that male are highly presenting and participating in the Ulavum Thendral programme. Further the data shows that trend in female presenter has decreased and their listener participation in the programme has increased. In this chunk children and college students participation are high. It shows the interest of younger generation participation in the programmes of Kodai FM.

6.5.7 Thottu Thottu Programme:

The analysis of Thottu Thottu programme reveals that, it is meant for school children and college students started in 2005 and broadcasting from 8:00 PM to 9:00 PM regularly. The programme mainly deals with General Knowledge, language skills, mathematical skills, poems, songs, etc., it is basically learning cum entertainment programme for the participants. For example on Friday, Abbreviations are asked by the presenters. The students answer the abbreviations. On Saturday and Sunday common title will be given or else the students will get the chance to show their talents like songs, poems etc., At the time of public examination, the subject experts will come to the studio and the participants are also encouraged to clear their doubts and get clarification regarding various subjects. The data analysis shows that male presenters and participants are higher than the female counterpart in Thottu Thottu programme. However, in the year 2007 the trend of women presenters and participants has increased. It reflects that younger generation of male is giving path to the female listeners for participating in children and youth programmes.

6.6 Non PIP:

In Kodai FM, all the programmes are broadcasting in live format. Other than PIP programmes, the presenter has to operate the console and do the live programmes. In this Non PIP the listeners are participating thorough the letters only. This section analyses the following Non PIPs in Kodai FM.

6.6.1 Arul Manam:

The analysis of “Arul Manam” programme shows that it is broadcasting every day morning from 6:00 AM to 6:30 AM. This programme broadcasts devotional songs from all religions and provides the spiritual thoughts from various scriptures and announces the service announcements from the notices, which are received from various temples. That data analysis reveals that female presenters are quite higher than the male presenters. It can be said that the female presenters are having interest and dare to attend the duty at early morning, in the cold hill station.

6.6.2 Udaya Thendral Programme:

The analysis of programme “Udaya Thendral” depicts that, it was started in the year 2004 and broadcasts on everyday at 6:30 AM to 6:45 AM. This programme is a combination of entertainment and information. The presenter gives announcements regarding weather, agriculture, crops and commodities with current scenario. This programme broadcasts songs also, mostly folk songs with ‘nature’ theme. The data analysis clearly shows that male presenters are quite higher than female presenters in this programme. The female presenters participation percentage is vary from 42% to 47%, from the years 2004 to 2007.

6.6.3 Poonthalir Neram Programme:

The analysis of “Poonthalir Neram” programme reveals that it is broadcast from 6:55 AM to 7:00 AM regularly. This programme is meant for children to show their talent in singing songs, telling stories and general thoughts. The data analysis depicts that female

presenters is considerably higher when compare with the male presenters in this programme. It shows the interest of presenting programmes among the female young generation. Now a-day the parents are also encouraging the children to participate in this type of programmes.

6.6.4 Ilam Thendral Programme:

The analysis of “Ilam Thendral” programme portrays that it is broadcast everyday from 7:00 AM to 7:30 AM daily and focuses on Employment News, College Functions, NGO’s functions, General Announcements, Power Failure details and Service Announcements. For the programme, the presenter has to write the script. By writing the script the presenters getting the information and they can also use the opportunities. The data shows that female presenters are considerably higher than the male presenters in this programme. From the year 2003 onwards the female presenter’s ratio is gradually increasing and it reveals the involvement and development of the female presenters in the radio programmes. A good number of graduates are attracted by the Kodai FM programmes and get motivation to present the programmes in Kodai FM. Mostly the girls have come from the rural areas of Tamil Nadu.

6.6.5 Kaalai Thendral Programme:

The analysis of “Kaalai Thendral” programme reveals that it is broadcast everyday from 7:30 AM to 8:00 AM. The programme focuses compering of film songs. For this programmes the presenters have to write scripts of compering the songs. By writing the scripts, the presenters writing skill and creativity will develop. The data analysis shows that initially the female presenters ratio was high in the years 2002 (54%) and 2003 (55%).

Further, there is a decrease in the following years. However there is increase in the female presenters in the year 2007 (49%). It shows the flexibility in the female presenters in the programme. New presenters arrival and old presenters reliving is a normal activity in AIR. Education, marriage, carrier, family situation, economical background, health problem, climate, freedom, boldness are the influencing factors of sustainability of the female presenters in Kodai FM.

6.6.6 Listener's Choice Programme:

The analysis of letter based listener's choice programme, like, Neyar Viruppam, Virumbi Kettavai, and Aasai Anjal. Neyar Viruppam shows that it was started on 15th January 2003 and broadcast from 9:00 AM to 10:00 AM. The listeners send the letters to the Kodai FM and the letters are categorized by the letter sorting assistants. The data analysis reveals that from the beginning of the programme, the female presenters are quite higher than the male presenters. It also reveals that there is a fluctuation among the female presenters. The presenters are working in AIR on contract basis. Some of them are working outside, as teachers, librarian etc., So they could not participate in radio programme presentation continuously.

6.6.7 Neya Thendral Programme:

The analysis of "Neya Thendral" programme shows that it was started on January 14th 2003 and it is broadcast from 11:00 AM to 12:00 PM in two sections. This programme is giving chance for showing the Communication Skills, Programme Presentation Talent and Language Power of the presenters. Further the programme presenters will anchor and present the programmes, based on the letters received from the listeners. The data reveals

that initially female presenters were less and in the subsequent years there was increase in the programme. It shows the development of female presenters in the programme.

6.6.8 Thalaippu Seithigal:

The analysis of “Thalaippu Seithigal” shows that it is broadcasts at 11 AM Naledukalil Indru (News collection from Today’s News Paper), 12 NOON Thalipu Seithigal and 8 PM Seithi Surukkam (News Headlines). In this programme, the presenter has to collect the News from the News reporters or from any other media. After the collection of news, it should be edited and presented by the presenters. By writing and reading the news, the presenters will develop their General Knowledge and current affairs. The data analysis portrays that male presenters are considerably higher than the female presenters in News reading. It also revealed that initially the female presenters are in higher ratio and the ratio was gradually decreased in the subsequent years.

6.6.9 Thangal Anbudan Programme:

For any type of communication, Feedback is very important. Thangal Anbudan is a feedback programme, in Kodai FM. The listeners write the letters about the programmes presentation, its quality, appraisal and suggestion to improve the programme. From this programme, the presenters are developing their presentation and production skill. The study result shows that, male presenters are higher when compared to the female presenters. However, there is an increasing trend among the women presenters in the given year.

6.6.10 Knockout Dhamaaka Programme:

The analysis of “Knockout Dhamaaka” programme shows that it is broadcast between 2:00 PM to 3:00 PM and it is the fast beat multilingual songs programme. The presenter will collect the songs and the presenter has to write the compering based on some information. The presenter should know at least three languages, like Tamil, English and Hindi. The data analysis shows that there is a fluctuation between male and female presenters in the programme. Initially the female presenters are higher in 2003 (55%) and in subsequent years it was lower. Further, in the year 2007 (49%) it was higher among the women presenters.

6.6.11 Maalai Thendral:

The analysis of “Maalai Thendral” programme shows that, it is broadcast every day at 5:00 PM to 5:25 PM, and started on January 15th 2003. The programme focused on comparison of medieval period film songs. In this programme the presenter has rights to select the songs and taking decision on presenting the programmes. The data analysis clearly shows that female presenters are considerably higher than the male presenters in the programme.

6.6.12 Kurinji Thendral Programme:

The analysis of the programme “Kurinji Thendral” reveals that it is broadcasting between 5:30 PM to 6:00 PM every day and it is focused on old hit songs. This programme has very good listeners. Like Maalai Thendral, the presenter selects the old songs, and gives their comparison. The data analysis reveals that initially female presenters are more

and in the subsequent years there was a decrease in this programme.

6.6.13 Ponanthi Pozhuthu Programme:

The analysis of “Ponanthi Pozhuthu” programme shows that it is broadcasting from 6:00 PM to 6:30 PM and started on September 15th 2005. In this programme, the presenter has to select new hit songs and gives the compering for the songs. The data analysis clearly shows that the female presenter was higher than the male presenter. However in the year, 2007 the ratio of female presenters was decreased when compare with the previous years.

6.6.14 Kodai Thendral Programme:

The analysis of the programme “Kodai Thendral” depicts that, it is broadcasting from 9:00 PM to 10:00 PM everyday and started from September 15th 2005. In this programme the presenter has to select the songs on a topic basis. For example, songs of particular music director, actor, actress, directors, singers and also a particular topic like love, humor, sorrow and devotion. The presenter will collect the songs and related materials and write the scripts. But this programme is presenting by the permanent staff like, Assistant Station Director and Programme Executives. So in this programme the male presenters are higher than the female presenters, because most of the permanent staff is male in Kodai FM.

6.7 Conclusion:

The study concludes that the analysis of the data of the phone in programmes and non-phone in programmes of Kodai FM reveals that women presenters and participants was very less in phone in programmes, but in non-phone programmes women presenters' strength was high and trend also increasing. In certain programmes both men and women have equal participation.

As far as the analysis of indicators of social empowerment concerned, social empowerment reflects the respondents' improvement in education, welfare schemes, and gained popularity and recognition through the participation in Kodai FM programmes. Economic empowerment reflects the respondents' improvement in saving habits, purchasing household items on their own and taking decision in family budget based on the information gathered through Kodai FM programmes. Political empowerment depicts their improvement in decision of voting and participation in local groups through the information of Kodai FM programmes. Legal empowerment of the respondents implies the increase in property legal awareness and gender equality through the listening of Kodai FM programmes. However, awareness on women rights is very less among the respondents in the study area. Psychological empowerment reflects their improvement in collective self-esteem and relieving from depression through the information broadcast in Kodai FM programmes. Environmental empowerment implies their improvement on ecological aspects and rain water saving methods through the information broadcast in the Kodai FM programmes. However, their awareness on climate change and global warming is very less. Cultural empowerment of the respondents reflects the improvement in understating of cultural values and adoption to new culture. However they have less

awareness on traditional culture and heritage of the nation. Physical empowerment implies their improvement in nutrition aspects and caring of their family health through the information broadcast in the Kodai FM. Further the study result shows that they are well aware on seasonal diseases through the announcement on recent diseases and precautions in Kodai FM programmes. Technical empowerment reflects their development in extensive using of telephones, mobiles and SMS messages through their participation in Kodai FM programmes. However their exposure to using computer, sending email and browsing internet was very less due to their economic condition. Empowerment of communication skills reflects their improvement in spoken, verbal and literal aspects through their participation in Kodai FM programmes.

The key elements of empowerment which are used by World Bank are used here to conclude this study, with the support of empowerment indicators.

Access to Information:

Information is wealth. Information develops knowledge, presence of mind, decision making power etc., This part will conclude that how the internal and external participants of Kodai FM are accessing the Information.

It is clear that the radio is broadcasting Informative programmes. But initially, the listeners are attracted by film songs than the informative, knowledge providing programmes. The listeners are giving equal importance to entertainment and news. They are showing their interest to listen to film music and women programmes. Kodai FM has succeeded to sustain their listeners by infotainment programmes. The listeners prefer to listen to Phone In Programmes (PIP) and women programmes. This shows that women are

willing to expose their talent and they need special programmes exclusively for them. They feel that the women programmes are not sufficient for them. They need more women programmes. They express that the women programmes are very useful for them. Particularly in PIP women programmes, they are getting variety of information in multiple perspectives even they are not participating in it. House wives, students and young girls are benefitted by Kodai FM programmes. Kodai FM is stimulating them to access the information from other sources. Phone In Programmes can be assumed as dialogical communication programmes. By participating in Phone In Programmes the listeners are sharing their knowledge through media.

The radio presenters should be versatile. For presenting any programme the presenter should prepare the script and bold enough to face the listener's questions. So, for managing live programmes they should have a wide knowledge in all fields. The female casual presenters and Radio Jockeys (54) are higher than the male casual presenters and Radio Jockeys (47). For Thottu Thottu, Vanna Malar programmes the presenters are collecting the information from other sources. For presenting Naldukalil Indru and News Headlines they should read newspapers and other TV channels and NEWS. By this activity their current affairs and General Knowledge has been developed. After coming to the Kodai FM station some of the presenters have improved their education qualification.

Finally we can conclude that the access of information process is successful in both internal and external participants.

Participation:

This study mainly focuses on the participants of Kodai FM. The participants are divided into two categories. They are External participants (Listeners) and Internal participants (Presenters).

For participating in a media programme a woman has to come across many hurdles. First of all the family support is influencing the women participation in media. Secondly, the society's criticism is also stopping and motivating the women participants. After all the hurdles women are participating in the media programmes, it is showing that participation is one of the empowering elements. By participating in the programmes women are getting Knowledge, Fame, Prizes and recognition at their society.

Phone In Programmes (PIPs) are encouraging and motivating women to participate in the programmes. Next to phone, letters are using as not only a communication tool but also as a participation tool. But stage programmes participation is the least.

In all type of participation, Initial participation is at the highest level and the continued participation is at the lowest level. Encouragement from the family members, craze on media, popularity are the stimulating tools for participation. Technical facilities, financial support, family support are the affecting factors of continued participation.

Internal participants are getting equal opportunity for presenting the programmes in Kodai FM. By the participation their financial status has increased and knowledge has developed. Vaanavil is ranked as first favourite programme by the listeners. In this programme the women presenters are very low. At the same time in women programmes

female presenters are getting more chances to present the programmes. In other some other Non-PIPs are getting equal chances.

To conclude the discussion on participation, at participation level both internal and external participants are getting chances to participate in their programmes and share their views. But in the external participants, the interest at the beginning level is decreased after 10 time participation. So in PIP new participants are entering at the same time the recent participants are going out from the participation. Very few participants are participating continuously.

The internal participants have attained empowerment in all aspects. In external participation level, even though the sustainable in participation is less, it will sustain them to access the information continuously.

Accountability:

The accountability of external participants is lesser than the internal participants. The listeners are sending their feedback through letters and express their suggestions on programmes through phone. If the quality of transmission is not good then some of the women listeners will call to Kodai FM for complaining. By their criticism, they are showing their accountability. They are also aware on disseminating right information in the media. Providing right information and feedback show the accountability of external participants.

The internal participants are having accountability on their programmes. They are selecting the concepts, music for programme presentation on their creativity. At the same

time they have to take responsibility for their programmes and presentations which are going on air. In women programmes they are not only talking about cookery tips and home management but also about women development aspects. Some of the women presenters have been working for more than 20 hours for special programme production at the time of special occasions.

From the above discussion we can conclude that, the external participants are showing their accountability by sending their feedback and suggestions. The quality of the programmes is the evidence of internal participant accountability.

Local Organisational Capacity:

In All India Radio (AIR) the listeners are not getting the chance to take part in local organisation. The programme, technical and organisation management are executed by the permanent staff members of AIR. The casual presenters should have an Under Graduate Degree and pass audition test which is conducted by AIR. After the audition they should attend Vaani Certificate training for getting transmission and production duties. Even though the external participants are having the talent and interest, due to their education qualification, they could not get the chance to present the programmes as RJs. But some listeners have become as presenters in Kodai FM.

Internal participants are having rights to select the songs and present the programmes. But they are not having the rights to suggest and change the programme schedules, duties, etc., as like as Community Radio. In Community Radio transmission, programme production and control, management is done by Community Participants. In AIR the participants are not involving in decision making.

Both external participants and internal participants of Kodai FM are not permitted in local organisation of AIR, except the permanent female staff.

Table 6.1
Overall Percentage of Empowerment Indicators

Type of Empowerment	Total Percentage
Social	76.5
Economical	58.5
Political	59.2
Legal	42.3
Psychological	55.8
Environmental	62.1
Cultural	34.7
Physical	58.5
Technical	45
Communication	61.1
Total	55.37

By overall analysis of the empowerment indicators the external women participants attained the social empowerment in the highest level (77%). In Economical, Political, Psychological, Environmental, Physical, Communication empowerment has impacted the external participants in a reasonable percentage (55% to 62%). But Technical and Legal empowerment are lesser than 50 percentage. Technical is a developing factor. Legal awareness has not been created among the women. The external participants has got only one third of the empowerment in Cultural (35%). Still some women are having some religious restrictions. At the same time Technical, Legal and Cultural empowerments are not at the least level and other empowerment aspects are not at the highest level. So we

can conclude that totally the external women participants have attained 55 percentage of empowerment.

From the above over all discussion and findings this study concludes that the information access is the initial key element of empowerment for the both internal and external participants. The female internal participants are getting equal participation chances with men. The external participants are participating in the programmes in high ratio at initially. At the continuous process, the participation ratio was decreased. Even though the internal participants are not participating, the participation sustains them to access the information continuously. In accountability the external participants are partially showing their responsibility by giving suggestions and sending feedback. The internal participants are showing their accountability full-fledged. Both internal and external participants are not getting chances to prove their local organisational capacity. From this we can conclude that the internal participants are empowered more than the external participants. Out of four key elements of empowerment the internal and external participants have reached the first three elements and the last one has to be attained in AIR Kodai FM.

6.8 Recommendations and Suggestions:

Based on the findings of the study, the researcher frames the following recommendations and suggestions to empower the women through radio programmes.

Kodai FM radio has contributed women empowerment through their programmes in the coverage area. It has brought the issues related to women development and that is important to improve their condition of the women in society. Whatever the condition,

every women has right to preserve their rights and privileges and opportunities to improve their condition in society.

The participation of women in phone in programmes should be considered while conducting the programme. From the analysis, the researcher provides the following suggestion to improve the Kodai FM programme through the discussion with various women participants.

Kodai FM has to extend the time for women's programme based on their hour of listening to Kodai FM radio. By extending the time, the women listeners will get more chances to participate and listen to the programmes. Especially, Kodai FM shall allot Vaanvil, Paatuku Paatu, Anubava Thendral and Thottu Thottu only for women, once in a week. However, in common programmes, Kodai FM has to make some special allotments for encouraging women participants. Chances should be given for the new listeners and especially for women.

The programmes related to tailoring, Fashion Design, Art from Waste, Kitchen Garden, Environment cleanliness, Family Welfare, Handicrafts, Self-Employment, Books, Child care, self-confidence and personality development may be added to the existing programmes. It helps the participants, not necessarily in financial terms, but in terms of gaining skills in particular fields, and gaining access to training and self-reliance and respect in the society. Further, programmes focused on Education, General Knowledge, Social awareness, legal advice for women, Guidance and Counseling, women safety programmes and women entrepreneurship are also added to the existing programmes for women empowerment.

The programmes related to awareness on Widow Remarriage, Women Development, Women Employment, Girl Child Value and Eradication of Dowry enables women to participate in the democratic process by making them aware of their rights and responsibilities and giving them a channel to express their opinion. Further, in the women's programmes women announcer will be encouraged and it leads to the participant to share their opinion freely in regard to physical and psychological problems without any hesitation.

Kodai FM may organize some programmes in collaboration with Mother Teresa Women's University, Kodaikanal, to create job opportunity and develop the effective programmes in media field for the University students.

Like Community Radio, AIR will make some policy changes to involve the local community especially the women into the Organisational setup.

This study shows that empowerment is not a linear process, similar to all women within their families and a direct cause of something. To simply listening to a radio programme in a family's life does not ensure empowerment of the women, nor have they been empowered in the same way. In spite of the limitations of this study, the radio programme is found to have empowered the women in some aspects. However, aspect of empowerment has not occurred to many women and for some women the change is barely noticeable.