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Final Report
FOR
The Study and Capacity Building
of
Local FM Radios
in Sarlahi, Mahottari and Dhanusha
Districts

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Final Report

Project:

The Study and Capacity Building of Local FM Radios in Sarlahi, Mahottari and Dhanusha Districts

Introduction:

FM radio has been one of the popular and effective means of communication in the world. It is much effective and convenient way of communication in our context as electricity problem are high which decreases the effectiveness of TV; and newspapers are not in the reach of rural people. People can listen radio while working or travelling, which is not possible with other means of communication. Availability of cheap FM Radio Sets in the market and availability of same in the mobile phone handsets have made FM radio in the reach of all. Any information have been found to be more effective through FM radios than other media in rural areas and small towns. In last one and half year electronic media, especially, more than 350 FM radio has spread all over Nepal. Almost all 75 districts of Nepal have multiple FM radio stations. Number of Radio stations has been exceeded over half a dozen in major cities and the districts in the central Terai/ Madhesh. The project is carried out to study the situation of FM radios and build up the capacity of them in 3 districts namely, Sarlahi, Mahottari and Dhanusha. Previously the project was proposed by Women Empowerment Mission (WEM) to the Nepal National Commission for UNESCO. The project was approved by the UNESCO and agreement for the project took place between the National Commission for UNESCO and Women Empowerment Mission (WEM) on 25 June 2015.

Context of the Project:

In Mahottari district of central Terai/ Madhesh have 9 FM radio stations in operation, while 2 more are in process of operation. In the adjoining districts Sarlahi, there are 7 FM radio stations in operation, while 2 more are in process of operation, In Dhanusha 8 FM radio stations in operation. Among these 22 FM radios operating in 3 districts, some are commercial, and some are said to be community radios. But in reality ground it is very difficult to find out the difference between the commercial and the community radios. The status of radios, employees working there, the infrastructure conditions are not been studied. But it seems that the community radios are facing some infrastructure problems, like lack of required equipment, transmission in low power due to lack of fund, etc.

On the other hand, despite the increase in the number of Radio Stations, the journalists in the districts are mostly involved and trained for the print media. On one hand Radio Stations are facing the lack of human resources (Journalists), and on the other hand the journalists and youths are facing problem of unemployment. Most of the Program producers and Journalists in Radios are not capable of performing their jobs perfectly. The reason behind this problem is the unavailability of training facilities, and practice.

The problem and need stated above can be addressed by the Study of Radios in the districts, infrastructure development support and Practical Training of Radio Journalist and Radio Program Production. So Women Empowerment Mission had proposed The Study and Capacity

Building of Radios in Sarlahi, Mahottari and Dhanusha districts by their infrastructure development and conducting practical trainings of Radio Journalism and Program Production.

Objectives:

- **General Objective:**
 - To Study and Build the Capacity of Mass Media in the Districts

- **Specific Objectives:**
 - To Study the status of Local FM radios,
 - To explore out the problems in local FM radios.
 - To provide practical Radio Journalism and Program Production training.
 - Capacity Building of Local Radios
 - Capacity Building of Radio Journalists and Program Producers.

Methodology/Procedures:

Following Approach and methodology will be adopted to achieve the objectives of the project.

- ❖ Study Survey
- ❖ Sampling survey
- ❖ Change in behavior
- ❖ Coordination
- ❖ Orientation Concept

Status and Implementation of Activities :

Regional Level Orientation Seminar :

Orientation about the project was given to the concerned agencies. The Seminar was organized in Welcome Hotel of Janakpur on 17th of July 2015 (1 Shrawan 2072). Mr. Kamaleshwar Kumar Sinha Participated in the Seminar from the NATCOM. Total 5 members from WEM participated in the seminar while 60 participants were present in the seminar.

Format and Questionnaire Development:

Questionnaire was prepared and was printed after the approval of NATCOM. The questionnaire was developed by Mr. Laxmi Dhakal . Total four types of questionnaire were developed, 2 for Radio Station survey and 2 for listeners survey. For Radio Station Survey, one questionnaire was developed be filled by or with support of Radio Management, another was to be filled by the surveyor, according to his/her observation.

For Listeners survey, One Questionnaire was developed for listeners to be filled up by listeners or to be asked to listener by the surveyor, another questionnaire was developed for the surveyor to fill of their observation during the survey for each place they surveyed the listeners.

Study Survey of FM Radios:

Study Survey was done in all the 26 radio stations in these three districts, Namely, Sarlahi, Mahottari and Dhanusha districts. Survey team visited all the radio stations and collected required data of the radios based on the questionnaire developed. Two researchers visited all the Radio Stations in the districts. The survey took about 15 days.

Base Line (Listeners) Survey of local FM Radios:

Base line survey was conducted in different parts of these districts about the impact and reach of radio in the districts. For the purpose sampling survey was done. The survey found out the impact and reach of these radios in different parts of the districts along with the listeners requirements. 2 researchers visited for 20 days in different parts of each districts for sample survey.

Data processing, Analysis and Reporting of Survey :

After survey, data obtained from the both surveys were processed and analyzed for the reports of the surveys. Data entry personnel and Data analysis experts were involved in data processing, and analysis. A detail report of survey is prepared. The report is also attached in the Annex Part.

Radio Management Training:

Training was conducted for the Station managers, and additional one of the personnel responsible for management of radio about the improvement of management system in the Radio. But some of the radios did not send the managers, hence some people interested in radio management were participated in the training. The training was conducted separately for each districts. All the trainings were conducted in the Red Cross Hall of Jaleshwar. 15 participant from each district got training. The training was of 2 days duration. The Training was conducted 19 and 20 November 2015 (3 and 4 of Mansir 2072) for Mahottari, 21 and 22 November 2015 (5 and 6 Mansir 2072) for Dhanusha District and on 23 and 24 November 2015 (7 and 8 Mansir 2072) for Sarlahi district. The trainers (Facilitators) in the training were Mr. Samareandra Sharma and Mr. Sudip Jha.

Training Workshop on Peace and Sustainable Development:

Training workshop on Peace and Sustainable Development was organized in Jaleshwar. 64 participants (journalists from FM radios and other media) were invited from the 3 districts. The workshop was of 2 days. The Workshop was organized on 19 and 20 December 2015 (4 and 5 Push 2072) in Red Cross Hall of Jaleshwar. Mr. Bharat Raj Tripathy, Mr. Padam Raj Joshi, Mr. Sitaram Agrahari, Mr. Dinesh Yadav, and Dr. Rajesh Ahiraj were the facilitators .

Program (Radio Magazine) Production Training:

Training about Radio Program (Radio Magazine) production was conducted. 1-2 participants participated in the training. The training will take place in each districts where 10 participant participated in each district. The training was of 4 days each. The Training was conducted on 11 to 14 December 2015 (25 to 28 Mansir 2072) for Mahottari , 15 to 18 December 2015 (29 Masir to 3 Push 2072) for Dhanusha and 22 to 25 December 2015 (7 to 10 Push 2015) for Sarlahi District.

Program (Radio Magazine) Production and Broadcast:

Sample Radio Programs (Radio Magazines) were produced and broadcasted through Radio Rudraksha to help radio program producers to learn about the contents of Radio Magazine. Total 12 episodes of program were produced and broadcasted. The Programs were produced and Broadcasted from 19 to 30 December every Everyday 7:00 PM.

Infrastructure Development :

Under infrastructure development, 1 Laptop for News Production, 1 Laptop for Program Production, 2 Microphones, 1 Production Console (Mixer), and 6 Batteries for power backup were bought to improve infrastructure of Radio Rudraksha and the equipment were used during program production training and sample program production.

Editing and Publication of Study Report:

Study report from the surveys was edited and is published as booklet for distribution. Total 1500 copies have been printed and published.

Regional level review seminar:

To evaluate the project achievements and review of the project a regional level review seminar was organized in Red Cross Hall of Jaleshwar on 27 December 2015 (12 Push 2072) Representatives from the community and the stakeholders in the districts participated in the seminar.

Total 60 participants participated in the seminar from Sarlahi, Mahottari and Dhanusha Districts. Details of the presence is given in the Annex.

Outputs:

Output of Regional Level Orientation Seminar

Regional Level Orientation Seminar made stakeholders and media persons about the project. Details about project was spread by media to the common people also.

Output of Study and Survey:

From the Study survey of the radio Stations, status of all 26 radio stations in these three districts are found out and documented and tabulated in the Study report attached along with this report.

List of Radios Studied:

District	SN	Radio Station	Frequency (Mhz)	Watt	Broadcast time (hour)	Type
Mahottari	1	Radio Rudraksha	98.8	500	24	Community
	2	Radio Appan Mithila	94.4	500	18	Community
	3	Radio Jaleshwornath	90.4	500	18	Community
	4	Mirchi FM	89.6	100	18	Community
	5	Radio Sonamai	103.6	100	18	Community
	6	Radio Gaushala	93.6	100	18	Community
	7	Radio Bardibas	94.0	250	16	Community
	8	Samudayik Radio Sungava	107.0	500	17	Community
	9	Samudayik Radio Darpan	88.4	100	17	Community
Dhanush a	10	Radio Mithila	100.8	1000	19	Commercial
	11	Janaki FM	106.0	500	18	Community
	12	Radio Janakpur	97.0	500	18	Community
	13	Janakpur FM	101.8	500	18	Commercial
	14	Radio Madhesh	106.6	100	18	Community
	15	Radio Today	91.0	500	18	Commercial
	16	Radio Swagatam	89.0	100	18	Community
	17	Mithilanchal FM	105.0	2000	18	Commercial
Sarlahi	18	Radio Madhesh	89.3	250	18	Community
	19	Radio Ekta	92.4	500	19	Community
	20	Radio Sarlahi	105.6	100	16	Community
	21	Radio Mukteshwor	100.4	500	16	Commercial
	22	Barhathwa FM	101.1	100	18	Commercial
	23	Radio Bagmati	91.5	500	17	Commercial
	24	Radio Dhukdhuki	95.2	500	19	Commercial

	25	Swarnim FM	96.3	100	16	Community
	26	My FM	107.4	500	Not in Operation Since 2014	Community

Listeners survey in different part of these three districts helped to find out the reach, popularity along with other different aspects of radio form the listeners point of view. It was also helpful to find out the interest of the listeners, regarding program types languages, ranking of radios.

Study Report of the Survey being published is the significant output of the Study and Survey.

Output of Radio Management Training :

Radio Management Training conducted separately for the participants of each district in the project area was fruitful in the capacity building of Local FM Radios. All together 45 participants, i.e. 15 from each district got the training. Through the training the management capability of radio management is expected to be enhanced.

Output of Training Workshop on Peace and Sustainable Development:

All together 64 participant (journalists from different media) from three districts participated in the Training Workshop on Peace and Sustainable Development. The participants were trained about the aspect and linkage of peace and sustainable development in journalism. This training workshop was also a milestone in capacity building of local FM Radios and other media. Following Journalists participated in the Training Workshop.

Output of Program (Radio Magazine) Production Training:

Program (Radio Magazine) Production Training conducted separately for the participants of each district in the project area was fruitful in the capacity building of Local FM Radios, as the program producers got training about program (radio magazine) production training. All together 30 participants, i.e. 10 from each district got the training. Through the training the program production quality and capability of radio is expected to be enhanced.

Output of Program (Radio Magazine) Production and Broadcast :

All together 12 episodes of Radio Program was produced and broadcasted, which helped program producers to learn about the technique of program production, which helped the capability and quality of program production of local FM Radios

Output of Infrastructure Development :

Under infrastructure development, 1 Laptop for News Production, 1 Laptop for Program Production, 2 Microphones, 1 Production Console (Mixer), and 6 Batteries for power backup were bought to improve infrastructure of Radio Rudraksha and the equipment were used during program production training and sample program production. The infrastructure development of Radio Rudraksha improved the continuity and quality of broadcast along with

the program production quality. The battery improved the power backup, while the laptop for news production increased the capability of news making. The consoles helped to improve the quality of broadcast.

Output of the Publication of the Study Report :

The Study Report of the study and survey is published. The published study report will help the stakeholders the status of the radios in the district and the listeners view and trend of radio listening. Initially 1500 copies of the report has been published.

Output of Review Seminar

The review seminar organized at the end of the project was fruitful in delivering the achievements and outcomes of the project to the stakeholders and to the public through Media. Following participants participated in the seminar.

Major Issues and Implications:

The implementation of the project were affected and delayed due to the strikes in the project districts. However the activities were completed in given time.

Conclusion:

Despite the undergoing strikes in the project districts, the project was completed successfully. The Study Report of the project is published which will be fruitful in knowing the situation of radio and requirements of listeners in the districts. The Capacity building programs (Trainings and Infrastructure development) helped the radios in enhancing their capacities. Hence the project was able to achieve the goals that it was targeted for.