

A Study of Local FM Radios in Sarlahi, Mahottari and Dhanusha Districts.



The study & Capacity Building of Local FM Radio in Sarlahi, Mahottarti and Dhanusha Districts.



Conducted by

Women
Empowerment
Mission (WEM),
Mahottari.



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Forewords

In Nepal FM Radio has experienced a rapid growth. FM Radio is one of the most effective modes of mass media in recent times. FM Radio started in Nepal in 2052 BS. FM Radios in Nepal are found to be most effective means to information, education, and communication to the community.

According to ministry of information and communication 668 FM radio got the license till February 2016, However just 558 radio station are in operation. But the research was focused 26 FM radio of three district (Dhanusa, Sharlahi and mahottari).

The development of community radios itself suffers from many predicaments and barriers. Some of them are internal to the radios themselves and some are external that relate to the legal and policy environment as well as societal perceptions and understandings. Durings the period of Royal take over, first attack was done in FM radios by imposing restriction to broadcasting news and current affairs progrmas. This was done by contemporary goverment using legal loophols as FM radios were not recongnize by law as press and publication. This mistake was rectified by interim constitutions 2063.

Media is considered as a fourth state of nation. Likewise, FM radio in Nepal are also civil scrutiny of all accountability bearers in the communities. As social institutions, FM radio have certain accountabilities to fulfill towards the communities they serve.

The study was supported by Nepal National Commission for UNESCO (NATCOM) and conducted by Women Empowerment Mission (WEM), Mahottari. The research study is to find out the status of FM radio in those district and how they operate and the problems they face.

The research report would not be possible to get the present form without co-operation of 26 FM radios and their patience during the research phase. Despite their busy schedules, the broadcasters and staffs from those 26 radios provided valuable information to the research team through active participation and I express our sincere gratefulness to all of them. And reverence to all who supported during the research.

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Chapter 1

■ 1. Background/Introduction of the study

Importance of media has been exponentially amplified since last 50 years and its influence is perceived everywhere, in all spheres of life. It is very effectively being used for governance and polity, socio- economic development, international relations, business and trade, educational activities, entertainment etc. Media develops attitude, has an effective role in building concepts, thoughts, theories, ideas, policies, strategies or plans. It can successfully maneuver people, society and a nation to adopt certain line of action.

Media is divided into two parts, one as Print Media which includes, newspapers, magazines, journals, etc. and another as Electronic Media which includes, Television, Radio, Online sites, etc.

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 to somewhere, which is not possible with other means of communication.

Being 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 400 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.

■ 2. History of Radio in Nepal

In Nepal, the first Radio station Radio Nepal was established in 1950. However, it can be estimated that even before 1950, the people had been possibly experiencing the taste of listening to the radio from the stations of neighboring countries. It is hard to say when the people first started listening to the radio. But it can guess that they have been listening to the radio for more than 90 years. India had already started broadcasting by 1923, and hence it is assumed that Nepalese working there certainly listened to Indian radio broadcasts.

According to Madan Mani Dixit, as recalls his past his youngest uncle Dev Mani Dixit had imported a radio from England in 1929 and he attended the gathering when the radio was heard the first time. He further guesses that it might have been the seventh radio sets in Kathmandu, the capital city of Nepal, at that time. So we can give an educated guess that the radio had already been introduced into the Rana's palaces and perhaps a few villages on the border with India

After the establishment of radio stations in India, the radio became popular in elite circles in Nepal too. However, without the ruler's assent, nobody was allowed to have a radio set. We cannot guess the number of radio sets at any particular time during the initial days of radio listening. When the British forces were doing badly against the Japanese during the Second World War, the rulers in Nepal seized the radio sets from the people. Rana rulers had been supporting the British and providing soldiers to fight for them, so they did not want the people to listen to news of battles being lost. The seized radio sets were stored in Singha Durbar, and it is said that they numbered about 400 and were returned to their owners later.

In July 1946, the then Prime Minister Padma Shamser Rana declared that people could have

personal radio sets. He also arranged to broadcast native radio, Nepal Broadcasting from Bijuli Adda in January 1948. But this could not last long. Padma Shamser Rana resigned from the post of the prime minister and a few months later, this transmission was also halted. This was not to last for long and in August 1948 it was revived again. Mohan Shamser, then Prime Minister, made arrangements to bring two transmitters in order to improve transmission.

In 1950, the Nepali Congress Party was fighting against the Rana autocracy and freedom fighters had also begun to run radio transmissions called Prajatantra Nepal Radio from Biratnagar, an eastern city in Nepal. This program was used to broadcast their activities as well as other information which encouraged the general people to support their movement against the Rana rulers. When Nepali Congress' campaign succeeded, the new government shifted the radio program to Kathmandu (Koirala 2005). Later on it was renamed Nepal Radio and it ultimately became Radio Nepal.

■ 3. FM Radio in Nepal

Until 1995 Radio Nepal was the only radio station to broadcast in Nepal. Then frequency modulation (FM) radio technology entered Nepal. In recent years, the private sector has become actively involved in FM broadcasting. There are now a total of around 668 licensed FM stations, with more than 558 actually in operation. Because of the variety and growth of broadcasting stations in recent years, the number of sets in Nepal has increased. This followed the growth of listeners as well. The radio has become an intimate friend of many Nepalese.

With the period of time and the development of technological devices makes easier to listening radio. Now people can listen to radio at everywhere where they desire. Lots of people listen to radio through their mobile phones, computers, mobile apps, radio sets and many other ways. FM radio plays significant roles in the community in terms of development & communication. Most of the FM radio are based on community and they are exploring the the ideas by making people participating and engaging into community development. We can say that FM radio becomes the public sphere for the people. Radio becomes medium to disseminating their ideas and exchanging information.

■ 4. Significant of the study

Radio becomes the easy medium to exchange ideas and information among the people. With the development of the technological devices such as radios, Mobile Phones to listen radio become the easy access to the audience. They listen to radio through mobile phone, mobile apps, and Radio sets. This research is to understand the radio programs and its effect to audiences. What kinds of programs and language preferred by audiences and how radio are able to draw attentions audience desire.

In Mahottari district of central Terai/ Madhesh have 9 FM radio stations in operation. In the adjoining districts Sarlahi, there are 8 FM radio stations in operation while 1 is not in operation. In Dhanusha 8 FM radio stations in operation. Among these 26 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, the infrastructure conditions are not been studied yet. The community radios are still running under insufficient infrastructures.

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 the 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.

■ 5. Limitation of the study

The government has provided the license for 668 FM radios, where 558 are in currently operation across the country. Some of them are based on private investment while rest of them are Community based stations. This is not consensus research so in this study we choose only 26 FM radio station and thier audiences from three district (Sarlahi, Mahottari and Dhanusa) of Tarai area. Among 26, 18 of the radio named themselves as a community based radio. Our study is focused on to know the real status of community radio as per their performances, for this certain variables are taken for the study such as the programs format, the use of language, target groups. For listener survey, it is not a theoretical study so quantitative methodology is adopted.

■ 6. Objectives:

6.1 General Objective:

To Study and Build the Capacity of Mass Media in the three Districts.

6.2 Specific Objectives:

- » To Study the status of Local FM radios,
- » To explore out the problems in local FM radios.

■ 7. Methodology

Quantitative research methodology is applied as per the nature and requirement of the research. Two methods will be applied to collect the data which are as follows:

a) Survey: Survey is done to 270 audience and 26 radio stations. They will be conducted to identify the individual experiences and use of Radio.

b) Sampling Survey: A random Sampling survey is used as a methodology in this research.

Chapter 2

■ 8. Data Presentation and Analysis

8.1 Radio Survey

8.1.1 List of Radio Station in three district

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	Radio Sungava	107.0	500	17	Community
	9	Radio Darpan	88.4	100	17	Community
Dhanusha	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 Mukteshwar	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

8.1.2 License

Issued License	Operation	Not in Operation
	25	1

In three districts there are 26 radio stations got the license for operation, but only 25 are in operation. Only one FM radio has been since for 2 years.

8.1.3 Types of Radio

Radio Types	Private Owned	Community Based
	8	18

According to the research findings most of the radio stations are community based, among 26 stations 18 are community owned while rest of the 8 are private owned FM radio stations. In Mahottari district all 9 Radio stations are community radios. 'My FM' of Sarlahi is not in operation since 2014.

8.1.4 Minimum wage rate

Status	N	Percent
Full implemented	1	4.16
Partially implemented	24	95.84
Not implemented	0	0
Total	25	100

Most of the FM radio stations have not fully implemented minimum wage rate as per law. According to research study only 1 radio station, 'Radio Rudraksha' fully implemented whereas almost 95.84 % of the radio Stations has partially implemented.

8.1.5 Radio office Situation

Status	Frequency	Valid Percent
Well managed	1	4.0
Managed	16	64.0
Normal	4	16.0
Unmanaged	4	16.0
Total	25	100

According to research finding, 64.0% of radio offices are managed, While 16.0% are normal and 16.0% are also unmanaged. Only 1 Radio Station Radio Rudraksha found to be well managed.

8.1.6 Infrastructure status

Status	Frequency	Percent
Good	12	48.0
Normal	9	36.0
Worst	4	16.0
Total	25	100

Out of 25 radio stations, 48.0% have good infrastructure. While, 36.0% radio stations have normal infrastructure conditions. Just 16.0% of the radio have worst infrastructure condition.

8.1.7 Radio management

Status	Frequency	Valid Percent
Full Responsible	2	8.0
Normal	16	64.0
Not Responsible	7	28.0
Total	25	100

Research report suggests, 64.0% radio management are normal, Likewise 28.0% radio management not responsible.

8.1.8 Employee presence

Status	Frequency	Percent
Normal	10	40.0%
Good	10	40.0%
Worst	5	20.0%
Total	25	100

From research we found out, 40 % radio staff presence are of radio is in good condition, likewise 40.0% are in normal presence, While 20.0% radio have worst presence of employee.

8.1.9 Program Types

Programs	N	Percent
Informatics	21	20.8%
Political	17	16.8%
Entertainment	18	17.8%
Education	17	16.8%

NEWS	12	11.9%
Awareness	16	15.8%
Total	101	100.0%

Among the programs Informatics programs are more broadcasted by radio stations followed by entertainment, educative and political, awareness and news.

8.1.10 Programs broadcasted based on language

Language	Frequency	Percent
Nepali	23	26.1%
Hindi	20	22.7%
Bhojpuri	20	22.7%
Maithali	17	19.3%
Bajika	7	8.0%
Others	1	1.1%
Total	88	100.0%

Nepali language programs are most frequently broadcasted by radio stations, followed by Hindi, Bhojpuri, maithali ,bajika and others.

8.1.11 Prioritized programs

Programs	Frequency	Percent
Informatics	20	22.5%
Local issue	19	21.3%
Parody	8	9.0%
NEWS	12	13.5%
Health	8	9.0%
Politics	9	10.1%
Educative	13	14.6%
Total	89	100.0%

The above table indicates the informatics programs are mostly preferred by radio satations, followed by local issues, news, educative.

8.1.12 Policy for smooth operation

Policy	Frequency	Percent
Electricity	19	38.8%
Skill force	14	28.6%
Finance	14	28.6%
Others	2	4.1%
Total	49	100.0%

The table indicates that majority of station have opinion that electricity viability should be eased and maintained for smooth operations of radio station. Similarly skill work force and finance is other area for improvement.

8.2 Audience survey

8.2.1 Demographic information

Gender	Percent
Male	69.7
Female	30.3
Total	100
Age	Percent
Below 25	27.0
25-35	34.1
36-45	23.2
46- 55	10.1
56- 65	4.9
above 65	0.7
Total	100
District	Percent
Dhanusha	37.4
Mahottari	33.3
Sarlahi	29.3
Total	100
Occupation	Percent
Service	25.56
Business	9.63
Home maker	15.93
student	19.26
Agriculture	27.41
Other	2.22
Qualification	Percent
Upto SLC	31.8
Intermediate	12.4

Bachelor	38.2
Masters & above	0.5
illiterate	17.1
Total	100
Religion	Percent
Hindu	93.3
Muslim	5.2
Total	100
Mother tongue	Percent
Bajika	46.6
Hindi	0.4
Maithali	42.5
Nepali	1.5
Bhojpuri	7.7
Urdu	1.3
Total	100

The table indicates the demographic information of respondents. Out of total respondents who answered the questionnaire 69.7 % were male and 30.3 % were female. Majority of respondents belongs to age group between 25 to 35 age group followed by age below 25 which accounted for 27% , age group of 36- to 45 were accounted for 23.2% and above 65 age group include less than 1% of total respondent.

Out of total respondents 27.41 belong to agriculture or farming occupation, 25.56% were from service, 19.9% were students, 15.93% were home makers and 9.63% belong to business group.

Regarding qualification 38.2% were holds bachelor's degree, 31% were up-to S L C and 17 % include illiterate. 93.3% of respondents were Hindu and remaining were Muslim. Majority 46.6 % spoke Bajika language and 42.2 % spoke Maithali and below 1% spoke Hindi language.

8.2.3 Top five radio stations in Dhanusha district

The rank is based on responses of 101 respondents of Dhanusha district. Scored is rated on points from 5 to 1; a point 5 for stations of first priority and a point of 1 for fifth priority. Weighted score are based on points times the frequency in each priority level.

STATIONS	WEIGHTED SCORE	RANK
Radio Rudraksha (Mahottarai)	280	1
Janaki FM	133	2
Radio Mithila	121	3
Mithilanchal FM	121	4
Radio Swagatam	104	5

The table indicates the top five stations of Dhanusha district. Radio Rudraksha is ranked first

with maximum weighted score of 280, followed by Janaki FM, Radio Mithila, Mithilanchal and Swagatam FM.

The above figure represents the rank and weighted score calculated from frequencies at each level times weight.

8.2.3 Other audible stations in Dhanusha district

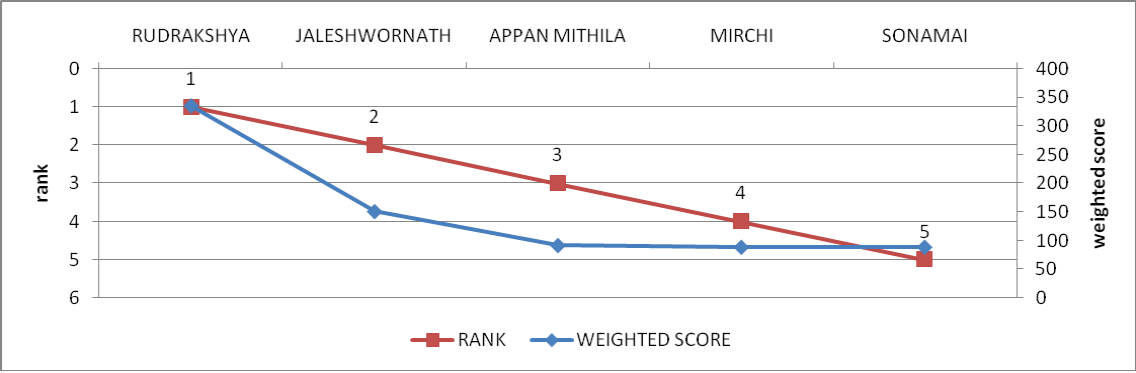
SN	Stations	SN	Stations	SN	Stations
1	Janakpur FM	6	Jaleshwornath FM (Mahottari)	11	Radio Sungava (Mahottari)
2	Radio Janakpur	7	Radio Bardibas (Mahottari)	12	Radio Darpan (Mahottari)
3	Radio Today	8	Radio Gaushala (Mahottari)	13	Radio Nepal (Kathmandu)
4	Radio Madhesh	9	Radio Mirchi (Mahottarai)	14	Kantipur (Kathmandu)
5	Appan Mithila (Mahottarai)	10	Radio Sonamai (Mahottari)		

The table indicates the stations that are audible in Dhanusha district. The list of radio stations are arranged based on their receptions and preferences of the respondents. The table indicates that fifteen radio stations have clear receptions and consumer listen to these stations broadcast apart from the top preferred receptions.

8.2.4 Top Stations in Mahottari district

The rank is based on preferences of 90 respondents of Mahottari district. Scored is rated on points from 5 to 1; a point 5 for stations of first priority and a point of 1 for fifth priority. Weighted score are based on points times the frequency in each priority level.

STATIONS	WEIGHTED SCORE	RANK
Radio Rudraksha	335	1
Radio Jaleshwornath	151	2
Radio Appan Mithila	92	3
Radio Mirchi	89	4
Radio Sonamai	89	5



The table indicates the top five stations of Mahottari district. Radio Rudraksha is ranked one with the weighted score of 335, followed by Radio Jaleshwornath, Radio Appan Mithila, Radio Mirchi and Radio Sonamai.

8.2.5 Other audible Stations in Mahottarai district

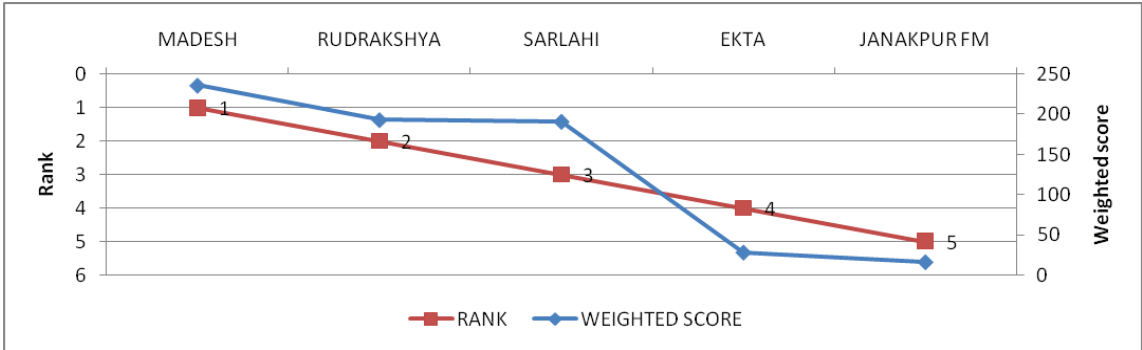
S.No	STATIONS	S.No	STATIONS	S.No	STATIONS
1	Radio Gaushala	6	Radio Janakpur (Dhanusha)	11	Radio Madhesh (Dhanusha)
2	Radio Bardibas	7	Janaki FM (Dhanusha)	12	Radio Ekta (Sarlahi)
3	Radio Darpan	8	Mithilanchal FM (Dhanusha)	13	Radio Madhesh (Sarlahi)
4	Radio Sungava	9	Janakpur FM (Dhanusha)	14	Radio Nepal (Kathmandu)
5	Radio Mithila (Dhanusha)	10	Radio Today (Dhanusha)	15	Radio Kantipur (Kathmandu)

The table D indicates the stations that are audible in Mahottari district. The list of radio stations are arranged based on their receptions and preferences of the respondents. The table indicates that fifteen radio stations have clear receptions and consumer listen to these stations broadcast apart from the top preferred receptions.

8.2.6 Most preferred radio stations of Sharlahi district.

The rank is based on preferences of 79 respondents of Sharlahi district. Scored is rated on points from 5 to 1; a point 5 for stations of first priority and a point of 1 for fifth priority. Weighted score are based on points times the frequency in each priority level.

Radio Madhesh	236	1
Radio Rudraksha (Mahottari)	193	2
Radio Sarlahi	191	3
Radio Ekta	28	4
Radio Mukteshwor	15	5



The table indicates the top five stations of Sharlahi district. Radio Madesh ranked one with the weighted score of 236, followed by radio Rudraksha, radio Sarlahi, radio Ekta and Janakpur.

8.2.7 Other audible stations in Sarlahi district

SN	Stations	SN	Stations	SN	Stations
1	Dhukdhuki FM	6	Radio Jaleshwornath (Mahottari)	11	Radio Madhes Janaawaj (Rautahat)
2	Swarnim FM	7	Radio Sonamai (Mahottari)	12	Kohinoor FM (Rautahat)
3	Radio Barhathwa	8	Radio Gaushala (Mahottari)	13	Radio Nepal (Kathmandu)
4	Radio Bagmati	9	Rajdevi FM (Rautahat)	14	Radio Kantipur (Kathmandu)
5	Radio Appan Mithila (Mahottari)	10	Radio Sanskriti (Rautahat)		

The table indicates the stations that are audible in Sharlahi district. The list of radio stations are arranged based on their receptions and preferences of the respondents. The table indicates that fifteen radio stations have clear receptions and consumer listen to these stations broadcast apart from the top preferred receptions.

8.2.8 Purpose of Listening radio

Purpose	Dhanusha		Mahottari		Sharlahi		Total	
	N	Percent	N	Percent	N	Percent	N	Percent
News	74	33.60%	67	40.10%	45	23.90%	186	32.34%
Entertainment	59	26.80%	51	30.50%	50	26.60%	160	27.82%
Information	53	24.10%	26	15.60%	45	23.90%	124	21.56%
Drama/play	26	11.80%	19	11.40%	33	17.60%	78	13.56%
Other	8	3.60%	4	2.40%	15	8.00%	27	4.72%
Total	220	100.00%	167	100.00%	188	100.00%	575	100%

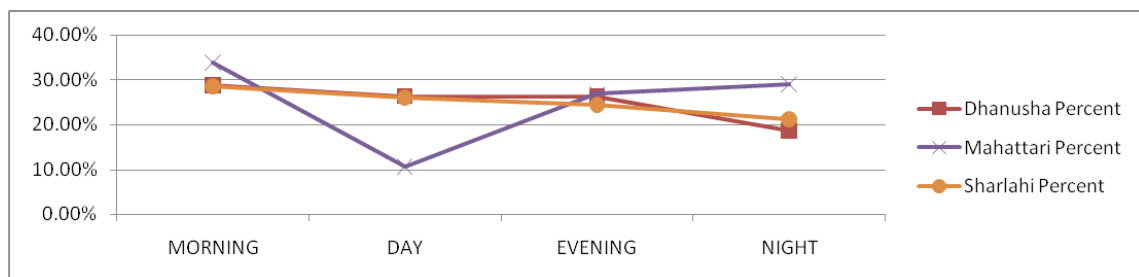
The table indicated that the majority of the respondents (Dhanusha) listen to radio for NEWS broad cast followed by entertainment, information and drama or play.

The table indicated that the majority of the respondents (Mahottari) listen to radio for NEWS broad cast followed by entertainment, information and drama or play.

The table indicated that the majority of the respondents (Sharlahi) listen to radio for entertainment broad cast followed by NEWS, information and drama or play.

8.2.9 Preferred time for listening radio

Time	Dhanusha		Mahottari		Sharlahi		Total	
	N	Percent	N	Percent	N	Percent	N	Percent
Morning	49	28.70%	48	33.80%	35	28.50%	132	30.27%
Day	45	26.30%	15	10.60%	32	26.00%	92	21.10%
Evening	45	26.30%	38	26.80%	30	24.40%	113	25.91%
Night	32	18.70%	41	28.90%	26	21.10%	99	22.70%
	171	100.00%	142	100.00%	123	100.00%	436	100%



Majority of respondents from Dhanusha prefer listening to radio broadcast during morning followed by evening time which accounts for 28.7% and 26.3% respectively, respondents prefer night time than that of day however there is no such difference in their time of listening radio programs during evening and day time.

The table indicates that majority of respondents from Mahottari prefer listening to radio broadcast during morning followed by evening time which accounts for 33.8% and 26.8% respectively, respondents prefer night time than that of day, however there is a difference in their time of listening radio programs after between day and other time.

Majority of respondents that were from Sharlahi prefer listening to radio broadcast during morning followed by day time which accounts for 28.5% and 26% respectively, respondents do not prefer night time than that of day however there is no such huge difference in their time of listening radio programs after morning time.

8.2.10 Preferred medium for listening radio

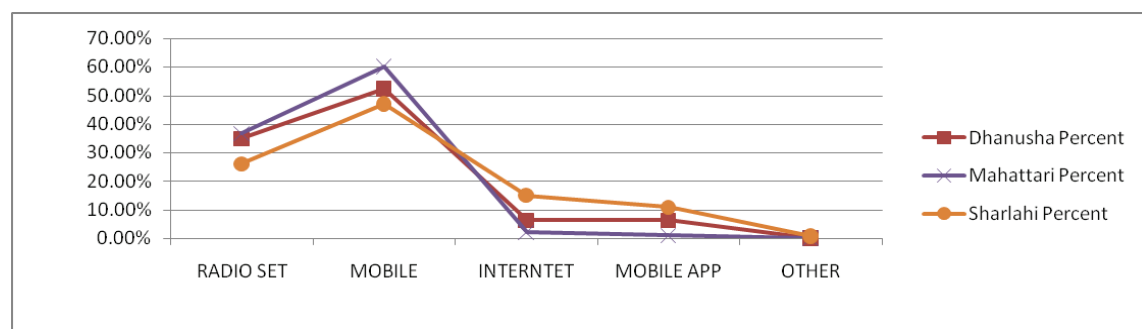
Medium	Dhanusha		Mahottari		Sharlahi		Total	
	N	Percent	N	Percent	N	Percent	N	Percent
Radio set	44	34.90%	36	36.70%	31	26.10%	111	32.36%
Mobile	66	52.40%	59	60.20%	56	47.10%	181	52.76%
Internet	8	6.30%	2	2.00%	18	15.10%	28	8.16%
Mobile app	8	6.30%	1	1.00%	13	10.90%	22	6.41%
Other	0	0.00%	0	0%	1	0.80%	1	0.30%
Total	126	100.00%	98	100.00%	119	100.00%	343	100%

8.2.11 Accessing radio broadcast

Medium	Dhanusha		Mahottari		Sharlahi		Total	
	N	Percent	N	Percent	N	Percent	N	Percent
Radio set	44	34.90%	36	36.70%	31	26.10%	111	32.36%
Mobile	66	52.40%	59	60.20%	56	47.10%	181	52.76%
Internet	8	6.30%	2	2.00%	18	15.10%	28	8.16%
Mobile app	8	6.30%	1	1.00%	13	10.90%	22	6.41%
Other	0	0.00%	0	0%	1	0.80%	1	0.30%
Total	126	100.00%	98	100.00%	119	100.00%	343	100%

From Sharlahi sample majority around 47.1% of respondents prefer accessing broadcast through mobile set, and 26.1% prefer radio set for accessing radio services. Only around 11% use mobile app for accessing radio services

It seems that majority around 60.2%(Mahottari) prefer accessing broadcast through mobile set, and 36.7% prefer radio set for accessing radio services. Only 2% use internet or computer for accessing radio services.



Language	Dhanusha		Mahottari		Sharlahi		Total	
	N	Percent	N	Percent	N	Percent	N	Percent
Nepali	12	5.80%	22	14.30%	3	1.80%	37	7.0%
Hindi	83	40.10%	52	33.80%	78	46.40%	213	40.26%
Maithali	66	31.90%	66	42.90%	15	8.90%	147	27.78%
Bajika	19	9.20%	10	6.50%	72	42.90%	101	19.1%
Bhojpuri	25	12.10%	4	2.60%	0	0%	29	5.48%
Other	2	1.00%	0	0.0%	0.0%	0.0%	2	0.37%
Total	207	100.00%	154	100.00%	168	100.00%	529	100%

8.2.12 Most Listened programs based on language

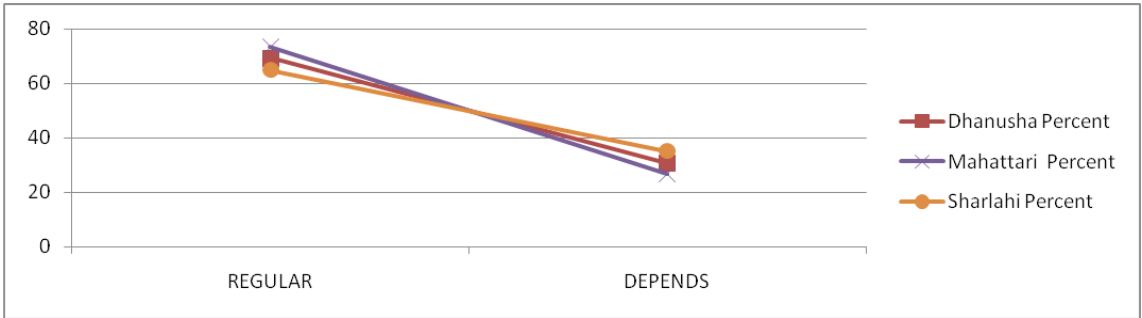
Out of total respondent Dhanusha district 40.1% listens program in hindi language, 5.8 % in Nepali language and 31.9% in Maithali language. Similarly, 46.4% people from Sarlahi prefer to listen program in Hindi language, 42.9 % in Bajjika and 1.8% in Nepali language.

Whereas In Mahottari district, majority 42.9% of people listens programs in Maithili, 33.8% in Hindi and only 14.3% in Nepali language.

In all three districts programs based on Hindi language are well preferred and Nepali language programs are least preferred.

8.2.13 How radio broadcast is listened

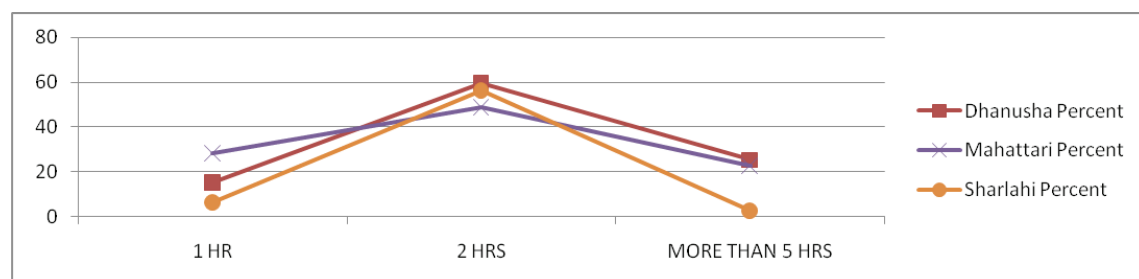
Period	Dhanusha		Mahottari		Sarlahi		Total	
	N	%	N	%	N	%	N	%
Regular	70	69.3	63	73.3	50	64.9	183	69.3%
Depends	31	30.7	23	26.7	27	35.1	81	30.7%
Total	101	100	86	100	77	100	264	100%



73% of people from Mahottari district, 64.9% from sarlahi and 69.3 % from Dhanusha were regular listener. In all district majorities have habit of listening to radio broadcast on regular basis.

8.2.14 Time allocated for listening radio daily.

Time	Dhanusha		Mahottari		Sharlahi		Total	
	N	%	N	%	N	%	N	%
1 hr	15	15.2	25	28.4	5	9.8	45	18.90%
2 hrs	59	59.6	43	48.9	44	86.4	149	62.60%
5+ hrs	25	25.3	20	22.7	2	3.9	47	19.74%
total	99	100	88	100	51	100	238	100%



Majority (59.6%) of respondent from Dhanusha allocate about 2hrs for listening the radio services and about 25.3% respondent allocate above 5 hrs for listening radio broadcast.

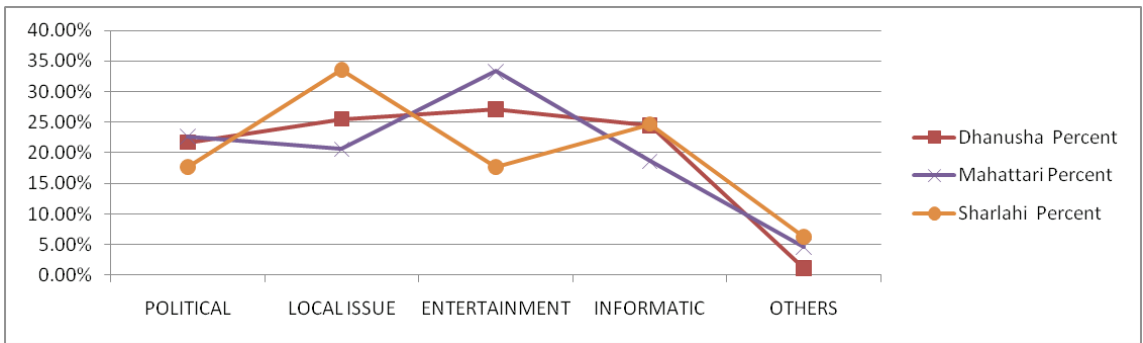
Similarly, majority (48.9%) of respondent from Mahottari allocate about 2 hrs for listening the radio services and about 28.4% respondents allocate 1 hr for listening radio broadcast.

As well as, majority (56.4%) of respondent from Sharlahi allocates about 2 hrs for listening the radio services and about 34.9% respondents allocate above 5 hrs for listening radio broadcast.

It can be noted that people at least allocate around 2 hr daily for listening radio broadcast.

8.2.15 What programs do you wish to be broadcasted by Radio stations.

Programs	Dhanusha		Mahottari		Sharlahi		Total	
	N	%	N	%	N	%	N	%
Political	40	21.74%	34	22.67%	28	17.72%	102	20.73%
Local issue	47	25.54%	31	20.67%	53	33.54%	131	26.62%
Entertainment	50	27.17%	50	33.33%	28	17.72%	128	26.01%
Informatics	45	24.46%	28	18.67%	39	24.68%	112	22.76%
Others	2	1.09%	7	4.67%	10	6.33%	19	3.86%
Total	184	100%	150	100%	158	100%	492	100%

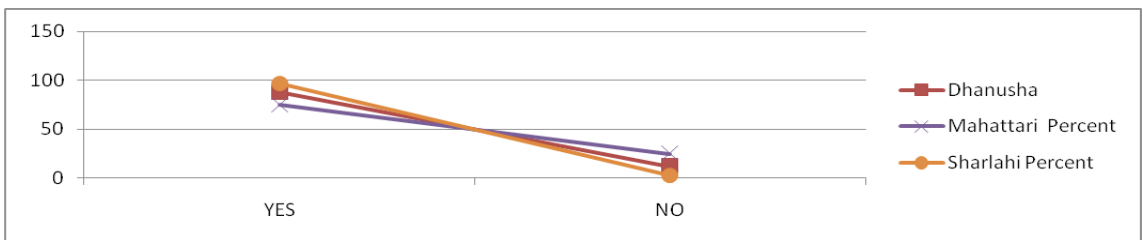


The table indicates that Entertainment programs, local issues programs and informatics programs have negligible difference and are mostly preferred by the respondents from Dhanusha accounted about 27.1%, 25.54 % and 24.46% respectively. The respondents have multiple preferences which had made such close relation.

Entertainment program are mostly preferred by the respondents of Mahottari accounted about 33.33%. Likewise, Local issues related programs are mostly preferred by the respondents accounted about 33.54%. The respondents have multiple preferences which had made such close relation.

8.2.16 Do issues are presented in radio broadcast

	Dhanusha		Mahottari		Sharlahi		Total	
	N	%	N	%	N	%	N	%
Yes	87	87.9	60	75	68	97.1	215	86.34%
No	12	12.1	20	25	2	2.9	34	13.65%
Total	99	100	80	100	70	100	249	100%



The table indicates that respondent (87.9%) from Dhanusha, 75% from Mahottari and 97.1% from sarlahi district had agreed that the radio programs are as per their expectations and aspiration.

8.2.17 In Which time they listen to the radio

		Dhanusha	Mahottari	Sarlahi	Total
		Percent	Percent	Percent	Percent
While Cooking	Most of time	4.3	15.4	9.3	9.05
	Regularly	2.2	11.5	1.3	4.29
	Sometimes	18.3	34.6	20.0	23.81
	Not at all	75.3	38.5	69.3	67.62
While Driving	Most of the time	21.7	37.7	15.6	23.91
	Regularly	18.5	24.6	2.6	14.78
	Sometimes	38	24.6	36.4	33.91
	Not at all	21.7	13.1	45.5	27.39
While reading	Most of the time	8.1	20.5	1.4	8.33
	Regularly	15.1	22.7	10.8	15.20
	Sometimes	11.6	13.6	14.9	13.24
	Not at all	65.1	43.2	73.0	63.24
During work	Most of the time	32.6	34.0	13.0	26.15
	Regularly	42.4	34.0	84.4	55.50
	Sometimes	12	20.0	0	9.63
	Not at all	13	10.0	2.6	7.72

The table indicates responses from Dhanusha district that 75.3% do not prefer to listening radio broadcast during cooking than those of 4.3% who sometimes prefer to listen radio broadcast during cooking, only 2.2% prefer listening radio broadcast on regular basis while cooking.

Only 21% do not prefer listening radio during driving, 38% sometimes prefer listening radio during driving, only 21 % listen radio on regular basis while driving.

During reading 65.1% respondents do not prefer listening to radio, only 15.1% prefer listening radio on regular basis. 42.4% respondents agree that they listen to radio regularly during work and 13% do not listen to radio during.

While In Mahottari district, they said that 38.5% do not prefer to listening radio broadcast during cooking than those of 34.5% who sometimes prefer to listening radio broadcast during cooking, only 11.5% prefer listening radio broadcast on regular basis while cooking.

37.7% do prefer listening radio during driving, 24.6 % sometimes prefer listening radio during driving, only 13.1% listen radio on regular basis while reading newspaper.

During driving 43.1% respondents do not prefer listening to radio, only 22.7% prefer listening radio on regular basis. 34% respondents agree that they listen to radio during working and 10 % do not listen to radio during working.

The table indicates responses from Sharlahi district that 69.3% do not prefer to listening radio broadcast during cooking than those of 9.3% who sometimes prefer to listening radio broadcast during cooking, only 1.3% prefer listening radio broadcast on regular basis while cooking.

We case see that 45.5% do not prefer listening radio during driving, 36.4% sometimes prefer listening radio during driving, only 2.6% listen radio on regular basis while driving.

During reading newspaper 73% respondents do not prefer listening to radio, only 10.8% prefer listening radio on regular basis. 84.4% respondents agree that they listen to radio during work only 2.6 % do not listen to radio during.

8.2.18 Time allocation for different Activities.

		Dhanusha	Mahottari	Sarlahi	Total
		Percent	Percent	Percent	Percent
Reading Newspaper	Less than hour	54.5	78.4	70.3	65.73
	1 to 2 hrs	36.4	15.7	16.2	24.41
	2 to 4 hrs	8.0	3.9	8.1	7.04
	Above 4 hrs	1.1	2	5.4	2.82
Reading Books	Less than hour	18.8	25	13.7	17.86
	1 to 2 hrs	31.8	50	20.5	31.25
	2 to 4 hrs	20.0	5.4	21.9	20.54
	Above 4 hrs	29.4	19.6	43.8	30.36
Watching TV	Less than hour	22.3	15.3	12.4	14.22
	1 to 2 hrs	40.4	42.4	41.1	42.66
	2 to 4 hrs	21.3	13.6	41.1	26.61
	Above 4 hrs	16.0	28.8	5.5	16.51
Listening to Radio	Less than hour	18.4	16.2	27.0	20.41
	1 to 2 hrs	38.8	54.1	35.1	42.45
	2 to 4 hrs	33.7	36	18.9	20.41
	Above 4 hrs	9.2	18	19.9	16.73

The table indicates that the respondents from Dhanusha district about daily time allocated for different activities. 54.5% allocate time less than an hour for reading newspaper, around 36.4% allocate daily more than 1 hr for reading news paper. For reading majority 31.8% allocate 1 to 2 hrs for reading which is not much than some who 40.4% allocate 1 to 2 hrs times for watching TV and only 15% allocate time above 4 hrs for watching TV.

The table indicates that the respondents (78.4%) allocate time less than an hour for reading newspaper, around 15.1% allocate daily more than 1 hr for reading news paper.

For reading majority 50% allocate 1 to 2 hrs time for reading which is much than some who allocate above 4 hrs for reading books and other materials.

42.4% allocate time for watching TV and only 28.8% allocate time above 4 hrs for watching TV.

The table indicates that the responses from Sharlahi district, 70.3% allocate time less than an hour for reading newspaper, around 16.2% allocate daily more than 1 hr for reading news paper. For reading majority 43.8% allocate time for reading which is more than some who allocate below 4 hrs for reading books and other materials.

41.4% allocate time for watching TV 1 to 4 hrs and only 5.5% allocate time above 4 hrs for watching TV.

8.2.19 Program that would encourage positive social changes

Program theme	Percent
Entertainment	0.4
Informatics	4
Politics	4.5
Women related	11.7
Local issue	0.9
Child issue	11.2
Social issue	32.3
Agriculture	1.3
Economic & general issues	33.6
Total	100

The above indicates that programs that are based on economic and social issues would increase the potential of positive influence over society. The theme of social issues program may include dialogue, participation etc directed towards job information, general health, education, program discouraging multi-marriage, human rights, nondiscrimination, infrastructural and development activates deuki, dijo and other. The other opted programs could be related to women issues which may include programs directed towards women education, security, dowry, and trafficking and women activities. The other programs related to child care which may be directed towards awareness regarding child health care, education, marriage and labor.

Chapter 3

9. Major Findings

According to research data from available sample, Radio Rudraksha is most preferred radio in both Mahottari and Dhanusha districts. While Radio Madesh is considered as the most popular FM stations in Sarlahi district. Listenership of male is higher which stands at 69.7 %, whereas age group of 25 to 35 years is articulated as regular listeners.

By occupation farmers seems to be the highest listener with 27.41%, In terms of education, most of them haven't acquired higher secondary education: 31.8% have completed secondary level education. Likewise 93.3% listeners follow Hinduism and 5.2% of Muslim religion. Highest number of Listeners among total listeners of radio speaks Bajika estimating 46.6% .

32.34% people preferred to listen radio for news whereas 27.82% for entertainment, 21.56% for information, remaining for other purpose. Most preferable time to listen radio seems to be in the morning (30.27%), and evening (25.91%). During the day time just 20.10% people listen radio whereas at the night time 22.70% listen FM radio.

Mobile has become the easiest device to listen FM radio as 52.76% people tuning radio through it. Only 32.36% listeners listen radio from Radio sets, 8.16% from internet, 6.41% from mobile apps and others from other device.

Majority of listeners prefers to tune programs aired in hindi language as 40.26%, followed by 27.78% in Maithili, 19.1% in Bajika, 7.0% in Nepali and 5.48% in Bhojpuri language. 69.3% people listen radio regularly. Majority of 62.60% people listen radio for 2 hours, 19.74% people listen 5 hours and 19.90% people listen radio 1 hour regularly.

Local issue related program in Dhanusha and Sarlahi while in Mahottari district political programs are aired more. In all these three districts, issues of general people are given high priority. Apart from listening to radio, 54.5% respondents from Dhanusha district allocate time less than an hour for reading newspaper, around 36.4% allocate daily more than 1 hr for reading newspaper. Similarly, respondents from Sarlahi district, 70.3% allocate time less than an hour for reading newspaper, around 16.2% allocate daily more than 1 hr for reading newspaper. From Mahottari district, respondents (78.4%) allocate time less than an hour for reading newspaper, around 15.1% allocate daily more than 1 hr for reading news paper.

Programs that are based on economic and social issues would have potential of positive influence over society. Out of 26 stations 18 are community while rest of the 8 are private FM radio stations. Of these radio stations, 48% have good infrastructure, 64% radio management are normal, 40 % radio staff presence is in good condition.

Informative programs are more broadcasted by radio stations, among them Nepali language programs are most frequently broadcasted. Above all, majority of stations have opined that electricity viability should be eased and maintained for smooth operation.

10. Conclusion

This is the first research study conducted about the conditions of the radio stations of three districts of terai region. There aren't any research conducted related to this field from any organization. There are 26 FM radio stations operating within three districts and more than 6 are in the process of operation. Most of them proudly announce themselves as a community radio but in operation they are not confined to the definition of community radio. Community radio stations are operated, owned, and influenced by the communities they serve. As per the definition their program format is not only targeted to community they serve but also to the broader audience.

While conducting this research study, Many problems were identified to run radio stations. Radio stations faces various obstacles like electricity problem, lower number of trained journalist/ manpower, government policy, financial problem and so on. Research area of this study was Madhesh, Most of the radio use Maithili, Bajika, Hindi, Bhojpuri & Nepali language. Local issues, health problems, News, education, politics and information are the main subject matter for the radio programs.

As a whole we can state that due to the lack of sound infrastructure and other obstacles, radio stations are being unable to utilize their fullest potential as they had planned.

11. Suggestions

Radio are affordable and easy means of communication. It is the best medium to exchange ideas among different communities. In a developing country like Nepal where minority community are still feeling oppressed, community radio are the best means to empower and connect them with mainstream. To Ice break the silence of minority and make their voice heard, government and policy making agencies should positively intervene. Positive Intervention should be applied to reduce the obstacles caused by different factors but not in contents. Intervention in content can isolate the essence of community radio. Community radio programs should focus more on local and community issues. Name sake community radio cannot uplift the situation of community they serve instead they can propagate the agendas of different interest group which ultimately generate harmful impact.

Likewise government policy regarding FM rules and regulations need to be timely revised. Even today working to the radio as a journalist or communicator cannot be the profession of no one. Lack of salary and insufficient training for profession, manpower are not able to give proper attentions towards the profession. Professionalism should be enhanced through different exposure. Experience exchange program among media professionals also can be effective.

12. Recommendations

1. Positive Intervention of government and policy making agencies in infrastructure development of community radio is needed.
2. Experience exchange program among media professionals should be organized.
3. Economy generation should not have impact on contents, fund and grants generated through community should invest in service or product oriented industries. Profit owned through such investment should be utilized for operation of community radio.
4. Program format should help to enhance the presence of community in different sphere of society.
5. There should be clear demarcation among commercial and community radio.
6. Community radio should play the key role of catalyst to connect minority community people with mainstream. They should feel their voice has been acknowledged and represented well by community radio.
7. It should not serve the interest of any political, economic or other kind of interest group in latent form in the name of FM radio.
8. Women of community itself should get space to voiced their voice. It should be the space to share their experiences, problems and to increase connectivity. Synergetic efforts should be made to empower themselves using it as platform.

Chapter 4

Appendix

1. Ministry of Information and Communication of Nepal
2. The Radio Communication (License) Regulation 2049 (1992)
3. ICT Policy 2072
4. Radio Act 2014 (1957)
5. Working Journalists Act 2051 (1994)
6. National Broadcasting Regulations 2052 (1995)



Women
Empowerment
Mission (WEM),
Mahottari



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