



## Radio: Education and Development

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### Abstract

The study investigates the function of radio in educational advancement, specifically addressing its efficacy, obstacles, potential in isolated and rural regions, and recommendations for enhancement. The utilisation of radio is crucial for facilitating educational advancement, especially in regions that have restricted access to resources. It has been utilised to provide instruction on subjects such as reading and writing skills, mathematical abilities, health awareness, and job-related skills. Interactive Radio Instruction initiatives have demonstrated substantial effectiveness in improving educational outcomes. The prospects for radio in educational development are good, particularly with the emergence of new technology. By integrating radio with digital platforms such as mobile phones and the internet, its reach and effectiveness can be enhanced. Integrating radio broadcasts with face-to-face instruction, internet materials, and community-based learning can offer a more holistic educational experience.

Radio plays a vital function in emergency situations, guaranteeing the continuation of instruction. Nevertheless, consistent investment and rigorous content quality control are needed in order to tackle challenges such as inadequate funding, technical constraints, and variable audience engagement. An illustrative counterexample to the efficacy of radio in teaching can be observed in areas with restricted electrical availability or stringent regulations on radio frequencies, which make the technology unavailable to specific people. Moreover, in regions with low literacy rates, radio broadcasts may fail to properly transmit instructional content to individuals who lack reading and writing skills.

**Keywords: Radio, Development, Education, Challenges, Society**

## **Introduction**

Communication has been a vital aspect of human progress since the dawn of humanity, with diverse channels like radio, newspapers, television, movies, and social media playing important roles in society.

The empowerment of women is essential for the progress of any nation since they make substantial contributions to both the economic and educational domains. Women play a crucial role in managing population growth, promoting literacy, and enhancing the overall quality of life for a large population. Nevertheless, in order to raise awareness about the capabilities of women and facilitate transformation, it is crucial to provide a setting where they are not intentionally sidelined due to male hegemony. The role of print and electronic media is essential in today's society, as it plays a significant part in encouraging women's empowerment and enabling them to reach their maximum capabilities. It is crucial to involve women in socio-economic development since they possess the capacity to influence the progress of the nation and should be acknowledged for it. In the era of technology, the attainment of social and economic progress is impossible without the presence of mass media.

## **Objectives of the Study**

The study examines radio's role in education, identifying its effectiveness,

challenges, potential in remote and rural areas, and suggests strategies for improvement.

## **Research Methodology**

In order to find relevant studies, publications, and reports, it is necessary to perform a comprehensive search utilising academic databases, libraries, and online resources. Next, analyse crucial criteria including historical significance, ease of access, integration into the curriculum, and technical challenges. After collecting a wide variety of resources, organise the data based on the designated themes. Examine each area carefully to identify trends and patterns that can yield valuable information about the subject of study. Analyse the findings and draw logical conclusions, then propose potential topics for further research or practical applications in the field of education. This comprehensive analysis will establish a solid foundation for the study and offer valuable insights into the existing dataset.

## **Radio Overview**

The use of radio has been crucial in promoting educational progress, particularly in areas with limited access to resources. Since its inception in the early 1900s, it has been utilised to distribute knowledge on various topics, including literacy, numeracy, health awareness, and job-related training. Initiatives implementing Interactive Radio Instruction (IRI) have shown significant

efficacy in enhancing educational outcomes. However, there are still challenges that need to be addressed, such as limited user involvement, ongoing creation of information, and problems with receiving signals. The potential for using radio to promote education looks promising, especially with the introduction of new technology. Integrating radio with digital platforms like mobile phones and the internet can amplify its reach and efficacy. By combining radio broadcasts with in-person teaching, online resources, and community-based learning, a more comprehensive educational experience can be provided.

### **Role of Radio in Development**

Radio plays a crucial role in promoting educational growth worldwide, providing accessibility, affordability, and excellence in education. It is economically efficient, making it popular in developing nations and settings with limited resources. Educational radio broadcasts enhance learning outcomes through interactive storytelling, music, and drama, complementing formal education systems and reinforcing classroom instruction. Radio can be tailored to local conditions, languages, and cultural subtleties, enhancing content importance and promoting diverse participation. In times of disaster, radio plays a vital role in disseminating critical information and ensuring uninterrupted education provision.

However, challenges such as limited funding, technological constraints, and varying audience engagement must be addressed. The widespread adoption of technology has expanded the range and level of interaction in educational radio, requiring a thorough awareness of local needs and leveraging technological advancements to enhance learning experiences.

### **All India Radio**

All India Radio (AIR) is India's national public broadcaster, one of the largest radio broadcasting stations globally. Established in 1936, AIR plays a crucial role in disseminating information, entertainment, and cultural programs across the country. Radio, invented in the early 20th century, initially began with 30 transmitters in 1922 and became part of people's daily lives by 1942. It has always been a preferred and easily accessible medium of mass communication, serving as an instructional tool and crossing distance barriers. In 1920, the British Broadcasting Corporation (BBC) began broadcasting educational programs on e-radio. By 1947, India had about 275,000 radio stations, with six stations in Delhi, Mumbai, Kolkata, Chennai, Lucknow, and Tiruchirappalli. After partition, Pakistan had three radio stations in Lahore, Peshawar, and Dhaka. Today, AIR has 262 stations, accessible to nearly 92% of the country's total population and area. It broadcasts

programs in 23 languages and 146 dialects, catering to a wide range of socio-economically and culturally diverse people.

### **Role of All India Radio**

Media has been a powerful tool for societal change, particularly in education, awareness, entertainment, information exchange, and advertising. Radio has been instrumental in this process, continuously working to develop society and acquire educational knowledge. The Odisha state government has decided to reach out to children in remote areas through radio, as online classes are not reaching most students due to poor mobile connectivity. The School and Mass Education Department of the State has started classroom teaching through All India Radio, allowing students from classes I to VIII to learn lessons through 15 minutes of teaching by experienced teachers. The radio program allows students to learn six pages of their textbook within 15 minutes. Although radio teaching was not as effective as in a physical classroom, the administration has tried various methods to reach out to students. Education is at the core of a student's creativity, motivation, self-confidence, and self-esteem. The government is using radio as the main medium to make students and youth creative and motivated through education through All India Radio.

The economic progress of a country is largely dependent on the level of education it provides its people. Before independence, leaders in the country were keen on promoting education, and their efforts to raise education levels through radio have been successful. All India Radio, launched in 1937, targeted school students in Delhi, Calcutta, Madras, and Bombay. Despite initial challenges due to a lack of common curriculums and timetables in schools, AIR eventually made its radio broadcasts more curriculum-oriented.

The Adult Education and Social Development Programme (Radio Forum) was launched in 1956, aiming to benefit villagers in 144 villages on the periphery of Pune, Maharashtra. This agricultural project, first designed in Canada and tested in Poona with the help of UNESCO, involved members listening to thirty minutes of radio programmes on agricultural or social development programmes and discussing the adoption of these programmes in their own villages. The project was a huge success, and many projects have been planned and implemented.

### **IGNOU-AIR Interactive Radio Counselling (IRC)**

The IGNOU-AIR programme, launched in 1998, aims to bridge the gap between institutions and learners by providing academic advice and prompt responses to

queries. Launched in May 1998, it was initially piloted in May 1998 and later extended to eight other AIR stations. Currently, one hour of interactive radio advice is given every Sunday from 186 radio stations on All India Radio, including two Sundays at the National Hook-Up. A toll-free telephone facility is available in 80 cities, allowing learners to communicate and get clarifications from experts without paying for their calls. The first and third Sundays of the month, AIR stations in Delhi and Kolkata broadcast from the national hook-up, while the 2nd and 4th Sundays are reserved for regional centers of IGNOU and state open universities. The scheme is becoming increasingly popular.

### **Gyan - Vani.**

In the last two years, there has been a huge downturn in the economy all over the world, but every country is concerned about the importance of education. World leaders are working without any alternative to ensure that students continue to get education, especially during the pandemic.

Radio education is expected to replace conventional textbook education in the next few years. Radio education has the potential to increase the global literacy rate by reaching millions of people even in rural areas.

### **Salient features of All India Radio**

All India Radio (AIR) is a broadcaster with a vast network of stations across India, covering the country's entire geographical area. It operates in multiple languages to cater to the country's diverse linguistic and cultural landscape. AIR broadcasts a variety of programs, including news, music, drama, features, and educational programs, promoting art and culture. AIR provides reliable and up-to-date information to the public worldwide through news broadcasting in various languages. It has been instrumental in preserving and promoting India's rich cultural heritage, featuring traditional music, art forms, and educational content. AIR aims to serve the public interest by providing information and entertainment content, serving generations of Indians. It also offers external services catering to an international audience, including broadcasting in different languages. AIR has adapted to technological advancements and embraced digital platforms to reach a wider audience, making radio the main medium of communication and entertainment in India.

### **Advancement and Activities of Radio in Development**

All India radio stations and community radio stations, including those in rural areas, frequently prioritise topics that are pertinent to the local population. Occasionally, these stations broadcast programmes that are expressly targeted towards promoting

women's empowerment. A remote Indian hamlet is home to a community radio station that airs programmes on subjects including women's health, education, and business. These presentations might showcase local women's achievements, address women's rights, and offer information about accessible resources and assistance.

Media campaigns, such as radio broadcasts, have the potential to be influential instruments in promoting awareness of women's rights and fostering women's empowerment. A radio show series might be developed with the purpose of enlightening women on their legal entitlements, encompassing topics such as domestic violence, property rights, and workplace discrimination. These broadcasts may consist of interviews with legal experts and testimonials from women who have effectively advocated for their rights.

All India Radio stations can be platforms for sports empowerment, and radio can play a role in promoting women's participation in sports. AIR can broadcast programmes that highlight the achievements of women athletes, discuss the challenges they face, and promote the importance of sport for women's physical and mental well-being. These programmes will motivate young women to actively participate in sports and challenge societal norms.

Radio programmes can broadcast the lives of women entrepreneurs, provide insights

into their journeys, and offer guidance to aspiring entrepreneurs and women preparing for entrepreneurship. A series of programmes featuring women who successfully start and manage businesses can be broadcast to inspire entrepreneurs and women preparing for em. Though not specific to All India Radio, the radio and media, in general, highlight women's potential contributions to empowerment. If there are specific initiatives or programmes of AIR in this regard, it would be helpful to refer to the official reports, publications, or announcements of AIR for more detailed case studies and information.

All India Radio (AIR) has been instrumental in advancing women's empowerment in India. As a national broadcaster, AIR reaches out to a wide audience, making it a powerful platform to advocate for gender equality and women's rights. Over the years, AIR has had programmes and initiatives focused on women's empowerment, aimed at creating awareness, educating, and catalysing change across the country. AIR has broadcast debates, interviews, and special features highlighting the achievements, challenges, and issues faced by women in various fields. These programmes often cover topics such as education, health, entrepreneurship, leadership, and gender equality, providing a platform for women to share their stories, experiences, and expertise.

Moreover, AIR has been instrumental in amplifying voices from diverse backgrounds, including rural and marginalised communities, and drawing attention to their struggles and successes. By hosting discussions and initiatives on women's empowerment, AIR helps create a more inclusive society and advocates for gender equality in India. The impact of All India Radio on shaping public opinion is evident in raising awareness and fostering a culture of respecting and supporting women's empowerment. With its varied programs, AIR remains actively engaged in promoting gender equality and women's empowerment nationwide.

### **Role of All India Radio Educational Activities**

At the global level, education is an indispensable requirement and a tool for social development. All India Radio (AIR) is indeed a valuable tool for education in India. We are living in a situation where education has to reach everyone, and social organizations are also struggling for it, in that way radio has been an important tool to take education to everyone in the world, especially in developing countries like India, radio is an indispensable and big social media, All India Radio is taking some important initiatives and some programs for women.

**Comprehensive Reach / Access:** There is a comprehensive reach covering a wide population across India. Indian radio is broadcast in many languages, making it accessible to people of different linguistic backgrounds. This widespread access ensures that educational content reaches even the remotest areas where traditional forms of education are limited. **Academic Programs:** AIR regularly broadcasts academic programmes in various subjects including Science, Mathematics, Literature, History and more. These programs are designed to cater to different age groups and educational levels, providing a wide variety of educational content.

**Exam Preparation:** AIR frequently broadcasts programmes aimed at helping students prepare for various competitive examinations. These programs include discussions, expert interviews, and guidance on selection methods and preparation strategies.

**Skill Development:** All over India, Indian Radio has a number of programmes focusing on skill development, providing insight and training in areas such as language skills, communication skills and vocational skills. This is especially useful for those who want to improve their career prospects.

**Cultural and General Knowledge:** Apart from formal education, Indian Radio contributes to the overall knowledge

development of its listeners by broadcasting cultural programmes, debates and general knowledge quizzes. It helps in the overall development of the individual.

**Awareness campaigns:** AIR plays a vital role in disseminating information related to health, hygiene, social issues and government schemes. It contributes to raising awareness among people and can indirectly support education by addressing social challenges that may impede access to education.

**Initiatives of Technology:** With the advancements in technology, radio has expanded its reach through platforms, which has further increased the flexibility and convenience of using it as an educational tool.

**Inclusive Programming:** All India Radio offers a range of programmes covering various demographics including children, adults and senior citizens. This content ensures that the educational content is suitable for the needs of different age groups.

In short, All India Radio serves as a powerful tool for education, with its extensive reach, diverse programming and focus on both formal and informal learning. It plays a vital role in improving and enhancing the education landscape in India, especially for those who may face challenges in accessing conventional education systems.

## **Women and Radio**

All India Radio (AIR) plays an important role in the upliftment of rural women in India through its multifaceted programmes and initiatives. Here's how AIR contributes to the empowerment and upliftment of rural women:

**Information dissemination:** AIR reaches out to the most remote corners of India, making it a powerful tool for disseminating information on various aspects of rural women's development. The programmes cover topics such as health, agriculture, finance, government schemes, education and skill development, and improving knowledge required for women.

**Skill Development and Training:** AIR frequently broadcasts programmes focusing on vocational training, entrepreneurship and skill development as per the needs of rural women. These programs provide them with valuable skills, enabling economic independence and self-sufficiency.

**Women-centric programmes:** There are dedicated programmes and sections that specifically address issues for rural women. These programs discuss challenges, share success stories and provide solutions, create awareness and foster a sense of community among rural women.

**Community Engagement:** Through its regional stations, AIR engages with local communities. It hosts interactive sessions, discussions and forums that encourage the



participation of rural women. These forums serve as platforms for sharing experiences, ideas, and concerns, while also disseminating important information.

#### **Encouraging Rural Entrepreneurship:**

AIR showcases the success stories of rural women entrepreneurs and encourages others to follow suit. By highlighting these stories, it inspires women to take the initiative, start businesses and contribute to the local economy.

#### **Health and Social Welfare:**

AIR broadcasts health-related programmes focusing on maternal health, child care, hygiene and nutrition, representing key aspects of well-being and development of rural women. Through its extensive reach, targeted programming and community engagement, All India Radio continues to play a pivotal role in empowering and empowering rural women in India

#### **Best Practices for Implementing Radio in Educational Development**

A comprehensive needs assessment is essential for integrating radio into education programs. This should involve community surveys, stakeholder meetings, and audience analysis. High-quality information aligned with education guidelines is crucial. Engaging forms, expert engagement, and cultural awareness are also essential. Training and support for broadcasters and educators are crucial for accessibility and inclusivity. Interactive features like

interactive phone discussions, SMS messaging, and social media integration can enhance radio broadcasts.

Consistent monitoring and assessment are crucial for evaluating the impact of radio programming. Active community involvement and responsibility can enhance the long-term sustainability of radio programming. IVR, mobile applications, and podcasting are advanced technologies that can improve radio-based education.

Stable and sustainable funding is necessary for educational radio broadcasts to effectively target marginalised individuals, improve educational achievements, and contribute to broader educational development objectives. However, a community radio station lacking strong local involvement and ownership may lead to restricted engagement and influence. Moreover, relying on unreliable or inadequate financing sources may impede the long-term viability of educational radio broadcasts, limiting their capacity to reach marginalised individuals and contribute to broader educational development objectives.

#### **Conclusion**

Radio has been proven in many studies to be an invaluable tool in advancing women's empowerment. Radio's reach into remote communities, overcoming illiteracy barriers, empowers women to express their views, narrate their experiences, and gain life-changing knowledge. By amplifying

women's rights voices, radio has significantly contributed to shattering stereotypes, advancing gender equality, and fostering inclusive societies. Radio plays a crucial role in empowering women through education, raising awareness about their challenges, and creating economic opportunities. Recognizing and leveraging radio's influence in promoting women's empowerment is essential for realizing genuine equality and progress for everyone. This article highlights the role of All India Radio in promoting women's empowerment. With its extensive outreach and varied programs, All India Radio serves as a potent media platform advocating for women's rights, education, health, and socio-economic empowerment. In summary, All India Radio remains a pivotal force in advancing gender equality, uplifting women, and nurturing an inclusive and empowered society. For example, through its radio programmes, All India Radio has been able to raise awareness on important issues such as women's health and education, reaching millions of listeners across the country. Additionally, the radio station has provided a platform for women to share their stories and experiences, inspiring others to take action and strive for gender equality.

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