

INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT



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About The Journal

The International Journal of Communication Development is a new journal devoted to the analysis of communication, mass media and development in a global context in both Indian and international perspective. Authors are encouraged to submit high quality, original works which have not appeared, nor are under consideration, in other journals.

The International Journal of Communication Development examines the way in which similarities and differences open up scope for discussion, research and application in the field of communication, mass media and development. This journal seeks innovative articles, utilizing critical and empirical approaches regarding global communication including, but not limited to, systems, structures, processes, practices and cultures. These articles could deal with content, as well as its production, consumption and effects, all of which are situated within inter- and trans-national, cross-cultural, inter-disciplinary and especially comparative perspectives.

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FROM THE EDITOR'S DESK

When Claire Wardel of First Draft News rejected the term Fake News she said it was woefully inadequate and put forth the term Information Pollution. We in India are seeing this form of pollution which we still prefer to call Fake News spreading its tentacles from every sphere of society into every nook and corner of the country and who else but social media to blame which is the messenger and self styled experts and citizen journalists becoming the message creators. Whatsapp, Facebook, Twitter and blogs are full of information which can neither be authenticated nor prevented from spreading like wild fire.

To the age old problem of planted false news which resulted into mis-information and dis-information there is a new concept of mal-information. The first one being false information created without harmful intent, second one created and spread with harmful intent and the third one is sharing of genuine information with harmful intent.

As research Scholars and students of mass communication we should be able to identify fake news for two reasons. First being its ability to hamper genuine literature review and second is making us gullible to use doctored content which might result into plagiarism charges and legal repercussions. Research papers and articles are not devoid of these problems in today's academic world.

So how do we identify this fake news? Our first step should be to do a fact check on the source and try to understand its mission and purpose. Second step should be to not leave the story after reading the headline but read the complete story to understand. Third step should be to check the authenticity of the authors and try and confirm their credibility. An important step after this would be to access the supporting claims and their sources. As fake news is a major inline phenomenon checking the date of publication is important to see if the story is relevant and updated.

Then come the psychological nuances which need to be satisfied. So ask yourself- is it a joke or a satire? They story could have no potential to harm but the ability to fool and should be taken with a pinch of salt. Once satisfied see if the story is not creating a bias in you and affecting your judgment. Asking experts on the subject is also a good idea to reach any conclusion. Once satisfied cross check if the headlines, content, visuals and captions are in sync or not.

As communicators we should be able to identify misleading use of information to frame an issue or an individual and be able to understand genuine content is shared with false contextual information or non-existent sources. Also in today's world the most important are three terms impostor content where genuine sources are impersonated with false sources, manipulated content when genuine information or imagery is manipulated to deceive and fabricated content where new content which is 100% false is created to deceive and harm.

At IJCD we have pledged to not let fake news remove true news from its role in conducting genuine research and writing good research papers. We aim to not let it deter our research abilities and content from their true path in journalism and communication development.

Dr. Durgesh Tripathi
Editor IJCD

CORRELATION BETWEEN BRAND IMAGE & PUBLIC PERCEPTION: A STUDY

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Abstract

The paper deals with the relationship between brand image and public perception while choosing the Services/Product. In the changing socio-economical conditions, it is vital to understand the behavior /expectations of target group as it is the people who make judgment based on experiences over a period of time (about the product/organization). It affects the reputation of Business Group/Service Provider, positively or negatively which results into future prospects. The behavior of a person as consumer has always been a dynamic phenomenon. To understand this intriguing behavior in present situation, a survey was conducted by the researchers. It highlights some interesting behavior pattern of public and the reasons behind it.

Keywords: Image management, Reputation, Public, Public Relations, communication.

Introduction

The concept of corporate image has progressively been drawing in enthusiasm as distinguishing how they are seen by the public, and re-planning their procedures likewise is of most extreme significance for the proficient and compelling sensitivity of the business capacities, upgrade of corporate execution, and for the manageability of enterprises. In social insurance, corporate administration officials are increasingly mindful of the significance of corporate image and its suggestions for their partnerships' life prospects. This vital concept, be that as it may, has been drawn nearer and characterized by creators in numerous distinctive styles, and because of its generally covering characteristics, it has additionally normally been related with other related concepts, for example, corporate name and corporate personality.

Corporate reputation is the overall opinion in which an organization is seen by its internal and external stakeholders based on its past actions and probability of its potential behavior. While being something that is so significantly important, many companies do not give a second thought about corporate reputation. Even if a company is good at taking care of their existing customers, a business may not become aware of the possibility of more business if their reputation was handled well. A business can achieve its objectives rather easily if it has a fine reputation among its stakeholders, especially key stakeholders such as its main customers, opinion leaders in the business community, suppliers and current and probable employees.

Corporate brand image management is a key issue for any organization. Accordingly, its study is a research field of great significance. This questionnaire explores the concept of corporate brand identity from the consumers' point of view in purchase of a product and analyses the link between brand identity management and consumers' attitudes and behaviors. Results signify that organizations

should pay special attention to the corporate brand identity management, as it has influence on consumer' loyalty with their organizations, as well as their brand performance and satisfaction

Literature Review

Corporate image is described as the overall impression made on the minds of the public about a firm (Barich and Kotler, 1991; Dichter, 1985; Finn, 1961; Kotler, 1982). The Corporate image comprises all the visual, verbal and behavioural elements that make up the organization. As such, corporate image has two principal components: the functional and the emotional (Kennedy, 1977).

The earliest given definition for Public Relations, which still holds true, is that it is the attempt by information, persuasion and adjustment to engineer public support for an activity, cause, movement or institution (Bernays, 1955).

Public Relations is the process of “building good relations with the firm’s various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events” (ZainBooks.com, 2011).

Carthy (1992) has found that: “The public is divided into many smaller publics or audiences. These include employees, the community, customers, consumers, suppliers, distributors, politicians, public servants, financial institutions, stockbrokers, shareholders, financial analysts and opinion leaders” (1992 P5).

Although corporate websites, chat-rooms, email customer response facilities and electronic news release distribution are now viewed as standard aspects of public relations practice (Galloway, 2005) many public relations practitioners are struggling with the impact of new media, and especially the Internet.

Although various propositions are found in the literature as to how image is formed in people's minds, MacInnis and Price (1987) report that researchers in the field agree that corporate image is the result of a process. Image is the reflection of one's personality, values, attitudes, interests, abilities, uniqueness, roles and often goals.

Organizational researchers examine reputation as being a social identity and portray it as an important and intangible resource which may significantly contribute to an organization's performance, and even to its survival (Fombrun and Shanley, 1990; Hall, 1993; Rao, 1994).

Corporate reputation may be seen as a mirror of the firm's history which serves to communicate to its target groups information regarding the quality of its products or services in comparison with those of its competitors (Yoon et al., 1993).

Everything an organization does and does not do has an impact on the perception of that organization and its performance, products and services. According to Herbig and Milewicz(1993), corporate reputation is formed as a process that gathers the judgments over time of the various groups who interact with the firm.

The reputation of a firm is built through its trustworthy actions. It is also delicate because the impact of a bad action on the customer is much stronger than that of a good action (Herbig and Milewicz, 1994). The nature of a firm's reputation depends on the results of its perceived actions in this period. If the firm repeatedly succeeds to fulfill its promises, it should have a positive reputation; and inversely, the firm's failure to express its true intent may create a negative reputation (Herbig and Milewicz, 1993).

Herbig and Milewicz (1993, p. 18) define reputation as “an estimation of the consistency over time of an attribute of an entity”. A firm can have, therefore, multiple reputations - one for each aspect such as price, product quality, innovativeness, management quality - or a global reputation.

“The most critical, strategic and perhaps enduring asset that a corporation possesses is its reputation” (Cravens, Goad Oliver and Ramamoorti, 2003, p.201)

Corporate reputations influence and are influenced by all the ways in which the company projects its image, its behavior, communication and symbolism (Gotsi & Wilson, 2001)

Corporate reputation brings together marketing and organizational studies, strategic management and communications (Davies et.al.,2003).

Research Design

To understand the behavior of target group we adopted Survey as research methodology as primary quantitative data was required for this study. Besides

Survey method is usually helpful for describing certain aspects or characteristics of population

A sample size of 200 was taken for the survey from Delhi-NCR region. The questions were answered by various professionals and homemakers. Basically those people who take the daily decisions of purchasing products.

A set of two questions were made keeping in mind to find the importance of corporate image in the minds of actual consumers.

Research Questions

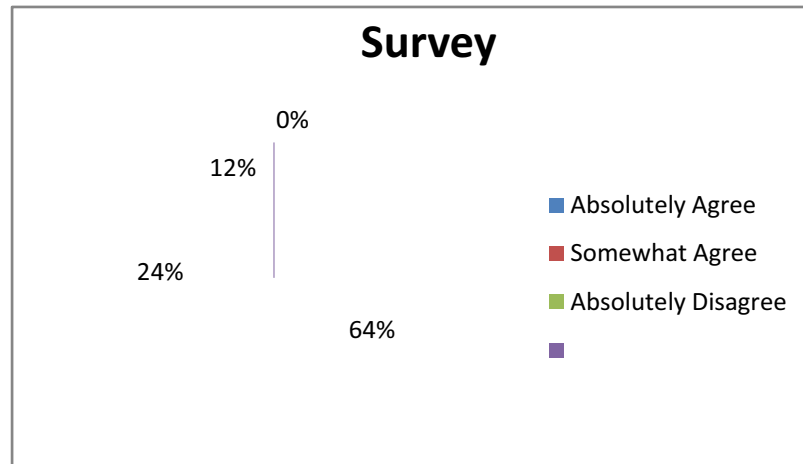
R.Q. 1 - Does the image of the company matter when Consumer is buying a particular product or service?

R.Q. 2-How does the self image of consumer affect the decision of consumer.

Data Interpretation & Analysis

When Researchers asked the end users that does the image of an organization affect their buying decision, a clear inclination is seen. Here out of 200, a majority of 128 people said they ‘Absolutely

agree' to the fact that yes it affects their decision. 48 people said 'somewhat agree' and 24 people were there who absolutely disagreed with this.



Survey result Q. 1

Two options of 'somewhat disagree and doesn't Matter' were surprisingly not touched by the respondents. A point that became clear that 'doesn't matter' is out of question which means something does matter and that is a very good sign especially for professionals who are constantly striving towards managing image for corporate organizations in order to make them sustain the cut-throat competition while carving a niche for them to stand-out among the rest of the competitors.

This was a very simple and easy question, just to get first glimpse of the importance of corporate image in the respondents' mind. It was like the first peek with a small candle in an absolutely dark room.

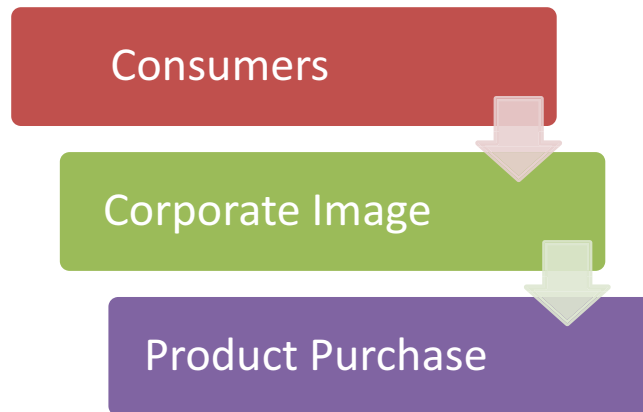
This was the first attempt and with all responsibility, a booster. The replies to this gave a confidence to take this research a step further and also gave a self-belief in the research being undertaken. The replies to this question kind of pushed the research in the desired direction.

This question is a general one that aims to get tickles the feelings of respondents on the subject matter in general or basic way. It is as simple as do you like silk cloth or put it like do you keep in mind the look or color of fruits when you buy them.

By the clear response to the fact that yes corporate image is of importance to respondents, atleast this has got clear the whole image of the brand thing has made its space in the minds of the consumers in case of purchase of a product.

Brand image is dominant to building reliability and loyalty among potential customers. If one constantly works at maintaining a stable brand image, be it the freshness of your food or your packaging, it contributes to a consumer's relationship with your brand. The more frequently you can

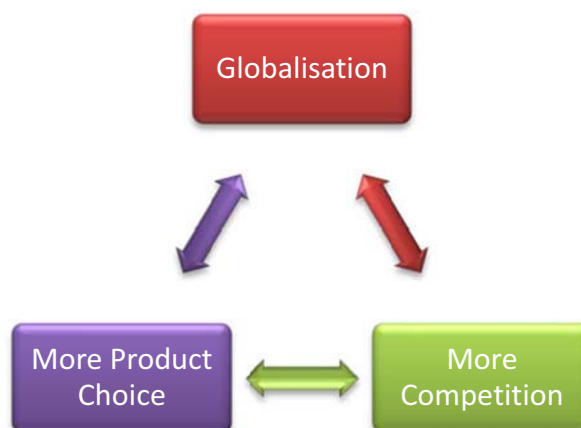
deliver on your brand promise with a tough brand image, the easier it will be for consumers to keep in mind your brand and what it stands for.



Corporate Image

Another fact to be noticed here is, that definitely the quality of the product must be of great importance but no lesser weightage can be given to now the strong factor 'image'. It is that edge to the brand that helps companies handle competitive products and their sales. Businesses looking to construct their reputations can do so in a numerous ways in order to increase profitability and establish themselves in the market. Having a good reputation can be advantageous to a business in a multiple ways.

Corporate image has become of great importance today. In previous times, it was not as huge a demand as it is today. It was because there was lesser competition. Today in the era of globalization, the whole world has become a global village. Consumers are at an advantage of having a wide variety to select from. Not only variety, consumers also have various options of the same product from various companies to choose from.



Globalization

When the respondents were asked that does the image of the company matter to them while they buy or purchase a product. They had five choices and had to choose one. The five choices were:

ABSOLUTELY DISAGREE <input type="checkbox"/>	SOMEWHAT DISAGREE <input type="checkbox"/>	SOMEWHAT AGREE <input type="checkbox"/>	ABSOLUTELY AGREE <input type="checkbox"/>	DOESN'T MATTER <input type="checkbox"/>
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The market is also filled with parity products, which means similar products, in similar quality but with a varied price range. So, if the price of your product is more than some similar products then why will the consumer buy it? For that an edge needs to be created to be able to score over others.

Results signify that organizations should pay special attention to the corporate brand identity management, as it has influence on consumer' loyalty with their organizations, as well as their brand performance and satisfaction.



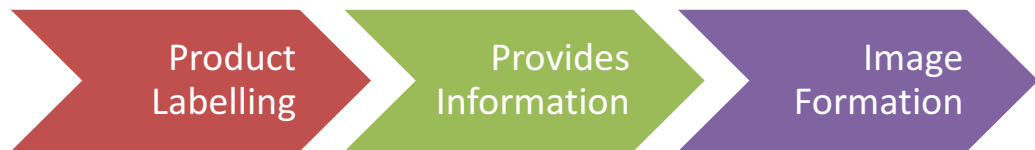
Product Sale

There is strong optimistic connection between people’s opinion of a company and corporate image. Organizations are understandably apprehensive about managing their Corporate Image. This shows that there is a strong positive relationship between how people perceive an organization and the corporate loyal behavior. Corporate images are perceived as the mind pictures of an organization. It is the sum total of these assumed characteristics of the corporation that we refer to as the corporate image. Every organization has its image whether the organization does anything about it or not. So, corporates must be consistent about maintaining a distinct and positive corporate image.

As a second question researchers asked “Do you get annoyed when you can’t tell what company is behind a product? “ The question aimed to understand the seriousness of a ‘brand’ for consumers.

When professionals work hard to establish a brand taking the whole concept of image so seriously, is it really that important for consumers also? If not, then this whole concept becomes insignificant.

There is major importance of labeling in image formation. In addition, labeling also aims to provide the information about a product to the prospective customer. This role meets informative purpose of using a mark. Labeling is used for packaging the product. This helps to spread awareness between the customers about the item they are using and labeling also helps to mention ingredients.



Labeling factor

Products need to be identified to help with classification and play a key role in company brand building programs. Branded Product Labels require to be securely bonded to the product surface in a method that is best suited to that product.

Another main point of the use of labeling and packaging is to amplify the product. A marketer needs to grasp the attention of a viewer to buy the product. Labeling and packaging must be able to beautify a product to attach to its visual appeal. This can instantly seize a viewer's attention for a product. You can stimulate interest in the mind of a customer towards a product by way of an attractively designed label. It is necessary to use a good quality material for the sticker.

No false or vague information can be placed on the label. The product must stick to the claims made on the label relating, for example, to type, quality, performance, aim, origin, and method of manufacture. As it said "No matter how good the quality and safety of a product, its reputation – and that of your business – will be tarnished if the information you provide to users is insufficient."

Importance of Labeling:

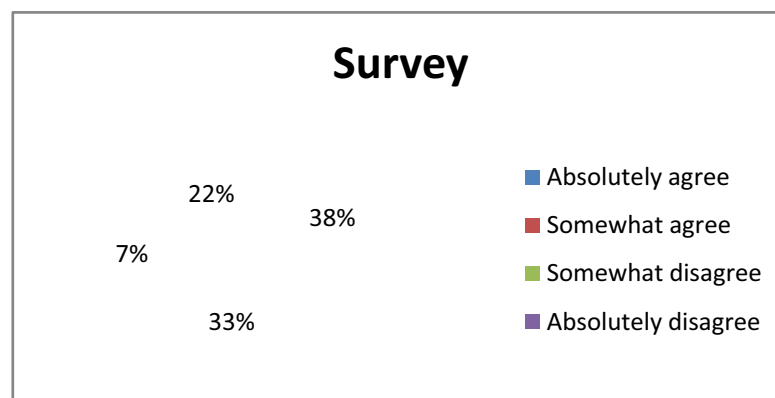
The function of packaging and labeling has become quite important as it helps to grab the attention of the audience.
Labelling and packaging can be used by marketers to persuade potential buyers to buy the product.
Packaging is also used for convenience and spread of information. Packages and labels converse how to use, transfer, recycle or dispose of the package or product.
The container for the product must be made, filled and displayed so that it is not misleading to the consumers about either the quality or quantity of the product.

A wide variety of industries employ labeling verification services specifically for their products. Label verification and product warning verification services can be used as stand-alone, one-off services or can be incorporated into a longer, more-strategic program that forms part of your risk management procedures. There are consultants in this who advise as to what is most suitable for company.

This survey brought to light the awareness of consumers with respect to labeling. They seemed to be conscious of the fact that they check the labeling of product before buying, not only for ingredients but also to check which company is making it. It is done because consumers are conscious of the image of the company making the product.

Respondents here seem to be aware of packaging and did not disappoint. A majority of people chose somewhat agree and absolutely agree as their choice which means that a company's name does affect their decision while buying a particular product. They do check product labels to see which company is behind the product they are buying. Out of 200, 77 people chose 'absolutely agree' and 66 people chose 'somewhat agree' as their choice.

It is very hard to manage reputation because it is a sum total of how the company is perceived based on its past actions which must have generated positive or negative reactions. It takes immense efforts to create a desired image and much more efforts to sustain that desired image. It is an ongoing task that requires constant efforts to be put in.



Survey results Q. 2

There were a portion of people chose 'somewhat disagree' (44 people) and 13 chose 'absolutely disagree' to state that it was not essential for them to check company's name while buying a particular product.

So there is a portion of people who are still not into checks and balances. It means a significant population is yet to get more aware of their right to choice and to exercise it with awareness. But then not all people have same nature, for some people it is actually not a big matter only. It simply doesn't matter to them. This means that there is a considerable amount of population that is still away from the image management concept which is such a huge thing for corporate organizations in these times

of globalization. But slowly and steadily, as the means of communication are increasing in the rural areas also, one must not underestimate the awareness of the rural consumer. Brands need to continually strive to register themselves in the minds of the people and that also for good

The limitation of these answers is that they are from the consumers and home decision makers who belong to the urban background. Although we cannot underestimate the rural consumer, but still their feedback is not included in this research. As the researcher found urban consumer more accessible, readily agreed to participate in the survey and more cooperative; the questionnaire was mainly filled by these respondents.

Conclusion

The research states that the brand image has become vital for decision making especially for urban consumer. Instead of checking the quality of the product, s/he relies on the image of the brand. Research also highlights that in place of tangible benefits, decision of consumer is driven by social or peer group pressure.

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UNDERSTANDING SMARTPHONES: SOME LESSER - KNOWN FACTS

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Understanding Smartphones

What is a Smartphone? To be precise, what is the first image that comes to our minds as soon as the word Smartphone is heard? For most of us, it is a highly advanced gadget which has almost become an integral part of our lives.

Further, a Smartphone is a small device, generally palm-sized which can do all the functions of a full-fledged advanced computer. The ease of usage that it gives to the users is beyond imagination. It may be always with you, regardless of the place and time. It is light in weight and remains active as long as the users want it to be. Today, with the technological advancements that Smartphones has shown, it would not be wrong to say that it is a convergent device, in the literal sense of the word. One can connect it with a printer wirelessly and can take prints. Also, when we talk about smartphones, some basic components are essentially present in the same. Some of them are as follows:

Camera: No smartphone is complete without a camera, which comes inbuilt in all the smartphones. These cameras eradicate the need of a digital camera. This is known as main camera of the phone and is situated at the back of the phone. At the front of the phone, there is one more camera available, known as front camera and popularly known as selfie camera.

Both these cameras are capable of capturing still and videos.

Screen: Today, almost all smartphones are equipped with big size screens, which dominate the entire device. Generally, smart phones are available with 4 inches to 6 inches screen size. Some smart phone screens are even bigger than this, like 6 inches to 6.4 inches and even more. But these smart phones are known as Phablets.

Sensor: Camera is the main sensor available in a smartphone. However, there are other sensors available like motion sensor, gyro sensor, proximity sensor etc. in the smart phones.

Things to Keep in Mind while Buying a Smartphone

Operating System (OS): Identify an operating system which is best suited for your needs. There are two mainly popular operating systems available in the market.

- (i) **Android:** Most of the smart phones like Samsung, Sony, LG, HTC and Motorola are using this platform. So, in this case if you're interested to buy a Samsung smart phone, then you have no option to choose except an android platform or operating system.
- (ii) **iOS:** This is an apple-based operating system and generally, Apple phones are costlier in comparison to the android-based smartphones.

Camera and Megapixel: Most of the companies offer their smart phones with higher megapixel count and it is considered that higher megapixel will result in higher quality of still and moving images. But, this assumption is not true. Companies charge higher price with cameras boasting higher megapixel count. Higher megapixel count of the camera only helps in taking big size printout of an image which is not usually the concern these days. We generally do not take printouts of our images. We store or post our images digitally.

In case of digital storage or posting, you do not need higher megapixel count and even a 4 or 5 megapixel camera would suffice the purpose. If you're posting higher megapixel images on WhatsApp or Facebook, they shrink your megapixel count first and then upload your images.

Higher megapixel count also unnecessarily consumes the smart phone's memory and even your hard drives. So, it is advisable not to get stuck in the trap of megapixel count. Instead, look for a good quality lens and better processor in the smart phone. You should not pay a higher price tag for a smart phone in the name of higher megapixel count. It does not make the quality of an image better in any manner.

Quality of the Screen: Most of the smart phones come equipped with good big screens. Companies claim many features of the screen while selling their smart phones. Some of the claims are in fact real but others are not.

Let us try to understand which features are useful and which features can be avoided. For example: high definition screen of the phone, full high-definition screen of a smart phone, 2K screen, 4K screen etc.

Please understand as most of the smart phones come equipped with 4 inches to 6 inches screen size, in this case telling which screen is high definition or full high-definition or 2K or 4K, is quite impossible. Please take my word, it is impossible to determine which screen is high-definition or full high-definition or 2K or 4K at 4 to 6" screen size. It can only be recognised if the size of the screen is much bigger like 50 inches to 75 inches. So, clearly, no question arises which is the go to screen in case of a smartphone. Instead of considering hi-definition or full high-definition or 2K, 4K etc., we should consider the brightness levels of the screen. It is then that the high-definition screen is more than sufficient for 4 inches to 6 inches screen size smart phone. Brightness levels of the screen are measured in NITS.

Also, we should consider the toughness of the screen rather than merely looking for HD/ FHD/2K/4K. The stronger the screen, the more durable it would be. Corning Gorilla screen glasses are considered the most tough smartphone screens in the market. A series of Corning Gorilla Glass is available in the market today. For example: Gorilla Glass-1, Gorilla Glass-2, Gorilla Glass-3, Gorilla Glass-4, Gorilla Glass-5 and the Gorilla Glass-6 has just been launched in the market, which is considered to be the most toughest smartphone screen glass available in this market till date.

Companies charge a premium amount in the name of full high-definition or 2K or 4K screens, so do not be fooled by these new and fancy terms. Keep your understanding clear. Go to screen which is brighter and tougher.

RAM: Normally, it is considered that a smart phone with a higher RAM will have a good processing speed, which is true in most of the cases. But sometimes, it is also true that a smart phone with 1GB RAM may outperform a Smartphone with 2GB and even 3GB RAM.

Now, how is that possible? It is very important to make it clear that RAM alone does not make the processing speed of a smart phone smoother and faster. Rather, it depends on other things too, like the size of the processor, the type of operating system you are using. For example: An iOS-based Apple phone with 1GBRAM may outperform the android-based micromax phone with 2GBRAM or even higher. So, I mean to say that we should not blindly follow specs given by the phone companies. Instead, we should experience the phone by using it physically for some time before purchasing the same and these facilities are available on most of the phone company outlets these days.

Processor: Bigger the processor size, better the performance of the smart phone would be. Generally people think that phone with more cores are better which is true, but not always. It is considered that a dual core smart phone would be better than a single core smart phone. A quad core smart phone would be better than a dual core smart phone. Likewise, an octa-core smart phone would be better than a quad core smart phone. But, it is not always true. It is true when these cores are supplemented and supported with big processor size. For example: a phone with 1.8 GHz quad core would be better than a smart phone with 1 GHz octa core. Why? It is so because the size of the processor in the first smart phone is bigger than in the second one. So, it is always better not to spend money on the number of cores available in a smart phone. Rather, we should look for the bigger and better processor size.

Battery and Build Quality: Battery plays a crucial role in a smart phone's performance. These days, most of the smart phones are coming with big screen size which consumes a lot of battery. Lots of applications running in the background of your smartphone also consume a significant amount of battery. The internet pack/connection always remains in active mode, consuming a lot of battery as a result.

Any function in a smart phone cannot be performed without a battery, thus, battery becomes an integral part of any smart phone. Rather, a big-size battery becomes an important component of any smart phone. Smart phones are sold by telling that this phone comes with 3000 mAh battery or 3300 mAh battery etc.

Recently, Samsung has launched its latest flagship smartphone Samsung Galaxy Note 9 on August 09, 2018 in America with 4000 mAh battery. And they are advertising it with 4000 mAh battery size as an achievement. So, smart phone with a good big size battery pack is always welcome.

One more thing I would like to add here is that only a big size battery is not always sufficient. But, the performance of the battery also depends on a few other factors like the kind of operating system the

phone is using like an iOS of Apple consumes less of battery than its android counterpart. It also depends on how you use your smart phone. If we watch high-resolution videos on our phone, than certainly the battery would run out fast.

For saving battery, set your video resolution on 360p or 480p which will still give you good quality video and at the same time save your battery. Keep your internet connection switched off and switch it on only when needed. This is how you would be able to save the battery of your smart phone. Keep your phone's screen brightness levels on low mode in order to save the battery. Also, stop all the background applications from your smart phone. When you buy your phone, look for a good big size battery plus operating system.

Some more tips to keep in mind while buying a smartphone

Be very clear and ensure how much internal storage you would need in a phone. It is so because higher the storage more would be the cost. So, spend judiciously. Choose the storage as per your requirements and do not go for higher storage if you actually do not need the same. It is just the storage and nothing more than that. By the way, storage does not make your smartphone better in any manner except the storage capacity itself.

Be very clear and ensure how much RAM you would need in your phone. People go for higher RAMs which is good, but it comes with a cost, so choose the RAM as per your requirements. First understand what RAM does in a smart phone. It enables the smooth functioning of a smart phone's. Apps run without any hassle. You can play heavy games lag free.

A 2GB or 3GB RAM would be able to do most of your tasks, unless you are editing 4K videos on your phones. For this, you would need higher RAMs like 6GB or even higher like 8 GB. The performance of RAM also depends on the kind of operating system you are using. Generally, Apple based iOS outperforms android based smartphone in most of the situations. So do not waste money unnecessarily on higher RAMs which you don't even require. If you want to do some heavy work like 4K video editing or want to play very intensive games on your smart phone, then only you should spend more money for higher RAM size.

Latest trends in the Smartphone market

Dual/Triple/Quad Camera Set Up: These days, most of the smart phones are coming in the market with dual/stereo lenses camera setup. Both the lenses have different focal lengths, thus enabling the smart phones to do optical zoom in.

How? One camera, for an instance comes with 50mm focal length and another camera comes with 100mm focal length. Now, the magnification of a 100mm lens would be two times higher than that of a 50mm lens. So, these lenses: One with 50mm focal length and other with 100mm focal length; this type of camera system in a smartphone would give you 2X magnification or zoom in capability. It means that your image is magnified optically by two times and there won't be any quality loss in the image. These types of smart phones are getting popular these days.

Some of the examples of dual cameras smart phones are iPhone 10 by Apple Samsung Galaxy note 9, Samsung Galaxy S9 plus, One Plus 6, Xiaomi Redmi Note 5 pro etc. Apart from the same, today, few smartphones are also available equipped with triple and even quad camera set up. Samsung Galaxy S10 and S10 Plus, Samsung Galaxy Note 10, Samsung Galaxy Note 10+, Huawei P30 Pro, LG V50 ThinQ, OnePlus 7 Pro, iPhone 11 pro, iPhone pro max etc. are some of the available phones.

Variable Aperture in the Smart Phone Cameras: It is becoming a latest trend and smart phones are coming equipped with variable apertures in the lenses of the smart phone cameras. What it does? It enables the smart phone to take a picture in low lighting conditions. How? It is so because aperture is the opening of the ring within the smartphone lens which allows the light to go into the smartphone lens. Bigger the aperture, more will be the light going in. Thus, making your smartphone capable to take pictures in the low lighting conditions.

Smaller the aperture, lesser will be the light going in, thus making your smartphone less capable to take picture in low lighting conditions. You need more light or daylight for shooting in such conditions. Most of the smart phones come with single camera setup and constant aperture value. But these days, some smart phones have been launched with dual camera set up and variable aperture capable of shooting in bright daylight as well as in very dim light conditions. The examples of such smart phones are Samsung Galaxy S9 plus and Samsung Galaxy Note 9 smart phone.

Stereo Speakers: Earlier, smart phones used to come with a mono speaker set up. These types of smart phones fire sound from the single side only. But these days, smart phones are coming equipped with dual/stereo speaker system which fire sound from both the end of the smart phone and gives you a very rich and immersive listening experience. Notable smart phones with good stereo speakers are Apple iPhone 7, Apple iPhone 7 plus, Apple iPhone 8, 8plus, Apple iPhone 10, Samsung galaxy S9 plus, Samsung galaxy S9. The other smartphones include Samsung galaxy Note 9, OnePlus 7 Pro, iPhone 11 pro, iPhone pro max etc.

Infinity Display: The whole front of the phone is display and nothing else except the speaker grill or earpiece at the top of the smartphone. These types of displays are popular among consumers today. Every new phone is coming with this type of display as video viewing and gaming on the smart phone is getting popular and bigger screen size enhances the viewing pleasure or viewing experience.

Notable smartphones with Infinity displays are as follows: Apple iPhone X, Samsung galaxy note 9, Samsung Galaxy note 8, Samsung Galaxy S9 plus, Samsung Galaxy S9, Samsung Galaxy S8 plus, Samsung galaxy S8, Samsung Galaxy S10, S10 Plus, and S10e, Xiaomi Redmi note 5 pro, One Plus 6, OnePlus 7 Pro etc.

Conclusion:

Over the period of time, smartphone has very seamlessly paved way in every nook and corner of our lives. Regardless of our age, occupation, family background, language etc.; smartphones are being used by a significant majority in India today. However, the way one uses the same is personalized by us as the users on the basis of our needs, whims and fancies.

It would not be wrong to say that today, when we enlist our necessities, smartphones cannot be left behind, though it is possible that the same is enlisted subconsciously. Communication, and most importantly telecommunication has witnessed a revolution post the advent of smartphones in the market. Each one of us is reachable and accessible 24*7, certainly by the virtue of our sleek smartphones. However, at the same time, it cannot be negated that it has both pros and cons. But, ultimately, what doesn't have pros and cons.

There has been immense debates and discussion about the negatives of the smartphones. But, despite the same, the positives of the same cannot be overlooked. The growth, acceptance and reach that smartphone has shown in such a short span of its existence is quite a benchmark in itself. Still, there is a long way to go and it can be very easily stated that smartphones even today have immense potential, which is yet to be tapped.

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CONTEMPORIZING MYTHOLOGY: A CRITICAL STUDY OF AMISH TRIPATHI'S WORKS

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Myths are a community's legacies that are passed on over generations. They are open to interpretation, re-interpretation, re-creation, and review. This gives myths a transient quality and the narrators and writers of myths a license to revitalize them and change who the reader sees as hero, villain, reliable, un-reliable, good, bad, deity and human. Literary retellings of myths often focus on specific characters and tell their story from a perspective that may or may not have been told in a dominant narrative. The retelling of myth also contemporizes it in so far as it includes the contemporary socio-cultural sensibilities in it. The paper shall focus on how certain modern retellings of ancient Indian myths contemporize the context so that the reader is no longer reading the epic or a moral fable but rather an interesting novel that serves as a constant companion during lunch breaks or during metro rides. Amish Tripathi's Shiva Trilogy that focuses solely on the life and actions of Shiva as a human, his Ram Chandra Series with focus of one book on Ram's tale, another only on Sita's perspective and the third that is due sometime this year from the point of view of Raavan are but a few examples of writings that make a shift from the normative narrative of epics. Devdutt Pattanaik's books on Indian myth, Anand Neelakantan's partisanship of the so-called villains from the epics, Kavita Kane's and Anuja Chandramouli's excavation of the minor women characters from myth and epic, Amruta Patil's subversive graphic texts that delve deep into the Mahabharata and the Puranas, Samhita Arni's *The Missing Queen*, which takes the end of the Ramayana further, show their readers how retelling of myth lays emphasis on contemporizing it and making it relatable in the present context. A major part of making re-creations relatable is of relieving characters from the roles of Devas and Danavas. The paper proposes to focus on the fiction of Amish Tripathi and engage with the contextualization of characters according to the contemporary times for contemporary readers.

In the retelling of the story of Shiva, Ram and Sita the author creates humans who are not invincible, incorruptible and are prone to folly. This shift from an exalted position of God to the status of human charters a new character in a new light for the readers. This moves away from the brahmanical, patriarchal dominance in the Indian epics and system as Badri Narayan states in his work "Honour, Violence and Conflicting Narratives: A Study of Myth and Reality" (Narayan 22). These are a few issues that the paper proposes to discuss.

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"Myth," Karen Armstrong writes in her explanation of the subject, "is about the unknown; it is about that for which initially we have no words. Myth therefore looks into the heart of a great silence." Myth, she asserts further, is rooted in "the fear of extinction." "All mythology speaks of another plane that exists alongside our own world, and that in some sense supports it." The survival of many myths, some of them very ancient, is precisely due to the fact that they have been readdressed, readjusted and reinterpreted through the ages. The relationship between people and the mythic events they commemorate both in story and in their rituals has always been fluid. Myths have gained relevance in the contemporary context with writers giving old stories a fresh flavour and relatable twist and with readers appreciating a work that is no more a grandma's tale but rather a story, replete with romance, high-end action, sci-fi sequence, family drama and much more.

Armstrong speculates that today it is novelists who can partly fill the void left by myth. Reading a certain novel "can be seen as a form of meditation," she writes. "A powerful novel becomes part of the backdrop of our lives." This statement holds true for works of writers like Tripathi, Pattanaik and so on who are being treated not as writers only of an age old story but rather as people who have successfully constructed characters that fit into the modern psyche and can be related to. These books are successfully redefining mythology for a large chunk of young readers.

"The stories of our gods have constantly evolved, retaining the best of the old, but adding in the attractiveness of the new, thus keeping our myths relevant, ever-contemporary and alive," says Tripathi in his first non fiction book *Immortal India*.

While there is an issue with Tripathi assuming that the Gods that he speaks of are a collective ‘our’ Gods and not ‘Hindu’ Gods specifically, he does seem right in assuming that the Hindu myth had great potential in being refurbished to suit contemporary readership needs and hence the writers of the genre have exploited the platform to the fullest and commercial success of his books is speaking for itself. In fact Tripathi’s retelling of myth is perhaps the best example of making myth a novel. With other writers of the same genre we have facts stated from a different mouthpiece or facts stated from a philosophical rather than historical perspective. With Tripathi the reader has got their hands on, for the first time, a work of complete fiction with improvisations in plot and many geographically sound statements that make a reader believe, ‘this is how it must have happened in history’. This is one major difference between Tripathi and the rest. Secondly, because he believes so firmly in a balanced blend of the old and the new, his stories are not only about a love struck Shiva gazing at his beautiful Sati in a temple, and luring young readers to buy his books for sake of a gripping narrative with sufficient romance but they are also about giving his readers a strong message in the end much like the old Amarachitra katha and Panchtantra tales.

In Tripathi’s own words in an interview with Sanchari Pal, “According to ancient beliefs, a book without some philosophy is like a body without its soul. I strongly believe in this and hence, I do try to include some kind of philosophy or deeper message in my books.” Tripathi does not give his readers Gods. He gives them vulnerable humans, prone to folly. He gives them people who are slaves to their anger, people who suffer from inferiority complex, people who want to love but are afraid of it, people who want more from life and most importantly people who change over the course of the narrative, for better or for worse because they are just like people who are reading them in those pages. One could also assume that he gives his readers heroes; people who are human but are accorded super human qualities by way of their determination to succeed and to aid people in need, no matter what the consequences. It is this selflessness of a hero that makes them a superhero and a role model that perhaps a reader would like to emulate. It is for these reason perhaps that Tripathi also assumes that his readers should learn the lessons that his characters learn. Sometimes, the lessons are as simple as, ‘you cannot always get what you want and your resorting to means that could harm someone in reaching your goals is not worth it.’ For a present day reader, listening to these lines from a well wisher may seem like a sermon but reading the same in a novel they likemay successfully drive the point home. This shift of his characters from an exalted position of God to the status of human presents them in a new light to his readers. This moves away from the brahmanical, patriarchal dominance in the Indian epics and system as Badri Narayan states in his work “Honour, Violence and Conflicting Narratives: A Study of Myth and Reality” (Narayan 22). The reader need no longer look at Shiva with reverence or see other women characters serving simplified roles of ‘only wife’ or ‘only daughter.’ The reader now hears the voice of the untouchable, the reader can now take a peep into the heart of a Vishkarma woman and the reader can now see and critique the glaring faults of character in Ram or Shiva and see them become better in due course of time.

Similarly, while certain people study literature and language as a discipline, take exams in it and wish to choose a career related to it, for many others language is a means to an end and not the end in itself. They therefore write in an idiom that they are most comfortable in. As luck would have it for Tripathi, his style of writing is what a big part of the young reading audience is also comfortable with and very

few people in that population are students of literature or people who engage with a text critically. Tripathi says in an interview, “making the story and its message as easily understandable as possible is important. And using contemporary language and symbols of modernity helps accomplish this.” Some writers find simple writing a boon and so do many readers. As a matter of fact, important critics have also pointed out that language need not be formal or scholarly to be considered worth critical acclaim or importance. Gloria Steinem once mentioned that she couldn’t figure out why people are obsessed with saying ‘discourse’ instead of ‘to talk.’

Tripathi gives an interesting example to explain his point when he says,

“...The juxtaposition of the modern and the ancient can often give an interesting and unique makeover to an old story. The core remains the same, the soul remains the same, but the packaging can be fresh and new.

For instance, the famous 1996 film adaptation of Shakespeare’s *Romeo and Juliet* by Baz Luhrmann. While it retains the original Shakespearean dialogue, the film’s setting was modern — with the Montagues and the Capulets represented as warring mafia families and swords replaced with guns!”

A.K Ramanujan in his works like “Three Hundred Ramanayas: Five Examples and Three Thoughts on Translation,” and “Classics: Lost and Found” has highlighted the nature and reason for retellings of the epics and provided readers with a new lens to study them. He explains in “Three Hundred Ramayanas: Five Examples and Three Thoughts on Translation” that no Hindu ever reads the Ramayana or any of their epics for the first time. Listeners of oral traditions and readers of the epics could take up the story and recreate the characters, the sensibilities, the theme, the plot and so on (Ramanujan, 131). This legitimized the status of retellings of epics thus opening platforms for critical study in the domain. Hence we see an upsurge in the retelling of myth and massive critique of those retellings on multiple levels. Tripathi speaks on similar lines, perhaps he takes from Ramanujan when he says that readers and listeners can and will want to listen to myth again and again in a newer way because it is interesting and can always be seen in a different light. He finds his readership bracket of 14-30 years very encouraging because he says that this means that market for newer versions of myth is here to stay.

That he feels that not just Hindu myth but almost all myths have a scope to be reinterpreted and made accessible to readers who might otherwise know nothing of them is evident in his statement where he says, “I also have ideas for stories on others civilizations like Egyptian, Mesopotamian and Anatolian. In fact, I have even left clues for these in my previous books. So, a future series may just be focused around a character from one of these foreign civilizations!”

With readers feeling affinity with the novelist and his novels if they are written in a sequence where each new part is closely connected to the previous or the next one, it seems like a good contemporary strategy to give them trilogies and series within retellings of Hindu myth and further in connection with myths from other civilizations as well. Many readers might want to take up a book simply to know how Anatolian people could be related at one point to Indians at all.

The concept of providing readers with next door humans who could achieve big tasks if they worked hard and tapped on their energies instead of giving them inaccessible Gods that they can only pray to but never actually see or touch is step one towards building a strong and loyal young audience for re-tellers of myth. Many young readers have never read and perhaps lack patience to read, let's say, the Ramayana, the Mahabharata or the Shiva Purana. But if the stories are presented to them on the small screen in a serialized manner as we saw with the 2011 Mahabharata, we see that TRPs shoot up. The case has been very similar with Tripathi's novels. Another strategy that works well with a contemporary audience is that of creating sense of anticipation for the next book by dividing them into many parts. The books are now no longer simple retellings of myths they did not read originals of; they are part one, two and so on of their favourite series just like any other thriller series they might be following. With regard to Tripathi's work, mythology has been contemporized at various levels within the novels but the way mythology has been marketed has also been done with an informed study of contemporary audience's taste. For an ex investment banker, to whom numbers would have mattered the most, the strategies have done their trick.

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A REVIEW OF INTERACTIVITY COMPONENT OF ONLINE ADVERTISING MODELS

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Abstract

Online advertising is a comparatively nascent phenomenon which came into existence on 24th October, 1994 with publication of a paid display AT&T web banner ad on Hot Wired, a web based magazine (Cho & Cheon, 2004; Double Click, 2005, as cited in Ha, 2008; Janoschka, 2004; Kaye and Medoff, 2001, as cited in Evans, 2009; Hyland, 2000; Interactive Advertising Bureau, 2012). Research in the field of online advertising began in 1996 with the publication of Berthon, Pitt and Watson's research paper evaluating the World Wide Web as an advertising medium in the Journal of Advertising Research. Online advertising has witnessed rapid growth during the past decade. 'Interactivity' is one of the primary differentiating factors in case of online advertising. The power accorded to the users by this interactivity component is quite significant as it has given them control over their advertising consumption. Interactivity has received special attention in the online advertising models developed by researchers in order to provide insights into the functioning of online advertising. The aim of this paper is to review different models of online advertising and understand the manner in which each of them has dealt with interactivity. This paper is based upon my unpublished doctoral thesis and draws extensively upon the review of literature review carried out for it. This review is expected to provide the groundwork for further research in the field of developing advanced online advertising models.

An Introduction to Online Advertising Models

Selling is the primary purpose of advertising. An advertisement may sell an idea, a product or a service. The phenomenon of advertising is more than five centuries old. It came into existence with the publication of first printed advertisement in English around 1472 (Wells, Burnett, & Moriarty, 2002). Since then it has gone through innumerable transformations, but the core players of the advertising arena are still the same – the advertiser; the advertised (idea, service or product) and the consumer. The advertiser attempts to attract the attention of the consumers through a creatively crafted advertising message in order to persuade them to buy the advertised idea, product or service. In terms of purpose and players involved, online advertising is similar to television advertising, radio advertising or print advertising. Interactivity is the basic differentiating feature of online advertising. Enhanced measurability is another distinctive feature of online advertising. Both these features are extensions of the medium through which online advertisements are delivered i.e. internet.

Most of the advertising models reviewed in this paper deal with either of the two aforementioned attributes of online advertising i.e. interactivity and measurability. The focus of this research paper would be on understanding the interactivity component of online advertisements. Interactivity in terms of online communications primarily refers to the 'control' users can exercise over the messages (Bezjian-Avery, Calder, and Iacobucci, 1998; Jensen, 1998; Steuer, 1992; Sundar, 2008). It may also

refer to circular flow of information between the user and the communicator or the speed at which messages are exchanged between them. Several online advertising theorists have attempted to conceptualize the manner in which audiences perceive, interact or are influenced by online advertising and the role of interactivity in this process. Researchers like Steven Bellman and John R. Rossiter; Yuping Liu and L. J. Shrum; Chang-Hoan Cho; Shelly Rodgers and Esther Thorson have proposed different models to explain the consumer attitudes and behaviour towards online advertising. “The online advertising information processing models...are mostly integration of old theories with some new elements specific to online advertising” (Ha, 2008).

Modified Elaboration Likelihood Model

Chang-Hoan Cho was one of the first researchers in the field of online advertising to propose a model to explain the manner in which audiences process online advertising. The Elaboration Likelihood Model given by Richard Petty and John Cacioppo in 1983 to explain the underlying processes bringing about attitudinal changes in the audiences and persuading them to take desired action/s was utilized by Cho in 1999 to develop his Modified Elaboration Likelihood Model to describe the process of online advertising and the manner in which audiences respond to online advertising. Cho supported the postulates of this model by carrying out an empirical research study to examine different factors affecting behaviour of internet users towards online advertising. The variables studied by Cho included extent of personal and product involvement, dimensions of the advertisement, contextual relevance of the ad with respect to the content of the website, attitude of the audiences towards the website (vehicle) and their general opinion about web advertising as a whole (Cho, 1999). In his Modified Elaboration Likelihood Model, Cho differentiated between voluntary and involuntary exposure and attempted to explain how audiences react to each of them. The model also attempted to correlate perceptions of the audiences towards the vehicle or relevance of the vehicle to explain the processing of online advertising by the audiences. The model delineated four mediated variables including relevancy, repeated exposure, attitude towards the site and attitude towards web advertising as a whole and postulated that presence of all or some of these variables may lead to a favourable response from the audiences to voluntary as well as involuntary web ad exposures. The model also explained the role of peripheral cues such as size, colour and animation in processing of web ads by the audiences. Cho referred to interactivity in terms of user action of clicking the banner; going deeper into the web site of the advertiser or bookmarking it. He suggested that these actions on the part of the users played a significant role in central as well as peripheral processing routes. However, he did not elaborate much on the effects of interactivity on temporary or permanent attitude changes. Noise variables such as low connectivity speed, excessive traffic on the web site, distractions, unfamiliarity with the issues, etc. were also accounted for in this model. “The central routes for high involvement situation and the peripheral routes for low involvement situation in ELM (Elaboration Likelihood Model) still apply in online advertising” (Ha, 2008).

The model has been able to delineate multifarious factors that determine the manner in which online advertising is processed by the internet users. But, the sample employed by Cho to provide empirical credence to the model was not representative. Cho (1999) himself pointed out this limitation of his research in the concluding remarks of the paper in which Modified Elaboration Likelihood Model was

explained. Another shortcoming of the model pertains to the fact that it tested audiences' response to the banner ads only. This is because the study was carried out during the last few years of the 20th century when banner ads were the most prevalent online ad format. Online advertising and ad formats have evolved tremendously during first decade and half of the twentieth century. Most of the online ad formats used now-a-days are loaded with rich media content. At present, even the banner ads have rich media content such as in-banner audio/video or animation. However, this does not imply that the model has lost its significance. It only implies that online advertising has evolved considerably since this model was proposed and therefore, it must be examined again in the light of all the changes that have occurred in the field of online advertising in order to uphold its validity under the changed conditions.

Interactive Advertising Model (IAM)

One year after Modified Elaboration Likelihood Model was given by Cho, Shelly Rodgers and Esther Thorson (2000) proposed the Interactive Advertising Model (IAM) to explain the process of online advertising. This model may be considered as an improvement over the previously proposed models as it took into account structural as well as functional schools of thought. This model assumes that processing of information in case of online advertising carried out in an interactive environment is dependent upon functions (of the users) and structure (of ad formats). The model may be useful in understanding the basic framework of online advertising. The Interactive Advertising Model (IAM) endeavoured to establish a connection between various postulates of existing advertising models given for conventional media with the perception and processing of interactive online advertising by the online audiences. It posits that the process of online advertising can be explicated based on the same variables which are used for explaining advertising through traditional media. The only difference is that these variables affect the process of online advertising in a more complicated manner (Rodgers & Thorson, 2000).

Rodgers and Thorson's Interactive Advertising Model proposed that users' exposure to online advertising is dependent upon their internet usage motives. The model identified four primary motives for using internet – research, shopping, entertainment and communication or socialization. These motives are dependent upon whether the users are in a serious or a playful mode while using the internet. Cognitive processing of online ads by audiences is contingent upon interactions between consumer-controlled aspects of online advertising discussed above and advertiser-controlled aspects such as ad types, ad formats and ad features. Interactions between aforementioned variables determine the effects of online ads viewed by the audiences. The audiences may ignore the ads, interact with the ads in some manner such as by clicking on them or form different attitudes towards the ads. The model summarized how advertiser-controlled variables such as ad formats and ad types affected the manner in which these ads are processed by audiences in case of online advertising.

Netvertising Image Communication Model (NICM)

Stern, Zinkhan and Holbrook (2002) proposed the Netvertising Image Communication Model (NICM). This “conceptual model of online advertising involves the presentation and formation of image in consumers' mind by taking into consideration the various message stimuli available on the

Internet” (Ha, 2008). “A netvertising image is a cyberspace media representation in which the message incorporates multiple sensory inputs as vivid stimuli that fuse entertainment and education to inspire consumer creation of mental pictures that lead to marketplace behavioural responses” (Stern, Zinkhan, & Holbrook, 2002). The NICM attempts to explain the manner in which these netvertising images are communicated to, and are responded to, by the users. The model recognizes the fact that computer mediated environment (CME) acts as a media for communication on one hand and a marketplace on the other. It also takes into account interactivity as a unique characteristic of CME. It explains the process through which stimuli provided by netvertising images initiate consumer action. Attributes such as audio-visual content, animations, vivid graphics, and entertainment quotient of netvertising images initiate cognitive processing of the images by the audiences. The perceptions and attitudes created as a result of this cognitive processing in the memory of the users lead to marketplace responses. These responses may take the form of actual purchases, increased curiosity levels in the audiences manifesting itself in the form of search for more information, increased loyalty towards the brand, etc. (Stern, Zinkhan, & Holbrook, 2002). A comprehensive definition of the netvertising images provided by this model is its unique contribution to the field of online advertising research. One limitation of the model pertains to the fact that it is not supported by any empirical data. Also, the model does not account for factors such as the effect of intrusiveness of netvertising images on cognitive processing of netvertising images or their individual differences. Nevertheless, it is still expedient in understanding the basic framework of online advertising.

Dual-Process Model of Interactivity Effects

Yuping Liu and L. J. Shrum proposed a Dual-Process Model of Interactivity Effects in an eponymous research paper published in *Journal of Advertising* in 2009. This model, like the Modified Elaboration Likelihood Model given by Cho about a decade ago, used the postulates of elaboration likelihood model of advertising effects in order to explain the manner in which interactivity affects information processing in case of web communications. The model was developed with an objective to explain the effects of interactivity on process of persuasion and may be used to explicate the manner in which interactive online advertising is processed by the users. It explains how individual differences and situational variables lead to variance in effects of interactivity on persuasion. The model postulates that interactivity may have facilitating or inhibiting effects in case of high-involvement users leading to positive or negative brand attitudes, respectively. Higher levels of interactivity give more control to the users and provide comprehensive information to them as and when they require it. This enables them to search for and concentrate on information most pertinent to them and therefore, leads to positive responses and formation of positive brand attitudes. However, higher levels of interactivity require greater efforts on the part of the users in order to control the flow of information. This may impede users’ cognitive processing of actual brand related information, preventing them from receiving the actual information that they require and lead to formation of negative brand attitudes. In case of low involvement users, presence of interactivity will always lead to formation of positive attitudes towards the brand. This happens because mere presence of interactivity features on the website may act as a positive peripheral cue for the low involvement users. The higher levels of interactivity do not put excessive demand on cognitive resources of these users as they are not inclined to engage with the website actively. The model makes it evident that interactivity is not

always expedient in formation of positive brand attitudes. The model's basic shortcoming lies in the small sample size. Also, the idea of interactivity as a monolithic construct is flawed because different interactivity features may evoke different responses from the users. Nevertheless, the model's contribution in explaining the relationship between interactivity elements and user responses is quite significant (Liu & Shrum, 2009).

Main Model

The MAIN model was proposed by S. Shyam Sundar in 2008 to explicate the effects of technology on credibility. The model described how affordances of modality, interactivity, agency and navigability influence credibility in the digital environment (Sundar, 2008). "The MAIN model offers a fertile theoretical framework for understanding the role of technology in online persuasion, by simply changing the outcome variable from credibility to attitudes and behaviors" (Sundar, Xu, & Dou, 2012). In the year 2012, S. Shyam Sundar, Qian Xu and Xue Dou utilized the MAIN model perspective to explain the role of technology in online persuasion. They used an abridged version of the MAIN model and referred to it as the MAIN Model for Online Advertising and Marketing. The model proposes that different media of communication proffer certain affordances that affect how the consumers will perceive communications received through any particular medium. These affordances can be classified as modality, agency, interactivity and navigability. The presentation of the message in text, audio or audio-visual or a combination of all these comprises modality affordances. The users can be the creators of the content in online media. This unique characteristic of the online media relates to the agency affordances. Interactivity affordances refer to the options and the control users have regarding the manner in which they consume the content in an online environment. The navigability affordances pertain to unique navigation options provided by the online medium (Sundar, 2008). "The focus of the MAIN model lies in identifying cues in the technology of the interface that can impact user cognitions and attitudes, regardless of the content of the persuasive appeals" (Sundar, Xu, & Dou, 2012). This is the factor that distinguishes the MAIN model from the models discussed before it and is also the basic shortcoming of this model. Nevertheless, the model provides significant insights to understand the correlations between technological affordances provided by the online media and the process of persuasion.

Interactivity, message elements and action cues afforded by these elements to the users, manner of processing of advertising messages, unique characteristics of online media and the effect/s they have on online communications and behavioural or attitudinal responses of the audiences to these communications are few common elements of all the models of online advertising discussed above. According to the models reviewed above, element of interactivity is a major distinguishing factor in the context of processing of advertising messages communicated through conventional media and through online media. Interactivity may affect cognitive processing of these ads either negatively or positively. However, most models focus upon positive effects of interactivity on processing of online advertising. Responses to online advertising depend upon a number of factors such as internet motives of the users, quality of advertising messages, level of interactivity, presence of positive cues, etc. User responses to online advertising may manifest in a number of forms such as formation of certain attitudes towards the products or services advertised or research for further information regarding

them (Cho, 1999; Rodgers & Thorson, 2000; Stern, Zinkhan, & Holbrook, 2002; Liu & Shrum, 2009; Sundar, Xu, & Dou, 2012).

Discussion & Conclusion

These models efficiently provide a basic framework for understanding the functioning of online advertising. One common thread amongst all these models is presence of interactivity as a distinguishing characteristic of online advertisements. A review of the aforementioned models makes it conspicuous that most of them have built upon already existing models of advertising with interactivity as the major distinguishing factor in the process of online advertising. According to these models, interactivity is the most powerful factor which determines how online advertising will be received and perceived by the users. Interactivity may act as a positive or a negative catalyst depending upon several factors such as involvement level of the users. Further research needs to focus on elaboration on the manner in which interactivity affects reception and perception of online advertising by the users. These models affirm that online advertising is similar to other forms of advertising in terms of reception and perception by the users in terms of cues offered. It is the presence of interactivity which makes the process more complex. The models clearly emphasise upon the prominency of interactivity component of online advertisements over other components in the context of processing of these ads. However, the models are not in consonance with each other in terms of the effects of interactivity on processing of online advertising by the users. Also, they do not elucidate the manner in which interactivity affects the perception and reception of online advertisements. Further research is needed to provide confirmation to ascendancy of interactivity over other factors. Most of these models have not been tested with larger or more diverse samples leading to some uncertainty over their universal applicability. This fact has been acknowledged by some of the researchers in their research papers. These models need to be tested with larger and more diverse samples in order to confirm their validity. Also, further research is required to be carried out in order to make sure that users also perceive interactivity as it is perceived by the researchers.

Future online advertising models should attempt to be more inclusive in their approach and desist from focussing only upon the factor of interactivity. For instance, in a developing country like India where internet is still a luxury and internet speed a big worry, interactivity may not be a very influential factor while studying the effects of online advertising and the manner in which it is received and perceived by the audiences. One peculiar factor related to online advertising is that audience are actually paying for viewing the advertisement. Also, the nature of interactivity should be in consonance with motive of the user for going online. For instance, a user going online for entertainment purposes may react more positively to interactivity cues when they fulfil his objective of getting entertainment in some way. Limited bandwidth may also be a hindrance to interactivity being a positive catalyst in processing of online advertisements. Monetary barriers; slower internet speed and perceived goal impediment may prevail over advantages of interactivity in such cases. All these variables need more elaboration in order to understand effects of interactivity. Therefore, it is imperative for researchers to look at the framework of online advertising holistically and endeavour to include different factors while carrying out their studies on online advertising. An inclusive approach

might expedite the process of building more exhaustive and comprehensive models of online advertising.

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INNOVATIVE STRATEGIES IN RURAL MARKETING USED BY HUL TO REACH RURAL CONSUMER IN OUTER DELHI VILLAGES TO PROMOTE LIFEBOUY SOAP

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Abstract

The paper aims at revealing the significance and impact of “Innovative Strategies in Rural Marketing used by HUL to Reach Rural Consumer in outer Delhi Villages to promote Lifebuoy Soap.” It also draws attention on the challenges and opportunities of innovative communication in rural outer Delhi villages.

Consumer markets within the developing world are a huge however still-untapped chance for corporations seeking new sources of growth. Inside that cluster is a lot of unnoticed opportunity: the rural consumer. There's a good chance for the marketers within the rural areas. Two-thirds of countries consumers live in rural area. Naturally the rural markets are a crucial part of the whole market. Going rural is the new selling mantra. In recent years, rural markets have non-heritable significance, because the overall growth of the economy has resulted into substantial increase within the buying power of the rural/rural community. On account of Rural revolution; the rural areas are consuming a large quantity of fmcg and urban manufactured products. In this context, a special marketing strategy, namely, rural marketing has emerged. Globalization, decentralization, migration trends and the emergence of new product and service markets pose new challenges and opportunities to rural areas.

Keywords: Rural markets, Rural Marketing, Rural Consumer, Buying Behaviour, Innovative Branding strategy, outer Delhi villages

Introduction

The Census of India defines rural as any habitation with a population density of not up to four hundred per sq. km, wherever a minimum of 75 % of the male operating population is engaged in agriculture and wherever there exists no municipality or board. So the rural population nowadays consists of 800 million inhabitants accounting for 70 % of India's population. Rather than following the **census definition**, several organizations and corporations outline rural markets as per their own selling needs.

Around two-fifths of the rural population is uneducated and education levels vary massively among altogether totally different states. To talk effectively with the less educated, it becomes necessary that the central purpose is on creating a simple communication message. The restricted scope of mass media in rural areas and its regional and state deviation put together produce limitations on a generic approach to communication for rural consumers. At intervals the light-weight of these threats, a rural

vender needs to confirm the foremost applicable mean to verify the foremost geographical reach across the country; develop region-specific consumer profiles to understand the characteristics of the target market; and magnificence the foremost effective and provocative communication and promotional strategies to induce the target audiences acquire his product or service.

Rural Market

As per the Census of India (2001), any habitation with a population density of less than 400 per sq. km, where at least 75% of the male working populations are engaged in agriculture and where there exists no municipality or board as a rural habitation. Thus, according to my research the rural population consists of 800 million inhabitants, accounting for 70% of the total Indian population.

While defining the market as rural, the following facts and figures should be considered:

- a) According to the 2011 Census, India has more than 20,000 villages whose population ranges from 5,000-10,000. So any population cutoff criteria should definitely include these villages as rural areas. The majority of rural institutions, agricultural markets and rural banks are located in larger villages and towns, which have a population of up to 10,000. As the population crosses the figure, characteristics such as occupation, consumption and buying behavior show a marked change indicative of the transition from a rural to an urban/semi-urban set-up.
- b) Many villages continue to retain their rural character, even after being notified as towns due to their economic growth over the last three or four decades
- c) According to the data collected during my research, most of the companies in the FMCG sector, except Hindustan Unilever and ITC sector, define a rural set-up as any place with a population of up to 20,000, while durable and agro-input companies set the limit at 50,000.

Features of rural markets

The key features of the existing rural markets are:

- Large and scattered area
- Standards of living is low
- Traditional outlook
- Socio-economic backwardness
- lack of good infrastructural facilities.
- Literacy rate is very low

The major problems faced in the rural areas of the Delhi –NCR outer villages are the lack of infrastructure, illiteracy, ethnic problems facing people, multiple dialects, and prevalence of ordinary brands, seasonal demands contributing to under-developed and dispersed markets.

Rural Marketing

The Rural marketing can be described as a two-way methodology, i.e.

- Urban to Rural: FMCG product, rural fertilizers, vehicles, etc. unit of measurement offered by the urban market to the rural market.
- Rural to Urban: the rural provides viz. Fruits, vegetables, flowers, milk, etc. from the rural market to the urban market.

The Rural Indian market has unfold within the previous few decades. In past the brands centered their efforts in fulfilling the requirements of urban consumers. However, these days the main target of the Brands has shifted towards the RuralIndia as the real location for the marketers. Massive Brands are adopting new Innovative marketing methods to succeed in this competitive and for the most part untouched market. Rural India is rising as an outsized marketplace for variety of products and services – be it a consumer sensible or a white good or a monetary service. Brands have incorporated different methods to succeed in the rural audiences.

The Indian established Industries have the benefits that MNC do not relish during this regard. The strong Indian brands have strong brand equity, consumer demand-pull and efficient and dedicated dealer network which have been created over a period of time. The Rural market contains a grip of strong country outlets that have an effect on the sale of varied products in rural market. The businesses try to trigger growth in rural areas. They are identifying the fact that rural people are now in the better position with disposable income. The low rate finance convenience has conjointly enhanced the affordability of buying the pricey products by the rural folks. Seller ought to perceive the value sensitivity of a consumer in an exceedingly geographic area. This paper is thus an endeavor to grasp opportunities, challenges and techniques within the rural market. Indian Marketers on rural marketing have two understanding:

- a) The urban underground products and marketing products will be enforced in rural markets with some or no amendment.
- b) The Rural Marketing needed the separate tools and trends from its urban counterpart.

Realities before the Marketers: 70% of the Indian target population lives in rural areas. This section ordinarily brought up because the 'bottom of the pyramid', presents an enormous chance for firms. In last few years, rural markets have no genetic significance, because the overall growth of the financial status has resulted into substantial increase within the buying power of the rural target audiences. On account of Rural revolution, the rural areas are consuming a large quantity of FMCG and urban manufactured products. During this context, a special marketing strategy, namely, rural marketing has emerged.

Opportunities in Indian Rural Market: In Rural India, marketing of a product principally happens by the word of the mouth and by peer experiences of use of the products, as a result of the comparative less use of TV and nearly no access to internet. Market Research has also proved that rural populations do not change their products quite often if they are satisfied with the product. Brand loyalty is important. Therefore the primary focus of any organization should be to position their brand in the mind of the rural target audience well, during the launching phase which will enable them to have a permanent and long lasting existence in the market.

HUL has been the pioneer in rural marketing by the launch of the campaign HUL Shakti wherever girls in villages are used to make a distribution network of HUL products within the Rural areas focusing the large market share that FMCG products holds within the rural areas additional organizations ought to follow this marketing strategy to promote their products and have a bigger reach. On a special note the natural philosophy firms can even follow the BOP product structure followed by the FMCG firms in producing low finish little variants of refrigerators and air coolers/conditioners.

Challenges in Indian Rural Village Market: Rural markets, as part of any financial status, have untouched potential. There are several difficulties facing the effort to fully excavate the rural markets. The idea of rural markets in India is still in growing stage, and the sector poses a variety of challenges. Distribution economical viability and non-availability of retail outlets are major problems observed by the marketers. The success of a brand in the Indian rural market is as unpredictable as rain. Big brands, which should have been successful, have failed mega way. This is because most organizations try to extend marketing plans that they use in urban areas to the rural markets. The unique consumption patterns, tastes and needs of the rural consumers should be analyzed at the product planning stage so that they match the needs of the rural people.

Chetna was introduced. The intent was to facilitate behavioral change in favor of soap usage among school going kids.

They targeted children in the age group of 5-13 years, studying in primary and middle schools. A range of activities for children like quizzes, games, songs, pictorial storytelling through flip charts, and the popular GLO-GERM demonstration kit, which showed the germs present when they rinsed their hands with only water- was organized as part of the program. This was a multi-phased activity during which HUL representatives initiated contact with students and influencers in the rural community, like the Panchayat bodies, Anganwadi workers, medical practitioners and school teachers, to further promote this initiative and gain a larger acceptance within the community. This campaign helped in long-term brand image- building for lifebuoy in rural India.

Consumer buying behavior model in Rural India

During my research I learnt that consumer buying behavior is influenced by four factors: social, personal, cultural, and psychological. These factors can be used to identify buyers and improve customer service. Out of all the factors, the cultural factor is the most important determinant of an individual's behavior in rural India. It includes cultural, social, customary and traditional aspects.

People get highly influenced by the preferences of other people around them like family, friends and neighbors and by roles and status. These play a major role in deciding the product and its brand.

Personal characteristics like age and lifecycle stage, occupation, economic situation, lifestyle, personality and self-concept also influences a buyer's decision.

It is also essential for the marketer to understand the psychological factors like perceptions, beliefs and attitudes and suitably motivate prospective consumers to buy the products accordingly.

Outer Delhi villages

Target Population for this study has been selected rural areas of Central, North, North Eastern, Eastern, South, South Western, Shahadra, New Delhi district in Delhi NCR state. The main focus of the present study is the rural customer and hence rural areas and residents of these areas of these districts have been considered as the target population. The reasons for considering these areas are fast developing areas or undeveloped areas, low literacy level, low level of living standards, unstructured transportation facilities, water supply, etc.

As Delhi NCR state comprising of 26 districts divided into 225 sub districts/Talukas and these comprise of 18225 villages across Delhi NCR. These villages consists of 34, 670, 817 residents members. These populations of the rural Delhi NCR have been considered as target population for this particular study. Out of total village the villages consisting of population between 500 – 2500 have only been considered for this study as target respondents.

Brands

HUL is the Pioneer in market in Indian FMCG products with the presence in over 20 consumer categories such as soaps, tea, detergents and shampoos amongst others with over 700 million Indian target audience using its products. Sixteen of HUL's brands featured in the ACNielsen Brand Equity list of 100 Most Trusted Brands Annual Survey (2014), carried out by Brand Equity, a supplement of The Economic Times.

The "most trusted brands" from HUL in the top 100 list (their rankings in brackets) are: Lux, Surf Excel, Clinic Plus, Rin, Lifebuoy, Close up, Pond's, Pepsodent, Fair & Lovely Dove, Sunsilk, Wheel, Vaseline, Pears, Lakme. The latest product launches for Hindustan Unilever include: Knorr Chinese Noodles, Schezwan and Hot & Spicy, Lakme Absolute Sculpt Range, Lakme Lip Love, Magnum Choco Cappuccino and Axe Gold Temptation.

Unilever has launched a number of latest things that it has find market to other regions in its focus on addressing rural market probability.

- **Tap women to power sales**

With its Shakti initiative, Hindustan Unilever Limited (HUL) first to own the concept of training local women as rural sales agents who sell Unilever products door to door in their communities. As of 2015, the action had grown to 70,000 sales agents serving 165,000 Indian villages, and HUL had harnessed them with smart phone apps to help them manage inventory and alternative aspects of their Market.

- **Create new channels for advertising**

One challenge in sound the rural market is the way to reach consumers in remote areas with restricted electricity and small access to mass media.

In India, geographical area Unilever has used mobile technology to make audio amusement for rural areas, adapting a typical follow among scotch wireless telephone users – the lost decision. To

conserve speak time, movable users dial variety, then suspend up before they're charged, though the opposite person will see UN agency known as. It's how of material possession somebody recognize you would like to succeed in them. In 2011, HUL exploited the follow in a pilot promotion for its Active Wheel detergent in a number of India's poorest and most rural areas. Folks were asked to decision variety that stop when 2 rings, therefore it value them nothing. Associate in nursing automatic free request provided some comic dialogue from film industry star Salman Khan and ads for Wheel. In 4 months, HUL got sixteen million calls and Wheel sales tripled within the region.

- **Design product (and set prices) for rural consumers**

Years ago, HUL pioneered the employment of cheap, single-use packets to form its product reasonable for lower-income consumers UN agency usually look daily for wants. Currently these packets are omnipresent in developing countries round the world. HUL itself sells twenty seven billion sachets a year.

Underlying HUL's success in rural Asian nation could be a program that needs managers to pay a month throughout their initial year living in a very village. They see however rural consumers live, and obtain a primary perspective on their wants and aspirations. That non-public expertise provides them insights that they may ne'er gain from reading reports or typical market visits.

Brand Story: Lifebuoy

The goal of "lifebuoy" brand is to provide accessible hygiene and health solution with the affordable price that enable people to lead a life without fear and hygiene anxieties and health consequences. Lifebuoy was launched in 1894. For the past 110 plus years of history, this brand has been championing to support life through unbeatable protection. However, the brand has gone through different phases of its evolution.

The 1930's campaign in the US was titled 'stainless hands help watch health', encouraging the use of lifebuoy soap to kill the germs on hands. A similar rural ad campaign continues today as well, with lifebuoy hygiene program in countries like India, Bangladesh, Pakistan, Sri Lanka, Indonesia and Vietnam.

Internal and external business environment

Professional, governmental, economic, cultural, demographic.

Work analysis: Financial growth, sales, shareholder assesment customer achievement, product quality, brand partnership, relative cost, new products, employee aptitude and performance, product analysis

Customer analysis: Segments, motivations, needs.

Source of Strategic options: Past and current strategic problems, organizational capabilities and constraints, strengths and weaknesses.

Competitor/ Industry analysis: Identity, strategic groups, performance, image, objectives, strategies, culture, cost structure,

Market personality analysis: Size, projected growth, profitability, entry barriers, cost structure, distribution system, trends.

Marketing and Communication Strategy for marketing Lifebuoy. Hindustan Unilever Ltd. (HUL) is one of the few FMCG's to be highly successful in rural India. It has been a pioneer in reaching out to the smallest of villages with innovative products. HUL is also open to the idea of creating rural-specific brands since it will only deploy the marketing media effort for the brands. Today, HUL's brands have become household names. The company has access to both global and local research, technology and development teams. It is fully supported by its nation-wide manufacturing and distribution network.

The well-planned market strategy can be vital to the growth of the business. Decisions are mainly taken on the basis of the marketing plan. Marketing strategy can help to not only define the business goals but also help to develop the activities to achieve them. To make the marketing strategy the first thing required is that the company's unique selling proposition, which makes the product apart from the rest of the market. What is unique about the product? Why should the consumer choose the product? These are the points required to be addressed in the strategic plan. The next thing is the target market. Which segment of the consumer the product is targeting. Now the next step is the positioning of the product, and finally the marketing method. A number of the requisites for creating a grip within the rural market include:

- 1) Strong network channel
- 2) Minimum profit gain
- 3) Easy communication message
- 4) Lesser-priced packs to extend shopping for power
- 5) Packaging in smaller units and localized style that draws target customers
- 6) Convenience of storage while use
- 7) Thorough data of the village mindset.

In brief, the strategy revolves around what catch the eye of rural consumers to a product.

Lifebuoy Swastha Chetna: To popularize the Lifebuoy brand in rural India, an innovative communication package known as the Swastha

Review of Literature

A drastic change in perception of marketers towards the vibrant and increase of rural markets is called for, so they can successfully impress on the 230 million Rural audiences spread over approximately six hundred thousand villages in Rural India

While preparing for the research paper, we also reviewed some of the empirical literature available. One such report was a study undertaken jointly by MART and Anugrah Madison in south and north India, covering both urban and rural areas, to assess the comprehension, association, credibility and

acceptability of television commercials for Babool (featuring a young man undertaking a series of activities, yet looking fresh throughout the day) and Navratan hair oil (featuring the film actors Govinda and Rambha in a group dance) in the FMCG category, and Samsung Plano Digital Flat TV (an estranged young couple being united because of the rays emanating from the TV) and Asian Paints exterior emulsion paint (featuring the average Joe Sunil Babu) in the consumer durables category.

Respondents included 60 regular TV viewers in the age group of 18-50 years both male and female from urban and rural areas. The following were the primary findings (Mart Knowledge Centre).

Kavitha T., (2012) studied that, the new phase of rural consumption appears to provide a great opportunity for the F.M.C.G. sectors. The study found that the marketers would need to evolve new strategies to connect and communicate with a more unreserved and aware consumer than ever before. Because of this, the product and brand development cycles will need to undergo a big and dramatic change. Today's rural consumer is not just indulgent, but 'smart' too: she wants products that carry the best of traditional wisdom and modern science, providing her convenience and individualism in one go. This means product and brand strategies that respond to these demands are more likely to succeed.

Sisodia R., (2011), Concluded that in order to achieve double digit growth targets in future in the rural markets, F.M.C.G companies will have to gain inroads. Once a company carefully weighs in the roadblock, the success is almost certain, considering there's a huge potential and definitely a lot of money in rural India The companies entering rural market must do so for strategic reasons and not for tactical gains as rural consumer is still a closed book and it is only through unwavering commitment that the companies can make a dent in the market.

.Talwar. P., et al (2011) come to the conclusion that, it has found that F.M.C.G. companies mainly focus on specific customized promotional strategies which include using local language and talent for a particular place. Various F.M.C.G. players provide different training programs in order to expand rural penetration.

Dixit D., (2011) found in his study that, top line or bottom line, growths should not be the objective of getting into rural markets. For as of now, all these markets offer is a future opportunity. One can't really make fortunes out of these markets as yet. It is an investment being made, both in terms of efforts and capital, which will take some time before it shows results. Rural marketing, as of now, is all about seeding the markets, creating awareness about brands and promoting a culture for consumption.

Badugu D. and Chauhan S. (2011) concluded in his study that, looking at the challenges and the opportunities which rural markets offer to the marketers it can be said That only those who can understand the dynamics of rural markets and exploit them to their best advantage can vouch for the fact that the future is very promising. A radical change in attitudes of marketers towards the vibrant and burgeoning rural markets is called for, so they can successfully impress on the 230 million rural consumers spread over approximately six hundred thousand villages in rural India.

A way to do non secular marketing to succeed in the consumers of the rural area: For that the seller will target any of the non-secular events of places. Within a short span of time the corporate are going to be ready to communicate to an enormous number of potential customers concerning the products and also the services and may build complete awareness. Kumbhmela, where 30 million folks, largely from rural areas, were expected to come back over the span of a month. The businesses will offer 'touch and feel' demonstrations and distribute free samples. This well-tried to be very effective in advertising to the rural market. Another potential means of making complete awareness among the rural client is to produce free services. Godrej Consumer Products Ltd is present at the Kumbh Mela, with a kiosk and a team of about five people, adding more people on the main bathing days. These activities are focused mainly on raising awareness of, and inducing sampling for its toilet soaps.

Target Sample size: Primary Data Sample size selection (50 to 100 participants: Marketing Industry Professionals) New Delhi NCR, SEC A+, A, B+ (Research methodology based on questionnaire)

Secondary Data Sample size selection (50 to 100 participants Consumers/Youth in Professionals/Colleges/Schools in rural outer Delhi villages) 30 Days New Delhi NCR, SEC B, C, D (Quantitative research through Content analysis to get brand image perception, attitudes, intention)

Primary Data collection (25 tentative participants: Focus Group Advertisers/Marketing/ Brand Managers/Advertisers) New Delhi NCR, SEC A+, A, B+ (research methodology based on company data survey)

Research Problem

The intent of the paper is to study the opportunities and challenges of "Innovative Strategies in Rural Marketing used by HUL to Reach Rural Consumer in outer Delhi Villages to promote Lifebuoy Soap."

Hypothesis

It hypothesizes those innovative strategies in rural marketing to target rural population in Delhi villages is fast emerging as the most effective mechanism of marketing strategy as it influences their purchasing decisions.

Objective of the Study

The objective of the proposed research is to elaborate on the topic "Innovative Strategies in Rural Marketing used by HUL to Reach Rural Consumer in outer Delhi Villages to promote Lifebuoy Soap". This research aims to understand and specify how Innovative Strategies in Rural Marketing affects the Indian Consumer mindset in rural villages.

Communication through innovative way reaches the minds of consumer. Consequently, there is change in consumer's behavior. Now they feel attracted towards a particular brand. Example: A study of Hindustan Unilever Brand "Lifebuoy: Help a child reach 5" 360 degree social awareness campaign in Advertising. Brand draws the attention of the consumer by its slogan "Help a child reach 5".

This topic has been hand-picked for study with the subsequent objectives:

- To understand and live the impact of Innovative methods in rural marketing by HUL.
- To understand major call areas like impact of Communication methods by HUL in marketing Lifebuoy Soap among rural audiences with their advertising, mission, message in media and measurement its impact on the buyer.
- To understand and live the impact of Innovation in marketing communication in complete building, complete recall and at last the selection of arrange whereas shopping for it.

Research Methodology

The entire research work will be based on both qualitative and quantitative methods. While focusing on the sample survey method, a diagnostic research design will be framed to develop Integrated Marketing Communication Rural Strategies by HUL in marketing Lifebuoy Soap among rural outer Delhi Villages. This study will use a review study method to analyze the secondary data & observation. In this review study, researcher will analyze secondary data through a series of interviews, expert comments and live cases from various literatures and through live observations to understand the value of communication strategies. Hence the following methodology at various stages of the research will be undertaken.

Qualitative Research methodology

Qualitative research gives us several other interesting methods of understanding rural behaviour, which can be used in participatory approaches or as part of interview techniques. Sometimes these methods are also used as standalone exercises. Outer Delhi villages rural consumers must be understood in the context of their behaviour, beliefs, opinions, emotions, culture and relationships. These are very difficult to uncover with the help of only traditional, urban-based market research techniques.

Qualitative methods help in identifying intangible factors, such as social norms, socio-economic status, gender roles, ethnicity and religion, and community roles, which play a very important role in rural areas. These methods, thus, are especially effective in obtaining culturally specific information about the values, opinions, behaviours and social contexts of rural people.

Such techniques include naratology, storytelling, classical ethnography, projective techniques and metaphor analysis. The basic advantage of these methods is that they study consumer behaviour as it occurs naturally and outer Delhi villagers in their own settings. No attempt is made to manipulate the situation.

They help in getting a holistic perspective, rather than looking at a set of variables and help to discover underlying causes. Companies looking to develop new products or modify products for rural areas will find such techniques especially useful. Such techniques also help in discovering hidden needs which lead to making products that can be successful in rural markets.

Survey : Data collection technique

Types of data:

Primary data collected through sample survey among the consumers who observed communication in the print medium and out-of-home media.

While exploring the primary sources, one-to-one interviews with Marketing practitioners, experts, media planners, brand custodians and social advertising communication market researchers will also be conducted.

Secondary data to be collected through published material in books, articles, newspapers, magazines etc.

Data collected are tabulated and analyzed by using the SPSS (statistical package for social sciences) tools.

Tools of Data Collection:

There are different types of tools available for data collection, out of which the following would be used for collecting data:

- (i) One-to-One Interviews
- (ii) Questionnaire
- (iii) Interviews through Telephone, Mobile phone

I intend to use these above-mentioned methods for data collection in order to examine every aspect of the problem.

Innovative Strategies in Rural Marketing

Rural markets, as a part of any economy, have fresh possibility. The idea of rural markets in India remains in emerging form, and also the sector bearing a range of challenges. Several brands, that ought to be roaring, have failing miserably. This can be as a result of, most corporations attempt to extend marketing plans that they use in urban areas to the rural markets. The distinctive consumption patterns, tastes, and desires of the rural consumers ought to be analyzed at the merchandise starting stage so they match the requirements of the rural folks. Therefore, marketers ought to perceive the social dynamics and angle variations at intervals every village although nationwide it follows a standardized pattern.

Strategies to be followed in Indian Rural Marketing:

a) Marketing Strategy: Marketers ought to perceive the science of the rural consumers then act consequently. Rural marketing involves a lot of complete personal merchandising efforts compared to urban marketing. Companies have to be compelled to abstain from designing product for the urban markets and after pushing them at intervals the rural areas. To effectively faucet the rural market, a whole should associate it with a similar things the rural of us do. this will be done by utilizing the varied rural folks media to achieve them in their own language and in giant numbers so the whole is

related to the myriad rituals, celebrations, festivals, "melas", and different activities wherever they assemble.

b) Distribution Strategy: One of the ways could be using company delivery van which can serve two purposes - it can take the products to the consumers in every nook and corner of the market, and it conjointly enables the firm to ascertain direct contact with them, and thereby facilitate commercial. Annual "melas" organized are quite common and supply an awfully sensible platform for distribution as a result of folks visit them to create many purchases. In line with the Indian marketing research Bureau, around 8000 such melas area unit control in rural India once a year. Rural markets have the practice of fixing specific days in an exceedingly week as Market Days known as "Haats" once exchange of products and services are administrated. This can be another potential low value distribution channel available to the marketers. Also, each region consisting of many villages is mostly served by one satellite town termed as "Mandis" wherever folks favor to visit obtain their strong commodities. If marketing managers use these feeder cities, they'll simply be ready to cowl an outsized section of the rural population.

c) Promotional Strategy: Marketers should be extremely careful when selecting the mediums to be used for communication. Only 16% of the rural population has access to a vernacular newspaper. So, the audio visuals should be planned to convey a right message to the rural folks. The rich, ancient media forms like folk dances, puppet shows, etc., with that the rural consumers are acquainted and comfy, will be used for top impact product campaigns. Radio is additionally extremely popular supply of knowledge and diversion, Ads on radio can even be a useful tool for marketers.

Hindustan Unilever Limited

Hindustan Unilever Limited (HUL) is owned by Anglo-Dutch Company Unilever which has a 67% controlling share in HUL as of March 2015 and is the holding company of HUL. In India, it is headquartered out of Mumbai. HUL's products include foods, beverages, cleaning agents, personal care products and water purifiers. It employs over 16,000 employees, whilst also indirectly helping to facilitate the employment of over 65,000 people. The company was renamed in June 2007 as "Hindustan Unilever Limited".

Hindustan Unilever's spreads covers over 2 million retail spreads across India directly and its products are accessible in over 6.4 million stores in the country. As per Nielsen market research data, two out of three Indians use HUL products.

HUL provides 14 different categories in personal care, home and food products with 400 brands. No other company in India, touches so many people's lives in so many different ways. The company's brand portfolio has made them a leader in every field. Some popular brands of the company are Lipton, Knorr, Dove, and Omo.

Mission Statement: Mission statement describes what an organization does, what market it serves and what it seeks to accomplish in the future. The mission statement serves a guide for a day to day operation and the foundation for the future decision making. Strong mission statement builds commitment, loyalty, and motivation. (Lifebuoy, 2010)

Values and strategy: The purpose of the organization is to drive, to grow sustainably and in this way to create long-term value for all those who have stakes in the business. Company's efforts are guided by their code of business principles which set the standards of behavior of employees. It also outlines the commitments to stakeholders, including customers, suppliers, employees, communities and the environment

Research Findings & Data: Analysis

The result of the survey conducted as a part of the research study is presented and analysed in this chapter. In the first part of the study descriptive statistic of the survey respondents has been presented. In the second part of the study frequency analysis of the respondents have been presented. In the third part of the study cross tabulation of various demographic profiles has been analysed. Fourth portion consists of the factor analysis of four different factors with its attributes. Fifth part of the chapter consists of correlation analysis. Sixth part of the chapter consists of hypothesis formation, with the help of chi-square test. Seventh and the last portion of the chapter include the hypothesis testing.

Table- a: Main Source of Information for selected H.U.L. Products:

Selected Products	Television		Radio		Newspaper		Wall Painting		Others		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Lux / Lifebuoy	916	94.4	10	1	6	0.6	7	0.7	31	3.2	970	100
Rin / Wheel	887	93.8	12	1.3	11	1.2	9	1	27	2.9	946	100

Source: Compiled from questionnaire –SPSS Output

Conclusions

The study will help in finding the effectiveness of “Innovative Strategies in Rural Marketing used by HUL to Reach Rural Consumer in outer Delhi Villages to promote Lifebuoy Soap”. It will also focus on and how to target customers are influenced by its impact on their purchasing decisions.

Recommendation

While re-launching the lifebuoy in the 2000, lifebuoy is targeting the family and has increase the market segment. According to my view point company can increase the market share by increasing the product range. Company can launch the lifebuoy shampoo variety in Rural markets too. These days in the baby care product Johnson and Johnson is the leading company. Unilever can increase the sales volume of the lifebuoy by entering into the baby care product. This sector of customer is not targeted by the lifebuoy. While launching the baby care product such as Lifebuoy baby shampoo, lifebuoy baby oil, lifebuoy baby talcum powder. The company can reach to the mass consumer.

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ALTERNATIVE MEDIA AND SOCIETY: ROLE OF COMMUNITY RADIO IN EMPOWERMENT AT THE GRASSROOTS LEVEL

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Abstract

Culture, which refers to practices, languages, traditions and values that defines ones identity, has a timeless appeal. On the other hand, post modernity refers to the modern technological based mass media age. India has a pluralistic culture and in this techno based era, it is interesting to note that the diverse indigenous cultures are being expressed through the contemporary mass media specifically television and films. In the age of competitive, profit making, sender dominated media environment, community media, as a platform for 'alternative' voices plays major role. Community media, especially Community radio, stands for the voiceless and powerless by allowing people to share their opinions freely and also acts as a catalyst in creating awareness in specific areas. In the book "Understanding Media: The Extensions of Man" released in 1964 by Marshall McLuhan, it is being stated that it is the characteristics of the medium and not the content that affects the society. So by applying this theory, this paper will try to explore the role of community media, with special reference to community radio of different regions in India, in the growth and development at the grass root level. This paper is based on the analysis of the secondary data and study of available literature.

Introduction

Since the last quarter of the last century, South Asia has become the hub of media activity. In such a diverse region of the globe, comprising of eight different nations including the largest democracy of the world (India), the prime requisite is to build a free and fair media environment which will ensure absolute neutrality in every sense of the term. With the competitive, sender dominated, mainstream media, alternative media, upholding the „voices“ of the mass is also on rise in this varied part of the world.

Alternative media basically means media that are alternative to or in opposition to something else: mass media products that are widely available and widely consumed. (Waltz, 2005). In opposition to existing one way communication, alternative media tries to build scope for more feedback oriented, participatory media setting. The notion of government owned monopolistic mainstream media are repeatedly being challenged over the last few years by the rise of alternative media which seeks to confront existing power, and tries to represent marginalized groups of the society. Community radio is one of the genres of such community oriented alternative media which aims to facilitate more people centred development and work as a means for empowerment at grassroots. It generally defined as having three major aspects: focusing on non-profit making, community ownership and control and community participation.

For over 50 years, radio has been seen as a key tool for participatory communication and development. Radio clearly has its advantages. It is cost-efficient, both for the station and for

listeners. Secondly, it is ideal for a population that includes many illiterates and poor, as in South Asia. Thirdly, it is relevant to local practices, traditions and culture. Fourth, once initial investment is made in equipment, sustainability is feasible. Fifth, in terms of geographical coverage too, radio scores. What strikes everyone, broadcasters and listeners alike, as significant about radio is that it is completely a blind medium. We cannot see its messages, they consist only of noise and silence and it is from the sole fact of its blindness that all radio's other distinctive qualities the nature of its languages, its jokes, and the way in which its audience uses it- ultimately derives (Crisell, 1986). One of the advantageous effects of radio's blindness which can also reinforce its appeal to the imagination is its flexibility. Listener is free to perform other activities while he is listening to radio. The point that radio's enduring power as a mass medium derives from its unique combination of suggestiveness and flexibility together with the fact that it can accompany listener in the range of other activities he may wish to perform.

Need for Community Radio

In a vast region of South Asia, diversity is the prevalent characteristics. The local languages, culture, customs vary from country to country and even from place to place within the country. Herein lays the need for a community radio. Where public broadcast and FM channels fails to reach in remotest corner due to lack of knowledge on local dialect and dearth of proper understanding of the need of the place, community radio penetrates deep in each household, helps localities to articulate and voice their opinions through well designed programmes.

The last two decades have seen rapid expansion of community radio stations worldwide. Amongst the reasons are: democratisation and decentralisation process in many parts of the world, deregulation of the media and relaxing of broadcasting monopolies by state. Furthermore awareness is growing of social and economic benefits that can result when ordinary people have access to proper information. It is also evident that when people can directly participate in the communication process and in consensus building about issues that can affect their lives, it helps them to cast off their traditional apathy and stimulates them to mobilize and organise themselves (Fraser, 2001).

Community Radio in South Asia

South Asia, which is almost same size as Europe, is in geopolitically key position because of its land and sea link with other parts of Asia. It is a region where one can see peaceful coexistences of multiple languages, customs, cultures and religions in one hand, and in another it is that part of the globe which is always marked by poverty, illiteracy, political and social turbulence. South Asia has long tradition of using communication to developmental goals. Nepal adopted community radio in 1997 when Radio Sagarmatha (Sagarmatha is the Nepalese name for Mount Everest), broadcasting on 102.4 MHz, became the first independent public-interest broadcaster in South Asia. Bangladesh was the second country in South Asian region which adopted community radio station.

In India, radio still remains the most important means of communication in major parts of the country. Apart from All India Radio, public service broadcaster, there are FM radio stations which impart sheer entertainment to the urban youths. While in Indian radio scenario, there is coexistence of both

public service broadcasting and highly commercialised channels, some part of Indian population repeatedly demand for more democratised, independent community based media where they can be a part of. Broadcasting laws in India did not permit community radio stations as conceptualised by media advocacy group until 2006. Radio broadcasting shifted from government monopoly to highly commercialised broadcasting after Ministry of Information and Broadcasting announced the Phase I of auctioning of licenses to set up 140 private radio stations in 40 cities in November 1999. In February 1995 Supreme Court of India made historic judgement announcing “airwaves are public property” which opens up scope for formation of community based radio.

In 1996, after long years of struggle for independent radio stations, the Bangalore based communication group VOICES convened a gathering of radio broadcasters, media activists to study the relevancy of community radio in India. This is how community radio sets its nail in the land of the country. In 2000, a UNESCO sponsored workshop was organised in Hyderabad to urge the government to take its intention of freeing broadcast from state monopoly and to make media space available not only to private players but also to communities. The spirited campaigning for communities’ right to access airwaves by organisations and individuals resulted in Ministry of Broadcasting to organise a workshop supported by UNDP and UNESCO to design “Enabling Framework for Community Radio in India” in May 2004. In July 2004, Ministry of Information and Broadcasting prepared a draft policy based on framework of May 2004. Subsequently community radio groups had launched online petition urging the inclusion of right of communities within community radio policy.

In October 2005 the draft policy was referred to group to ministers which took about a year to give its nod. In 2006, the policy was finally cleared by Union Cabinet, making a much delayed but well deserved victory to community radio enthusiasts and of course to all the communities of India. On the basis of new policy about 4000 community radio licenses are on offer across India. By 30th November 2008, the Ministry of Information and Broadcasting received 297 applications for community radio licenses, including 141 from NGO’s 105, from educational institutes, and 51 from farm radio stations. Community Radio Association was formed after the first Sammelan of CR stations in 2011 in Delhi. 58 stations expressed their interest in April 2011 for the formation of an association, wherein people working on the ground, can represent their communities and bring the voices of the voiceless to the fore.

Under 2006 community radio policy, any not- for-profit ‘legal entity’ can apply for license. Funding from Government of India is not available for such stations, and there are stringent restrictions on fundraising from other sources. License conditions implicitly favour well-funded stations as against inexpensive low power operations. The community radio license entitles a 100 watt (ERP) transmitter, with a coverage area of approximately 12 kilometres radius. A maximum antenna height of 30 meters is allowed. Community radio stations are expected to produce at least 50% of their programmes locally, as far as possible in the local language or dialect. The stress is on developmental programming, though there is no explicit ban on entertainment. News programmes are banned on community radio in India.

Community Radio Stations in India

Zaheerabad

The Zaheerabad area in Medak district of Andhra Pradesh is a semi-arid tract with limited mainstream job. Dalit women are among the poorest in the region, mainly worked as agricultural labourer. The Deccan Development Society works here with 100 Dalit women mainly trained them to operate community audio visual programming.

Deccan Development Society (DDS) of Hyderabad is a grass root organization working with Sangams (village level groups) of poor women, of which most of them are Dalits. The UNESCO has recognized the services rendered by the DDS in the region with regard to empowerment and education of the poorest of the poor among women and facilitated funding for establishing a radio station in Machnoor village. The DDS aiming to establish a community radio is perfectly in accordance with the global recognition of the need to democratize the communication media. The station is managed by Algotle Narsamma and „General“ Narsamma, two dalit women who are alumni of The Green School of the Deccan Development Society (DDS), of which the Community Media Trust is a part of. DDS has 5,000 women members, mostly dalits, organised into Sanghams or voluntary village-level associations. Ten girls from The Green School have been commissioned to gather information for the radio from member villages in neighbouring mandals (village blocks). All effort of Deccan Development Society (DDS) is focused on ensuring women's say over their own lives and issues. It is a radio that is intended to give a voice to the “excluded” in general and to women in particular. It is a radio that would help marginalized women to articulate their issues and create horizontal communication among themselves as well as take these issues to the outside world, to make every member of the community to participate in the programme at least twice a year. Sangham Radio focuses on issues such as health, and media. It also focuses on culture, language and local traditions in food, farming, health and ecology. (Chandrasekhar, 2010)

Holy Cross Community Radio

Holy Cross Community Radio was launched on 26th December 2006 as a new initiative of Holy Cross College, Trichy. In the initial phases of establishment, Holy Cross Community Radio was available on 90.4 MHz frequency and the channel had eight hours of transmission (including repeat transmission) a day. It reached in and around ten kilometres of Holy Cross College. The target audience of this radio were the women from Dharmanathapuram and Jeevanagar areas, which are the major slum areas in Trichy.

One of Holy Cross's favourite programmes ‘Pudhiya Jananam’ was initiated on 19th June 2007. Pudhiya Jananam, meaning new birth, buttresses community awareness through interactive programmes on health, hygiene and other factors of daily importance. Pudhiya Jananam, also called as 'Science for Women's Health and Nutrition', is supported by the Rashtriya Vigyan Evam Prodyogiki Sanchar Parishad (RVSP), Department of Science and Technology, Government of India and implemented by Commonwealth Educational Media Centre for Asia (CEMCA).

Radio Namaskar

Radio Namaskar, the only Community Radio of Orissa (India) established at KONARK (Internationally renowned tourist place for Sun Temple) to make the common people informative & active participant of the community development process. It will ensure overcoming social problem through a community owned process through deployment of oriented personnel and sensitizing the beneficiary mass & will enable the general public to have access to each other's views and ideas directly through a network of communication and can be able to have direct and immediate access to ensure redressal of grievance as well as finalization of local based issues of state and national importance. This will be possible in coordination with mass media of the state and even in coordination with the elites of the State that includes people from different streams of society who do have command and interest in different matters of common interest. This will ultimately augment the communication and knowledge transformation process in a well regulated but well related manner.

Radio Namaskar is established by Young India, a civil society organisation formed by some National Youth Awardees, Indira Gandhi NSS Awardees & Ex- NSS volunteers those are committed to the cause of social transformation & development. The most important programmes of this station highlights on the pressing issues of the country. Some of the popular programmes are based on d\local governance, food security and women safety (radionamaskar.org/).

Kumaon Vani

With the aim to bring together the local community across 20 villages close to Supi village in the valley of Kumaon, TERI launched its first Community Radio Station- 'Kumaon Vani' in March 2010. It was established to use radio as a tool to promote sustainable development among the local farming community. Riding the airwaves at 90.4 MHz (FM), the station covers the radius of 20 kms reaching out to almost 2,00,000 people in and around Mukhteshwar. The radio station is attached to TERI's knowledge centre TRISHA (TERI's Research Initiative in Supi for Himalayan Advancement) that works closely with the local farming community with the objective of improving their livelihoods through sustainable agricultural practices. Like all community radio stations, Kumaon Vani is a not-for-profit entity that is operated, owned and driven by the local community in Mukteshwar.

The main objectives of the station are to spread awareness among the farming community on sustainable agricultural practices. In addition, the radio spreads awareness on issues like health and sanitation, education, water resource management and livelihood generating opportunities. The radio aims to promote indigenous art and culture of Kumaon and deliver timely information about emergency services, weather predictions, government schemes, transportation and rates of local produce.

Radio Benziger

Community Radio Benziger started working from Kollam, Kerala on 7th November, 2010. The main aim is to socialise the community and to bring about greater interaction amongst them. Kollam lying on shore of Arabian Sea is a residence of large number of fisherman who stays within filth and

wastage. A study conducted on the place reveals that diseases like diarrhoea, typhoid, and dysentery are rampant in the region. Poor housing, lack of protected water supply, inadequate toilet facilities are very common in this area. One of the major activities of this community radio Benziger is to fight against this menace.

In West Bengal, Community Radio Jadavpur and SRFTI are the two important community radio stations. Radio JU, the community radio station of Jadavpur University, started its journey as a part of its Technical Education Quality Improvement Program on 14th April, 2008. It collaborates with the School of Media, Communication and Culture of Jadavpur University. It is a pioneering project of its kind in eastern India. Radio JU can be heard on 90.8MHz within the radius of 10km from the main campus of JU. Its aim is to promote community interaction and dissemination of all kinds of knowledge. It also provides a unique platform for students, teachers and the local people to present their talents, as well as their views on different issues before the community. The programmes are planned not only keeping in mind the priorities of campus life but also of the greater community beyond the campus. The principal objective of Radio JU is the empowerment of the less privileged section of the community by informing and entertaining them.

Policy Guidelines and Community Radio in India

Policy guidelines in India regarding community radio are recommended by Ministry of Information and Broadcasting. It has strictly mentioned that community radio should be non-profit in nature and has a proven record of at least three years of service to the local community. Even the ownership and management structure should be reflective of the community needs.

Freedom of expression and equitable access of communication media are seriously threatened in 21st century not only by excessive usage of state power but also by unhindered growth of media organisations into large conglomerates. In India, 90s were marked by gradual easing of state monopoly over electronic media. The consequence of media globalisation is immense upon market, state and civil society. Media globalisation, in India, although creates suitable democratic environment, it diminishes freedom of speech and expression and discourages diversity of opinion. The pertinent question which arises here is whether community radio which is neither completely state-owned nor fully dependent on autonomous processes manages to revive this basic fundamental right enshrined in Indian Constitution.

Various success stories in India regarding the role of community radio testify the fact that the process for the betterment of the community in specific areas has just began. Despite all the success stories, by and large, the obstacles to expand access to communication technologies for marginalised groups lay in a lack of political will in policy that fails to recognise the importance of communication in political, economic and social development which is considered as the most important factors for slow growth of the community radio. It also needs to be recognised that community radio by itself is neither an end nor an independent means to reach the marginalised audience for achieving social development. It has to be coordinated with ground level initiatives and has to be perceived as an additional arm for social communication and capacity building programmes (VOICES-UNDP 2004). Financial considerations may be one major reason why the growth of this sector has been slow.

Concluding Notes

Although community radio broadcasters are very enthusiast about role it plays on social network, the different survey results, sometimes, show completely pole apart result. It is also revealed that many people are still unaware of the term ‘community radio’. Community radio is a process and cannot exit on social isolation. It is not simply about producing programmes to put on air but it requires preparing and creating awareness and information of a community radio from the very beginning. It is about developing a community by using radio. It is important to clearly identify goals in any community radio from the very beginning. (Bandhopadhyay, 2004). Despite the huge gap that exists between policy and ground level realities with respect to community radio in India, it can be predicted that it will grow in the future. It appears to be a question of time, but no fear in waiting to see those golden days.

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ROLE OF TELEVISION TO INFLUENCE AND ACHIEVE GENDER EQUALITY IN INDIAN SOCIETY: A MEDIA STRATIFICATION CRITIQUE

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Abstract

The role of Television to assess the influence on the aspect of gender equality has the theoretical base in the 'Democratic media participation theory' and 'agenda setting theory' of mass media. Television in India has consistently risen over the years, safely assuring that consumption of these media is prevalent. Media is also an important communicator and influencer to shape social opinions, and by extension, stereotypes. This role has a diverse range of effects because the content is predominantly developed in the 'polished' sects of metropolitan urban centres where notions and lifestyles assumed by genders are different than in semi-urban and rural areas, and therefore the same television content consumed in different tiers of society

The paper investigates whether TV media have a role in how urban women and men are viewed in a different light than women and men from other tiers, and how does it shape the attitudes towards genders and gender equality, are some of the prime areas of interest in this study.

The study infers multiple studies in social psychology, sociology and communication to assess parameters in stereotypes generally and gender stereotypes specifically, and how these can be developed and influenced. Reflective analysis is employed to peruse and comment on how television media can exploit its position of influence to create a fertile environment for gender equality in all regions.

Keywords: Gender sociometer, Television Media, Gender Equality mapping, Social Impact of Media, Socio-cultural communication

Tenets of Gender Equality in Indian Society

Traditional gender norms appear at the very core of how Indian society is structured. This is evident in cultural and institutional conventions that dictate positions and duties of men and women in their respective social environments. Such constructs lead to specific differential treatment of men and women in the communities.

The traditional notion of division of labour itself comes distinct expectations of both cis-genders. A woman is traditionally expected to manage the internal affairs of the household such as housekeeping, cleanliness, food, nurture and care of both children and the elderly, worship, traditions, ceremonies and hospitality. Meanwhile a man is expected to manage external affairs such as income, financial affairs, fulfilling material and security needs of the members of the household, maintenance of social positioning and relations of the family with the outside world/community. However the differential

labours are not limited to mere expectations - they become non-overlapping jurisdictions, where interference of either parties is considered undesirable. If in a traditional household, a woman is expected to not be outgoing and social with outside men, a man is also expected to not interfere with how a kitchen is managed or pick a broom to assist in housekeeping. The disparity in gender roles is often cited as the primary source of the ill-placement of women. In more progressive and non-traditional households, the boundaries tend to vanish as both men and women have greater engagement in both internal and external affairs of the house and would serve as bread-winners and housekeepers in near equal capacities, and such a setting no longer confines women to the boundaries of the home and provides for them an equal opportunity to be social and outgoing, and a right to opinion on matters of finances, possessions and property. (It must be not be ignored that the differential labours tend to minimize in case of economic activity, and in financially weaker sections of the society, where there is a fine understanding that all members of the household must pool in their efforts to sustain the family.) The first tenet of gender equality is equitable sharing of responsibilities and opinions in internal and external affairs of a household.

More often than not, gender norms have been carried out far beyond the stereotypical notion of “Woman’s place is in the home” and “Man is the traditional bread-winner”. Women are also expected to lead and protect household traditions, worships and hospitality amongst other things. Women are also often deemed responsible for nurturing of socially prevalent values and morality in the children. While the burden of execution of such tasks have lied with women, the patriarch tends to offer such roles to men whenever they come with a title and a position of power in the community. Therefore, a male leader of the community is seen as a role model for values and morality (when the onus lies with the mothers and other women in the household to execute them), male leader of the worship sites are designated as protectors of faith, religious values and traditions, even rites and ceremonies, when women of the household are expected to perform these tasks on the daily. Similarly, a virtuous, talented young man or woman is seen as a success of the man of the house, when the mothers are usually held responsible if the same young child exhibits a maleficent character. Therefore, it is notable that the expectations and credit from members of either genders often change with the supplementary perks and titular authority associated with them. Second tenet of gender equality is equitable share of accreditation for similar duties.

It is also seen that men and women have been traditionally treated differently in terms of opportunities of education and professional aspirations. In the most conservative sects, the woman may be declined an opportunity to pursue / continue / complete her education. This either occurs due to a diktat by the leaders of the household or the community, or due to financial reasons experienced by the household where the woman’s dreams are the first to be sacrificed for the sake of the family. Similar dispositions govern allowing the woman to not pursue a career. Many explanations arise: an out-going woman is more likely to loosen her character; is always at risk from predators lurking at every corner; will invariably be romantically or sexually lured by man from the “undesirable” social class; does not need to work if there are men in the house earning enough; will learn to disrespect tradition and culture (gaslight talk for “speaking her own mind”) etc. These limitations occur less frequently for men, who are encouraged, even under a mortgage, to gain education and employment, as the traditional bread winner of the house. Similar divide is seen in the opportunities of engaging in performing arts. More

conservative sects have been reluctant towards allowing women to perform music or dance in public, although this attitude has softened over the years (largely because the traditional arts have always recognized and respected gender distinctions, placing equal merit on both genders). In the more urban contexts, the divide manifests itself in the form of unequal pay for equal work, as well as reluctance in hiring female candidates. This discussion yet yields the Third tenet of Gender Equality: Equality of opportunity for growth, expression and self-fulfillment.

One of the most important areas where gender distinctions are heavily pronounced is the sexual expression and sexual violence. Any act of sexual expression by a woman is seen as vulgar, in poor taste, a low mark in her character, etc. whereas for most men it is given a leeway of a “boy’s talk”. In most conservative settings, any act of sexual misconduct and violence is attributed to the woman victim, where her actions and decisions preceding the event of violence or harassment are scrutinized. In case of men, “boys will be boys” is a common phrase thrown in public. The assumptions of guilt and of innocence are attributed to women and men respectively, the matter has become popular, garnering widespread recognition and scope for criticism for misrepresentation of facts. Similarly, the “boys can do no wrong” prevents male victims of sexual assault to suffer in silence, irrespective of whether they were perpetrated by another man or woman. The assumptions around these scenarios come from primal ideas such as: men are the stronger gender, are morally superior, are more in control of their urges, have the privilege of sexual conduct, may assume the right to fulfil their sexual demands at the cost of others and hence women must exercise caution because men cannot be controlled or disciplined. Women who reveal their experiences of harassment or violence are subjected to ‘Just World Hypothesis’ which is an assumption that “bad things happen to you only if you are on the wrong side” - eroding all onus from the perpetrators and placing it on the victims instead. The prevalence of toxic masculinity in the society is in itself responsible for pushing the expectations of men to over-pronounce their distinction from females and hence engage in actions, social behaviours and psychological reasonings to achieve those ends. In the context of sexual expression, a man expressing his sexuality is not given the same treatment as a woman. Hence a male celebrity in movies and music videos can be portrayed as promiscuous and be celebrated for it, but a women placed in the same scenario is denounced as someone with a “weak character” and is “desperate for attention”. The result of these factors is the both imbalance and displacement in the attribution of guilt and innocence along sexist lines. Fourth tenet of gender equality is Justice in attributions of guilt and innocence in cases of conflict, sexual misconduct and sexual expression.

Gender distinctions have presented themselves in many social, political and civil situations. India has been fortunate to have universal suffrage in its electoral systems since inception, but the female representation in elected bodies has only grown at a slow pace. Representation of women in higher management positions in organizations and in proprietary roles for businesses is lower compared to men. Consensus suggests that safety of women is not guaranteed with the police, in prisons, in residential institutions for women. Public places are not free from eve-teasing and borderline harassments, to which women have also raised concerns about. These factors, and similar ones, collectively alter the public life experience for women, where safety, sense of security, ability to succeed and grow are not the same for men and women. The fifth tenet of gender equality is right of all to experience without limitation and condition, happiness in public and professional spaces .

The sixth tenet of gender equality is non-discrimination along the lines of gender for all. The core of sexism, misogyny, misandry, homophobia, transphobia and chauvinism towards gender lies in the way the society culturally nurtures and trains individuals to treat two genders differently in every situation. While some differences naturally occur in men, women and all other genders, on how they handle emotional, conditional, environmental and situational crises, the exclusivity condition creates an indifference towards the other genders, thereby limiting the abilities of all individuals and groups to competently socialize with other genders, or empathize with them. The segregative social approach is also tied to stronger expectations of masculinity and femininity, which creates a great problem for all individuals that do not fall in the two extreme ends of the gender identity spectrum, i.e., the heterosexual cis-gender individuals. All other gender expressions and sexual orientations that would *deviate* from the two extremities: stereotypical male and female, is associated with an inferior existence. This cheats trans-persons, gender-queer, androgynous individuals etc. out of respectful treatment as they do not satisfy the gender expectations of the society. Similar analogies apply to sexual orientations that deviate from heterosexuality. Even cis-gender individuals who have personal preferences for things or aesthetics that do not conform with the stereotype of their own gender, they are likely to be ridiculed in the society for not being “man enough” or “lady-like”. The result of this is a deep-seated insecurity and lack of confidence which impedes their personal and professional growth in the long term.

Equality in Different Tiers of Society and Role of Television

Alongside education and cinema, television media has been playing a role in altering the societal notions affecting women - by exposing the audiences to newer perspectives than they might be otherwise accustomed to: the local cultural systems get converted from *closed systems* to *open systems* due to the exposure. But it is also important to note that people living in different tiers experience a different phase of cultural shift and the attitudes on several matters tend to shift from Progressive to Conservative as we move from metropolitan cities, to townships, all the way to the rural and remote areas. The attitudes would similarly tend to change from Liberal to Conservative as we move down the economic pyramid, however this might not be necessarily true in all instances and for all issues. If we are to presume that these trends hold true, there are possible avenues for television to better propagate ideas of Gender Equality for audiences ranging from metropolitan viewers to rural viewers.

Television media in its present form is responsible for spreading inequalities in gender in acute forms. Mainly in the entertainment wing of the TV media, overwhelmingly portrays women in an inferior light than men, either as less intelligent or less talented. Objectification of women continues to be major problem with Television Media. The #MeToo movement also revealed the various biases and assumptions of guilt placed on women, and media’s own inability to comprehend that women can be abused by partners they are romantically involved with, or that workplace harassment is prevalent in entertainment industry. The smear campaigns against women accusers were effective in altering the narrative of the movement, while the media’s focus should have been towards establishing facts and encouraging investigation for fact-finding. In most daily soaps, the man tends to be the leading character to whom, the women characters are subordinate. In the few cases where the leading

character is female, she is usually portrayed as a victim of unfair treatment by a man or an enterprise (like family or workplace), which she must cope with. Exceptions to this rule are rare. A woman hence is rarely shown in the same light as the man- strong, in control of situations and of calm and confident composure. The depiction is counterproductive towards elimination of biases against women in society. In entertainment news programmes, women celebrities are stereotyped heavily, often to the point of ridicule and feeble consideration of their rights and liberties as individuals.

It is pertinently imperative to accept that the centres of media production lie in the big urban centres, usually the metropolitan cities such as Mumbai, New Delhi and capitals of the states, where the lifestyle and culture are significantly different from smaller cities, towns and rural areas. The difference is highlighted in the media products in terms of clothing, language, story ideas, logic and reasoning presented in the products, which largely reflects the miasma and calibers of the bigger cities. The media products also hold a special status in the minds of the people due to the exclusivity, barriers of entry and the high skills of the media industry, which places media industry as a specialized subset of the urban culture which is distant from the lives of the regular people. The psychological proxemics of the media industry from common folk affects the mental reception of the messages existing in media exercise / products, and places the lower tiers of the society as 'laggards' in the scale of 'Diffusion of Innovations' (Rogers, E. M.). The 'Diffusion of Innovations' in cultural messaging in media is therefore scaled along the cultural distance from metropolitan areas - with the metropolitans and big cities accepting social change first, and the remotest areas accepting it the last (as a general rule).

Cultural Distance: The people in the different tiers of society understand that the culture in the centres of media production is significantly different from their own, which all by itself may create a reluctance in accepting a message of social change. Therefore, a programme set to convey the concept and benefits surrounding "right of women to work" may work in the bigger cities, but have a conflicting outcome in the rural areas where the input seems to not only contradict existing ideals but also come from a foreign environment. Therefore, the messaging and packaging of media products needs to customize its veneer and appeal for the different tiers. Harold Lasswell's Communication Model also indicates that a successful communication is the one where the exercise of transference of message yields to a desired effect in the audience. This can be achieved via means of localization and adapting the content to the sensibilities of different tiers. Fortunately, many media products and channels have initiated the exercise, and many channels, publications and programmes appeal to specific demographics.

To achieve the six tenets of gender equality, television media can overcome the cultural cross-over barriers and incorporate the virtues of the tenets in their work:

1. Narratives: Media introduces many imitational aspirations amongst their viewers and hence storytelling has a core function in bridging the gender gap. In any setting where men and women do not have differential labours, but shared ones, can be a good starting point, but there is tremendous potential for introduction of storylines, story angles and elements where the ideas of gender equality can be percolated.

However it must be observed that stories by themselves do not create behavioural impact. Relatability (how much a viewer can see themselves in a situation) is a primary threshold for empathetic maneuver and can only arrive from skillful scripting and direction, else the material will translate to ‘preach’, which is ineffective in most times.

Various appeals traditionally applied to advertising: namely emotional appeal and logical appeal can be effective tools to direct the perspective on gender issues, largely because there is good scope for relatability as well as potential action. A more impactful ‘Class Appeal’ can break through cultural barriers in reception - by portraying the ideals of gender equality not just in the ‘posh’, urban upper class, but in all sections of society.

A common flaw of the television is to trivialize every situation for “spicing up the script”. While the trivialization serves for better entertainment, it diminishes relatability as regular lives often do not constitute such trivia, and people understand that their reactions in regular situations and critical situations are not exactly the same. Hence, a “not all crisis” approach is more effective for cultural shifts.

2. Production Aesthetics: Television follows a “larger than life”, polished look which is visually appealing and artful at best, but due to the very sleekness, it separates itself from the regular lives of people. Relatability may achieved from “realism where it matters”, balancing simplicity and artistic instincts in aesthetics, including design, settings and costumes.

3. Personnel Selection: A long term reorganization effort in media industry can begin if the selection criteria for personnel includes the candidates being empathetic towards the cause of equality for all, which can yield subtle subjective changes in how media products are shaped over time. In case of performers, relatability can arrive from inclusion of various dialects, languages, class appeals and members capable of appealing to different strata of society - working towards breaking the perception of barriers of entry to media.

4. Injection and Normalization of Ideas: Opposed to common perception, not every issue needs to be the focal point of a programme or a narrative for its essence to enter public conscience. A focal point issue engages the audience in a tedious mental exercise, making them review all pros and cons of the matter. Similar mental exercises do not take place if a proposition is simply assumed to be true and valid in the course of the narrative and conveyed subtly. The assumption of normalcy can be applied to normalize a lot of concepts like equitable treatment of genders, overlapping behavioural masculinity and femininity in all people, inclusion of individuals of all sexual orientations and gender identities etc. Assumption of normalcy makes it easier to gain complacency, however it does not rule out the prospect of programming focused on these issues.

5. Resolving gender bias in cases of conflict and violence: Television as a medium can not only raise issues, but direct them. Given the diversity and spread of production centres, gender sensitivity can come through an institutional policy to prevent a premature attribution of guilt and innocence along the lines of gender. This can apply to both women whose decisions to wear something or be at a place ought not to justify her being subject to violence, and men accused of violent crimes who maybe

declared “guilty until proven innocent”. The call is not for absolution of responsibilities, but to emphasize on mature deliberation and establishing facts valuable to a formal unbiased investigation. In case of conflict and violence, the finer details usually emerge upon investigation and details reported in first 24 hours may be untrue. A “fog of war” warning can be declared in these situations as newer information is presented. Some matters like changing the upbringing of boys so they grow up to be more respectful and sensitive towards women is of trivial importance as it is driver of a major cultural shift, and can help normalize gender equality in the long run.

6. **Happy Stories:** Programmes which are specifically aligned to discuss success stories of gender equality and progress in equality, instead of treating the issue solely as a matter needing social change, can also yield a change in perspective. If a certain perspective (i.e. gender equality) is celebrated (given a positive incentive), it is normalized easier.

Conclusion

For Television media to be able to fruitfully capitalize on its position of influence with regards to gender equality, it must employ tools that enable different tiers of society to fully absorb the notions of gender equality in its different forms, by using methods to increase relatability, injection and normalization of ideas and draft policies to address best practices to report issues that concern violence and conflict including members of different genders. Some practices of the television media need to be altered and modified so that it reshapes the perception of different genders and helps dissolve the institutions of toxic masculinity and patriarchal approach of culture, which establishes a gender gap. Furthermore, the television media must take into cognizance the fact that different tiers of society exhibit a different culture from the centres of media production in big urban areas, and the cultural distance all by itself may introduce hurdles in how effective the messages relayed by media will be. Hence, an emphasis on localization is important. The television media must work towards progressing gender equality by incorporating in their principle, the six tenets of gender equality in Indian society:

- 1) Equitable sharing of responsibilities and opinions in internal and external affairs of a household;
- 2) Equitable share of accreditation for similar duties;
- 3) Equality of opportunity for growth, expression and self-fulfillment;
- 4) Justice in attributions of guilt and innocence in cases of conflict, sexual misconduct and sexual expression;
- 5) Right of all to experience without limitation and condition, happiness in public and professional spaces, and
- 6) Non-discrimination along the lines of gender for all.

Being faithful to these tenets can insure that the television media shall maximize its impact in directing socio-cultural change in favour of gender equity.

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COMMUNITY RADIO AS EMPOWERMENT MODEL: ANALYZING CASES OF INDIA, NEPAL AND BANGLADESH

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Abstract

The world today appreciates the need for community broadcasting. It has the potential to ensure freedom of opinion and expression that is upheld by Article 19 of the Universal Declaration of Human Rights. Community broadcasting came to the neighbouring countries of India, Bangladesh and Nepal much later in comparison to some other parts of the world and even when compared to some countries in the continent of Asia. The development of community broadcasting in these three countries has not followed the same trajectory but these trajectories share a good number of commonalities. The community radio stations in these countries have their stories of success but are facing problems of existence due to lack of funds and difficulty in generating proper content for the community. This paper seeks to analyze the scenario and suggests some measures for a successful and sustainable model for continued existence of community radio stations.

Keyword: Community radio, Broadcasting, Human right, Freedom

Introduction

The history of community radio broadcasting is definitely not as old as that of radio as a mass media. History of community radio is not very old in India. Countries like Kenya and Sri Lanka who have made their presence in the UNESCO list in the establishment of community radio in the 1980s. The Kenyan and Sri Lankan experience inspired citizens in those countries where the wave of democratization and decentralization had noticeable effects in the 1980s and 1990s. UNESCO worked with its mandate to empower marginalized communities to set up their own broadcasting stations in those places. Among those were countries from Asia as well. Several countries in Asia and specifically in the Indian subcontinent, however, lagged in progress in this regard. Even at the end of the nineties the government and civil society in India and Bangladesh were debating the need and the norms of ushering in community radio.

The pioneering experiences from which community radio has started evolving began 50 years ago in Latin America. Poverty and social injustice were the main stimulus of forming community radio stations first in Bolivia in 1947 known as Miner's Radio and in Colombia in the same year known as Radio Sutatenza. Miner's radio in Bolivia worked in the time of ideological clash between capitalism and socialism. Thus their principal focus was to unite miners for better working conditions. Radio Sutatenza also inspired by organising the peasant community of the region by educating them through radio. However even if the pioneering experiences began in Latin America, it was Europe, where community radio was setup as an alternative to mainstream mass media. In Africa, formation of community radio stations was more a social movement after the end of apartheid regime in South Africa. The pressure groups that have instigated community radio in many parts of the world were

less present in Asia. In their place, international organisations like UNESCO or other external donors supported formation of community radio stations.

Nepal is the first country in South Asia to form community radio broadcasting. Its first community radio station Radio Sagarmatha went on air in the year 1997. The very first community radio broadcast was, unfortunately, not free from government control. Radio Sagarmatha has strictly restricted flow of alternative view. It is interesting to note that such a state control was not fabricated under any policy related framework, rather was an ad hoc decision by the licensing authority; in this case, the Nepali Ministry of Information and Communication (MOIC). The dynamics of storytelling as well as context both have changed after several years of the first airing of independent radio in Nepal. But, what remains the same is the temporary nature of regulation for community radio governance in the country. As pointed out in a study that by the end of 2010, the numbers of community radio stations in the country stand at nearly 200 with a total number of 300 radio stations granted license to operate yet, there is no policy addressing large and growing independent radio sector in Nepali media (Dahal, 2011).

The Supreme Court verdict in 1995 was the game changer as far as community radio in India is concerned. The honorable court ruled that airwaves are public property and must be used for public good. Consequent upon this, several conferences were held by civil society groups to take advantage of this ruling. It was only the universities and IITs and IIMs that were empowered to set up Community Radio Stations (CRS). The CRS movement in India has not garnered enough strength in spite of these exercises. As per the Open Government Data Platform India, there are only 149 operational CRS in the country as in June 2013¹.

Bangladesh happened to release its first policy for community broadcasting in 2008 under the Awami League government. It was titled 'Community Radio Installation, Broadcast and Operation Policy'. Bangladesh NGOs Network for Radio and Communication (BNNRC) was instrumental in persuading the government in bringing out this policy. However, not many stations in the country could be set up since the release of this policy. The first list of 14 CRS was published in 2013. The process of setting up and running these stations happened with the help of UNESCO.² Remaining true to the common agenda of all CRS, those in Bangladesh help in elevating the socio-economic status of the marginalized population and strive to bring forth their voice to make democracy more participatory. Particular mention may be made of their service in spreading warning about tropical cyclones.

Stability of Community Radio Stations

Stability of community radio stations mainly depend on regular supply of funds. There is no fixed formula for the supply of funds to CRS in the three countries being discussed here. The funding sources are diverse and could be government, non-government and Non-Government Organization (NGOs). Again, the sources can as well be local, national or international. Research undertaken by

¹ <https://data.gov.in/catalog/operational-community-radio-stations>

² <https://bnnrc.net/seven-community-radio-stations-in-bangladesh-work-to-address-cyclone-komen/>

Ideosync Media Combine with support from CEMCA and UNESCO gives an analysis of funding sources of twelve CRS in the two countries (2015). A good number of these stations were found to be heavily or moderately dependent on their parent organizations for funding. Where CRS have developed under the supervision of universities and educational institutes, the funding sources are much less diverse. This means that such institutions are capable of taking care of the financial needs of the concerned CRS. Such an advantage is not enjoyed by other CRS. Where large NGOs with qualified people are running the CRS, funds could be garnered through attracting project grants from government or non-government sources. However, doubts still prevail over the actual aim of the NGOs in using the CRS platform as has been borne out by published articles penned by experienced personalities in the concerned field. So the NGO model of fund generation cannot always be welcomed without critical examination. In the rest of the cases, diversity of funds meant that there is very little financial stability.

Community radio is placed within the framework of article 19 of the Indian Constitution that ensures freedom of speech and expression. This means that it recognizes the fundamental right of communities to express them, and further recognizes community radio as a genuine tool for expression. In the context of contemporary development communication, Amartya Sen has also expressed that giving a voice to the voiceless is a form of development. In this sense, the Indian policy is an commendable one that has already inspired a similar policy in neighbouring nation Bangladesh. It can be said that although in many cases freedom of speech and expression are challenged, simultaneously global media juggernaut has been facing stiff resistance all over the world from citizen group, media activists and community organisations. Feminist activists have argued that conventional ideology of men superiority and control of productive resources by men has affected women's opportunities for better life. Gender is significant dimension in community radio initiatives that are seeking to deploy communication technologies for social change in general and development of women in particular.

Content generation by the community itself has not been found to be steady and continuous. The Ideosync Media survey found out some genuine trouble (2015). In quoting one specific interview the survey had stated that on one hand the remuneration demanded by skilled manpower is difficult to meet and on the other those who get trained on the institute's investment leave after it is over. It has been identified that language presents a challenge for these two countries in general and specifically for a large country like India. Sometimes it becomes extremely difficult to find trainers for imparting training in the particular language of the community. Developing a manual is similarly difficult. Again, the non-literacy of the community members makes a manual useless even when developed. The unavailability of suitable content in the language of the concerned community leads to filling up of airtime with that in major languages. Campus radios, operating out of educational campuses, and also categorized as CRS do not face this problem as it is a mixed audience they are catering to. This audience, comprising of enrolled students, agrees in principle to listen to presentations in a major language.

Technology Issues and a Successful Model

Technological tools need maintenance and this again calls for trained manpower. There are more issues in this beyond receiving free-of-cost transmitters from benevolent organizations like UNESCO. Installation and maintenance of these equipments can become a big problem in many cases. One will easily come across many a recommendation to use open source software to reduce costs but training the operators to use such software can again be a big challenge. Switching to renewable sources of energy for power supply to CRS has also been suggested. Even development of software at CRS has been suggested. This software can possibly help students and other citizens who are shifting to the digital platform. But such type of steps can hardly be undertaken by those who are already finding it hard to carry on with regular broadcast. These suggestions are next to offering a Hobson's choice.

With this backdrop a success model, alternately called a sustainable model, is sought to be proposed that will enable CRS to move ahead without compromising their stated goals. Central to this model is a consortium consisting mainly of universities. This paper holds that a strong parental organization holds the key to a successful model. Experimentations with various sources of funding have not been able to throw up a model with financial viability. Now, consortiums are not unheard of in the operational space of CRS. Several have been constituted to support particular causes and the vehicle of community radio has been tagged to the same. To cite an example, a consortium called Community Radio Consortium for Environment Protection (CRCEP) helped CRS in Uttarakhand to propel ahead with their disaster awareness programmes.³

This paper after analyzing the present situation proposes the establishment of Community Radio Stations with the participation of at least five universities and institutions of the respective countries having government approval and belonging to nearby areas of the CRS. Funds in several accounts of such universities that either remain unspent or are reported to be spent through unnecessary expenditures can be identified for the purpose. Such a plan can possibly demand appropriate changes in certain policies related to the flourishing of community radio. For instance, the participating universities are to have equal financial responsibility and no university or institute can appeal for a pull out before a period of three years have lapsed. Further, even after keeping in mind that CRS have to be non-profit, it cannot be ignored that a minimal source of steady income or profit has to be ensured so that they do not have to go through sudden patches of financial stringency or insolvency. Modules in language translation have to be integrated into the courses so that the trainees can suitably translate the text of the content and make the programmes available in other languages. This will promote exchanges between CRS and at the same time raise the pitch of appeal for donation from possible sources (Sreedhar, 2016).

It can be summed up that while retaining the dominant role of the consortium, the CRS will have to look for funds and technical resources from elsewhere. There are certain areas that have not been tapped. For instance, adopting of a community radio by any university can be an extremely appealing theme. It could be taken to potential individuals and social service organizations around the country. If the price tag could be cleverly decided, split intelligently and kept low then it could be paid even by

³ <http://www.bgverghese.com/PrasarBharatiReform.htm>

people in middle income groups. License conditions also implicitly favour well-funded stations as against inexpensive low power operations, many of which ran well on shoe string budgets before the imposition of any community radio policy. Although five minutes of advertising per hour is allowed, these revenues appear to be inadequate. Considering that most of such community radios are expected to cater to the poorer rural populations, paying a subscription for earning revenue is still farfetched. For community radio to become the third tier of radio broadcasting, growth needs to be speeded up. This can be done through a more active process of dialogue between the government and the potential community radio users. Aspects such as operational hassles, technical expertise and sustainability issues can be discussed in an open forum that helps both sides understand the other's requirements. Since the sustainability issue is one of the main aspects where many potential community radio users may face a problem, they have to explore other means of sustenance as well. Regional workshops to spread awareness of community radio need to be encouraged and measures to be taken for setting up of community radio stations. These steps were further encouraged by the Government's proposal to follow up with at "touring technical exhibit" of technology options for this purpose.

Conclusion

The usefulness of having community radios is acknowledged by one and all. Though a late entrant in this field, the two countries have been able to appreciate the benefits of having CRS. Some of the crucial factors that unite these two countries are dominance of agriculture in the economic scenario, uneven development and concerns over environmental conservation. CRS can play a very important role in correcting imbalances in these cases. But CRS in these countries have to evolve out of the poor condition they are in. The numbers of CRS in India and Bangladesh are yet to come up to an appreciable level. Several researches and surveys have suggested measures for improvement of CRS scenario from time to time. Governments have also issued policy guidelines and welfare measures. In spite of all this, community radios in these countries suffer from existential problem. The measures to help CRS come in bits and pieces and the sword of financial insolvency always hang on the head of the management of CRS. Many CRS, who have managed to exist, are not able to broadcast for more than a few hours.

This paper analyzed the basic existential requirements and leaves out issues like political intrusion etc. A consortium can never be without problems but holds enormous possibilities for this field. Stress has been put on utilizing the money that is unspent and often not properly spent in the universities and institutions. However, the paper does not move away from subscribing to the collective clamour for more financial allotment to higher education in government budget so that the CRS movement also receives a boost through the consortium approach.

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