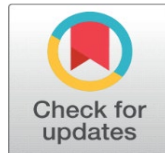
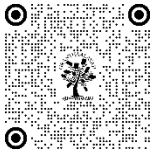


EMPOWERING WOMEN THROUGH AIRWAVES: A COMPARATIVE ANALYSIS OF WOMEN-CENTRIC PROGRAMMING ON ALL INDIA RADIO AND MY FM 94.3

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DOI
[10.29121/shodhkosh.v5.i5.2024.1543](https://doi.org/10.29121/shodhkosh.v5.i5.2024.1543)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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ABSTRACT

Radio, which is called the medium of sound, is actually working like a magic into listeners ears the reason is voice, presentation, language, tone of the artists and its content. Radio is the most important program content that engages the audience and has always been working to create awareness and educate the society. There has been an old relationship between Radio and women. Radio has been broadcasting programs for women for many years, but with time there have been many changes in the program content, through which we have tried to know what kind of content the Radio channels are now broadcasting for women. Are they relevant to women empowerment? or their main objective just to entertain? For the study, we have selected a private Radio channel (94.3 MY FM) and a public Radio channel (All India Radio). To know about women empowerment content, we have included women centric programs of both the channels for the study. The study area is city of lakes Bhopal (Madhya Pradesh). This is the one-week Radio shows study in which researcher has recorded one-week women-based Radio shows on mobile phone. We have analyzed the study content very deeply. The researcher also tried to know how much time slot they are giving for women centric shows. As well as to know what the difference between the two is, for which we have used a comparative study methodology to get better results.

Keywords: Private FM Radio, All India Radio, Women Empowerment

1. INTRODUCTION

Radio has become an old medium but is still preferred by many people, now podcasts, audio streaming are also getting popular to be its modern way of communication. AIR has its own era where Amin Sayani's voice is remembered even today, where even today programs are presented taking care of slow accent and language, pronunciation, but after the arrival of Private FM, it seemed that All India Radio popularity will decrease, people are more attracted to the language style and presentation of RJ's of Private FM's. But because of the reach of All India Radio to the village, he is still the first choice of the people there. Who does not know All India Radio, it is that Radio channel settled in the hearts of people. According of (Prasar Bharti, Growth and development of AIR, n.d.) is that India's 99.98% of the region is covered

by All India Radio.^[1] Which means that it has made possible the reach of Radio in every corner of India and has brought information and education to the people in every corner of the country and this trend is still going on.

The relation between Radio and Women is very old. From the beginning of Radio, programs were being made for women, efforts were being made for empowered women. The main objective and duty of media is to bring awareness in the society and if we talk about media options then in a country like India, Radio has always been the best option to bring awareness among women from village to village because their reach is more and Now it is available through mobile internet also, where there is no internet, it is also reaching people through Radio antenna.

(Nirmala, 2015) states in her research article that In India, women use all forms of media, particularly television and Radio, and Radio stations play a significant role in their development.^[2]

In the study, we have included All India Radio's Mahila Sabha program and My FM's Super Women show, which are women-centric shows. On which topics related to women do they talk, in what style of presentation they are using, whether they are working for awareness or entertainment is being used more, as well as knowing which words are being used more. Researchers have tried to find out. According to the (United Nations, n.d.) women empowerment is essential for the sustainable development in the world. No matter how much women want, they still do not get equal opportunities as men^[3]. According to the (UNFPA, 2023) United Nations Population Fund, there will be 4 billion women in the whole world. but a handful of them are empowered, not all^[4]. It's all about gender equality. That is why the researcher has tried to find out whether Radio channels are also working for women empowerment or not.

1.1. INTRODUCTION OF SELECTED RADIO CHANNELS AND SELECTED WOMEN SHOW

All India Radio(ALL INDIA RADIO):- Who does not know All India Radio, it is that Radio channel settled in the hearts of people which covers 99.98 percent area of our country India. It is said that where even tap water does not reach, the All India Radio network reaches there. All India Radio is the official public Radio broadcaster of India, commonly referred to as All India Radio. It has its roots in the 1930s, when Radio broadcasting was still in its early stages in India. According to their official site (Prasar Bharti, Growth and development of AIR, n.d.) the first broadcast of All India Radio was made in Mumbai, India, in 1930. In 1936, AIR's home service consists of 470 Broadcasting Centers spread around the country, covering the great majority of the country's geographical area and approximately 99.19% of the population. Internationally, AIR broadcasts its programming in 23 languages, including 179 dialects in India. It is well-known for its news services, which include daily news bulletins given in different languages. AIR's slogan is "**Bahujan Hitaya :Bahujan Sukhaya**" it means for the welfare to all ^[5].

94.3 MY FM

The old tagline of MY FM was "**Jiyo Dil Se**", Which means live with heart and new tagline is "**Chalo Achcha Sunte Hain**" which means "let's hear something good today". According to their official website (MY FM INDIA, n.d.) 94.3 My FM was established in 2006 by DB Corp. limited, MY FM expands its coverage area to 30 broadcasting stations in 7 states across India. It is a leading Radio brand whose current tagline is Let's listen to something good today. 64% population in India listens to FM Radio every day. The FM Radio has attracted the youngsters more because of its style of speaking and their presentation. MY FM is the Radio business of My FM DB Corp Ltd. My FM is deeply focused on its brand tagline 'Jio Dill Se', which continuously connects with its listeners with local flavor and creates an emotional connect with its listeners ^[6].

The tagline is reflected in every aspect of My FM, encouraging its listeners to live life to the fullest by creating a vibrant experience at the heart of the brand's tagline as mentioned in their website (DB Corp Ltd., n.d.)^[7].

¹ Prasar Bharti. (n.d.). *Growth and development of AIR*. Retrieved from Prasarbharti: <https://prasarbharati.gov.in/growth-development-air/>

² Nirmala, Y. (2015). The role of community Radio in empowering women in India. *Media Asia*, 41-46.

³ United Nations. (n.d.). Women empowerment is essential for sustainable development in the world. Retrieved, 2024, from <https://www.un.org/sustainabledevelopment/gender-equality/>

⁴ UNFPA. (2023). *World Population Day Statement*. Retrieved from unfpa.org: <https://www.unfpa.org/press/world-population-day-statement-2023#:~:text=Imagine%20a%20world%20where%20everyone,solely%20based%20on%20their%20gender>

⁵ Prasar Bharti. (n.d.). *Growth and development of AIR*. Retrieved from Prasarbharti: <https://prasarbharati.gov.in/growth-development-air/>

⁶ MY FM India. (n.d.). Shows. Retrieved July 18, 2024, from <https://myfmindia.com/shows?l=4&c=1&s=103>

⁷ DB Corp Ltd. (n.d.). *Radio Business – 94.3 MY FM*. Retrieved from DB Corp Ltd.: <https://dbcorpltd.com/Radio-business.php>

2. LITERATURE REVIEW

The researchers studied several literature reviews based on the content and presentation of Radio channels. And especially studied those literature which are based on women Radio programs and specially its broadcasted content by private, public and community Radio.

- (Rikzana & M, 2020)According of them Radio has three tiers Public, Private, and Community Radio. All three broadcast programs regarding development in the society, Researcher has also studied the programs of these three Radio tiers on their content and know whether they are contributing towards women's development. Using the case study research method, they have included Public (All India Radio and FM Rainbow), Private (Big FM), and in the community (Thendral FM) in Chennai Tamil Nadu in the study. They have analyzed the campaign of Private FM^[8].
- (Garg & Mishra, June 2020)Explores in his study that Development by Radio is not possible only through Radio programs, how those Radio programs are being presented, how their program is being prepared, and how the feedback is being received, it is equally important for development. This research has been done on Private FM Radio. In which the researcher has studied the program content and presentation of three selected private Radios, as well as the researcher has also studied the difference between private Radio and public Radio. For this study, researchers selected three Radio channels from three different cities of India and analyzed one Radio show from each channel. These channels are from New Delhi, Karnal and Chandigarh of India. This studies main focus on RJ's presentation, language and style. Audience feedback is key in this study. Research shows that the content of private Radio was decided after a long research. This study aims to investigate the relationship between listeners' decoding of messages and their impact on public communication and culture^[9].
- (Nirmala, 2015)According of her this Radio study looks at a number of community Radio (CR) programs launched by non-governmental groups with the goal of empowering women. The activities followed a UNESCO initiative that donated a portable production and transmission (briefcase Radio station) kit to a Bangalore-based communication campaign group called "voices." Through this paper, an attempt has been made to know the impact of community Radio on women living in rural areas. According to researchers, community Radio has been proven to be a powerful medium in many studies. Community Radio gives voice to women, changes lives, brings awareness, educates, brings economic development^[10].
- (khan & devi, 2022) This study has been done on some centers of All India Radio in Arunachal Pradesh, India. All India Radio Itanagar and All India Radio Pasig hat of the state have been working since their inception for the empowerment of women living in the tribal areas Tribal women in rural Arunachal Pradesh have seen improvements in their status that have allowed them to contribute to the growth of society as a whole, along with changes in media exposure and usage patterns. To conduct this study, quantitative survey method was used whose sample size was 200 and random sampling was used. And for the survey area five remote villages of East Siang district were selected . Major findings found that Radio is very popular here and special programs are made for women by All India Radio in which women celebrities are also called and interviewed weekly and information about government welfare schemes is also given to women there regularly. Many women are not aware of their rights, to make them aware, programs are broadcasted by All India Radio^[11].
- (Tashi & Karekatti , 2019) examine in her research the interesting and effective communication tool of code-mixing. Radio jockeys frequently mix up codes in their speech. The current study investigates code mixing in FM and Prasar Bharati channel programming. The language employed on private FM channels and Prasar Bharati is compared and contrasted to identify the various features, styles, and amounts of code mixing. There are two types of research being done: qualitative and quantitative. These stations—Radio Mirchi, Tomato FM, and Kolhapur FM—were chosen for the investigation. In the Maharashtra city of Kolhapur, all of these channels

⁸ Rikzana, A. A., & M, N. (2020). WOMEN BASED PROGRAMS IN PUBLIC, PRIVATE AND COMMUNITY RADIO STATIONS AS A TOOL FOR WOMEN'S DEVELOPMENT: A STUDY IN CHENNAI, INDIA. *ENSEMBLE*, VOLUME 2, Number 1

⁹ Garg, P., & Mishra, A. (June 2020). LANGUAGE PATTERN AND CONTENT VARIATION IN PRIVATE HINDI. *Journal of Content, Community & Communication*, Vol 11.

¹⁰ Nirmala, Y. (2015). The role of community Radio in empowering women in India. *Media Asia* , 41-46.

¹¹ khan, D., & devi, c. (2022). Radio As A Tool For Women Empowerment In Villages: A Study On Perception Of Radio In Adi Tribe Of Arunachal Pradesh. *Journal of Positive School Psychology*.

broadcast. The researcher stated that the government's primary goal of Prasar Bharti Channel is to educate people. They are not profit-oriented because they are a government agency. People from various walks of life can understand the official yet approachable language they use. As a result, one must adhere to the conventions of the standard language when speaking and using language. In other words, linguistic canons are adhered to. Thus, there is a lower chance of code mixing and code flipping. Announcers work for Prasar Bharati, whereas jockeys are employed by private channels. so in private FM to draw in more listeners and increase the TRP for the channel, private FM channels employ a variety of languages, genres, and voice variants. The jockeys demonstrate their proficiency in two or more languages here. They express themselves in a variety of moods and ways using a variety of languages and styles. They make an effort to interact with their viewers in order to keep them hooked to the channel. In this case, there is a very high chance of code mixing and switching. ^[12]

- (Sengupta M. , 2019) states in her study that, women can change their lives and find a different place with the aid of community Radio. Their own voice is given to them by community Radio. Their research clarifies Community Radio's function. There are 400 Radio stations in operation in India right now, the majority of them are run by women. In its investigation, the researcher examined five community Radio stations from five Indian states, paying particular attention to their programming and content. Menstruation and open restrooms are two awareness campaigns that highlight topics pertaining to women in the study^[13].

3. OBJECTIVES

- 1) To analyze which type of women based content both selected Public and Private Radio channels are providing.
- 2) To know the presentation style and language of both Public and Private Radio artist are delivered.
- 3) To identify whether these Radio shows are working towards women empowerment and awareness.

4. METHODOLOGY

This study is being done to know the content of Radio programs and its presentation style, and are they contributing in women empowerment which we have selected women based programs of My FM and All India Radio channel. To understand them better, we are using a **comparative study** as a research method, in which we will compare the selected programs of both the channels, based on the content and presentation style of the women-based programs. Comparative study method is a better way to study two or more objects. On the basis of comparison, the differences and similarities between objects can be easily understood. By doing these measurements

both qualitatively and quantitatively, accurate results can be obtained. In this study also, the researcher chose this method on the basis of objectives because the women-oriented content of both the Radio channels can be understood better only by comparing them with each other. Comparative study gives very accurate results which shows the difference very clearly.

5. DATA ANALYSIS AND INTERPRETATION

We have selected women-oriented programs to know the presentation, style and content of the programs being presented by the Radio channel, in which we have studied the one-week program of both the channel's women-centric program All India Radio's "**Mahila Sabha**" and 94.3 MY FM'S "**SuperWomen**" show. During the recording of the show, some problems were also revealed. Recording of private channel shows is easily done through FM recording in the phone.

But we listened to the programs of All India Radio from their application News on Air App, but due to lack of recording facility, we have to record them through another application which is not official.

¹² Tashi , K., & Karekatti , D. (2019). Code Mixing on Prasarbharati and Private FM Channels: A Comparison. *International Journal of English Language, Literature in Humanities*, Vol. 7, No. 4, 527-542.

¹³ Sengupta, M. (2019). Giving Women A Voice They Never Had: Community Radio: To study the impact of community Radio on empowering women of rural areas. *Academia.edu*.

We have analyzed the study of one week, in which the content has been studied very deeply. We have prepared chart on the basis of different presentation and style, total content, women specific content and time duration of show and broadcasting days.

5.1. ALL INDIA RADIO'S AND 94.3 MY FM'S SHOWS FORMATS AND CONTENT

Table 5.1

Table 5.1 All India Radio's show formats and content					
S.Nu	Show Name	Timings	Target Audience	Content	Songs and advertising
1.	Early morning shows(Vandana)	6AM-7AM	For all	Spiritual God and pray	Devotional songs without advertisement
2.	Morning shows(Namaskar Bhopal)	7.20 AM - 8AM		News,cityevents,traffic and weather updates	Fresh morning songs, Energetic songs without advertisement
3.	Afternoon shows (Mahila sabha,swasthyadarpan)	1 PM - 1.30 PM	Women	Health,leagalawareness,educational,safety,houshold ,relationship and depression .	Motivational and specially 90's song without advertisement
4	Evening shows (Yuvwani)	5PM - 5.30 PM	Youngsters	Career,health	Energetic songs without advertisement
5.	Night Show	8 PM - 12AM	For all	Calm songs, knowledge ,story	Songs with promos
Source- Author's Calculation					

Table 5.2

Table 5.2 94.3 MY FM's shows formats and content					
S.Nu	Show Name	Timings	Target Audience	Content	Songs and advertisement
1.	Early morning show	6AM-7AM		Devotional Religious,peace,god	without advertisement
2.	Morning(Salam Bhopal)	7AM-11AM	For all	National and City updates ,events and traffic updates	Song along with advertisement
3.	Afternoon Show(Super Women)	11AM-3PM	For women	Women content ,health, movie, tv serial ,awareness	Song along with advertisement

4.	Afternoon second show	3PM-5PM	For youngsters	Career,trendy topics	Song along with advertisement
5.	Evening show	5PM-9PM	For youngsters	City event ,trafficupdates,movies	Song along with advertisement
6.	Night Show	9PM - 12PM	For all	Story ,confessions	Song along with advertisement
Source- Author's Calculation					

Table 5.3

Table 5 On the basis of presentation and style			
S.Nu.	Topic	MY FM 94.3 (Super Women)	All India Radio (Mahila Sabha)
1.	Way of Presentation	Informal, mixed words, codeswitching, fast.	Formal, simple way, sometimes code switching.
2.	Language	Mixed words, Hinglish	Mostly Hindi, used English words for specific term
3.	Style	Friendly, joyful and casual	1. Serious, slow and formal
4.	Maximum used words for women	Yaar, Madam	Behnon, skhi
Source-Author's Calculation			

Table 5.4

Table 5.4 On the basis of total content and specific women based content			
S.Nu.	Topic	MY FM 94.3 (Super Women)	All India Radio (Mahila Sabha)
1.	Total content	Show topic, advertisement, fillers, signature tune and many songs	Signature tune, Show topic, interview and 1 song
2.	Women based content	mostly entertainment, not much relatable to women empowerment) sometimes deliver relatable content.	20-25 mins. Approximately (useful content relevant to women empowerment)
Source-Author's Calculation			

Table 5.5

Table 5.5 On the basis of time duration and days of broadcasting.			
S.Nu.	Topic	MY FM 94.3 Bhopal (Super Women)	All India Radio Bhopal Station (Mahila Sabha)
1.	Show working hours	4 hours	27 minutes
2.	Broadcasting days in a week	6 days (Monday-Saturday)	1 day (Monday) from Bhopal and Monday to Saturday from other M.P regional channel
3.	Advertisement duration	Between 80-100 mins	No Advertisement
4.	Song duration	Between 90-100 mins	3 minutes for 1 song only
5.	Women related content duration	Between 30-35 minutes	20-25 minutes
Source-Author's Calculation			

6. RESULTS AND FINDINGS

The result is an important part in any study, on the basis of which the significance of a study is determined. Based on the objectives and past literature reviews, we have selected the methodology and taken forward the study. We deeply

analyzed the women centric shows of this Radio channel, after which we got these results. Which accurately describes the content and presentation of women centric programs of both Radio channels.

Table 6.1

Table 6.1 Results of the comparative study			
S.Nu.	Comparison on the basis of these categories	Private Radio(MY FM 94.3 BHOPAL)	Public Radio(ALL INDIA RADIO'S BHOPAL)
1.	Show name	Super women	Mahila sabha
2.	Show working hours	4 hours or 240 minutes	27 minutes
3.	Broadcasting days in a week	Monday to Saturday	Only Monday
4.	Advertisement duration	Between 80-100 mins	No advertisement
5.	Song duration	Between 90-100mins	3 minutes for 1 song only
6.	Women related content duration	(mostly entertainment, not much relatable to women empowerment)	20 -25 mins. Approximately (useful content relevant to women empowerment)
7.	Daily show topics	Mostlytvserial,quizes, women Health ,daily lifestyle,current topic	Health, government welfare schemes, laws,foodreceipe,money saving
8.	Way of Presentation	Casual, joyful ,mixedwords, codeswtiching	Formal,slow,simpleway,less code switching
9.	Maximum used words for women	Yaar, madam	Behnon,skhi
10.	Weekly total duration	24 hours or 1440 minutes	27 minutes
11.	Show format	Phone in calls, sometimesinterview, expert talk	Interviews, talk and discussion. No phone in call
Source-Author's Calculation			

- **There is a lot of difference in the style of presentation and language of both AIR and private channel:-** The biggest difference between All India Radio and Private FM is the different style of presenting their programmes. All India Radio has retained its traditional presentation style even today, while private channels have made youngsters crazy for their cool and fast speaking style. Perhaps this is the reason why youngsters prefer Private FM more than All India Radio because of the style of speaking their voice and code switching is also a big reason. In the programs of All India Radio, even today the presentation is done with serious tone and with less use of code switching.
- **Private channels spend more time on advertising:-**Private FM is known only because of being commercial. In comparison to All India Radio, only 80-100 minutes of advertisements take place in their 4-hour shows. In the same half-hour show of All India Radio, no advertisements are played, only the focus is on the content.
- **All India Radio still pays more attention to education and informationcontent:-**All India Radio still follows to its old rules and regulations. Even today, his main objective is education and information, later on is entertainment, All India Radio is following the same even today and is also active in spreading awareness among his listeners, whereas in the private channel, MY FM focuses more on entertainment content. Women related shows are being made but maximum movies and serials are being talked about in it. Women should have awareness about their rights along with other aspects of their life.
- **Women centric show contents are totally different :-** In the study of both the channels, we have found that the content of shows focused on women are totally different. All India Radio in its Mahila Sabha program is making programs based on women's rights, health, their education or say that they are making shows related to women empowerment, while private channels are presenting entertainment based shows, not related to awareness for women. In which serials, movies are talked about. Their main focus is on entertainment.

All India Radio's Mahila Sabha program includes an interview of a female expert daily, while private channel My FM includes a calling segment in which women as well as men answer the questions asked in the show.

- **Big difference in show's hours and broadcasting days:-**During the comparative study of both the channels, a huge difference has been found in the timings and broadcasting days of the shows of both the channels, according to which, in the private channel, My FM show Super Women is broadcast from Monday to Saturday from 12-4 pm, whereas All India Radio's Mahila Sabha Show only on broadcast on Monday 1 pm to 1.27 pm only from Bhopal station. MY FM's Super Women Show is telecasting 4 hours of shows in a day, it means total shows of 24 hours in a week or 1440 in minutes and yet only entertainment is being presented.

Where in All India Radio's Mahila Sabha show is broadcast on one day of the week, on Monday for only 27 minutes, only minimum 1 or maximum 2 song broadcasted and it also does not include any advertisement. The content which is presented by RJ's related to women, which works for awareness, they still focus more on information, government welfare schemes relevant to women and education not on entertainment.

7. CONCLUSION

- **All India Radio is making more women empowerment based content but broadcasting days should be increased:-**All India Radio is making more content related to women empowerment as compared to My FM but All India Radio's mahila sabha show is broadcast once a week and only for the duration of half an hour. While the duration of the program should be increased to empower more and more women, the broadcasting days should also be increased, the way My FM's Super Women show is aired.
- **Private FM only have attractive presentation skill not worthful content relevant to women empowerment :-**The Private FM has attracted the most people because of its style of speaking and its presentation skills it was so attractive that people started taking more interest in listening to even the invisible medium. The private fm brought the presentation skills. It is much better than All India Radio but could not bring the content which is necessary to bring awareness for women in the society. Private fm are still focused on entertainment and not on information and education, but even today All India Radio has maintained its same broadcasting values and spread awareness with the help of government welfare schemes for women.
- **All India Radio should have to change their way of presentation according of modern era:-**Change is the rule of the world. Things have to change with time. Talking about All India Radio, they are going with new technology but the presentation has not changed with time, which is necessary as per the times if they want to be popular among youngsters. If the program is to be popular, there will have to be some changes in presentation skills and language. Presentation skills and mixed code language are the main reasons for making private fm popular.
- **Private FM should work on quality of content more than quantity of content:-**Private FM's are not only excellent in presentation skills and language, but if they prepare their content from the society's point of view, then awareness can be brought very fast, but they are working on quantity more than quality, which cannot remain popular for a long time. In comparison to the 24 hour program of a week, All India Radio's half an hour a day program seems to be better because they are presenting content that spreads awareness in the society in a very limited time.
- **Even today All India Radio (All India Radio) has maintained its credibility among the listeners:-**All India Radio has been following its broadcasting rules and regulations since 1936 till today and is sticking to the same and that is why it is maintaining its reputation among the people even today. People still have faith in the content of All India Radio and believe that it is the most reliable news source.
- **All India Radio's Mahila Sabha program is presented without advertisements:-**While the private fm is focusing more on advertisements, the Mahila Sabha program of All India Radio is presented without advertisements, which clearly shows that All India Radio are doing the work of awareness in the society, while the private fm is focused only on being commercial. It is clearly visible in the results of the study that All India Radio's Mahila Sabha program is presented without advertisements. While private channel My fm's show Super

Women broadcasts advertisements of 80-100 minutes and songs of between 90-100 minutes and All India Radio's half-hour program broadcasts one song of 2-3 minutes.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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