



Replay  
**BREEZE BANKING**  
 It's good to be rewarded for what you choose to spend on.  
 Click here to know more  
 Standard Chartered here for good  
 Terms and conditions apply.

Google SEARCH  
 f t e

Weather  
 Max: 28.2°C  
 Min : 16.2°C  
 In Bangalore  
 Sunny day

Wednesday 23 November 2011

Home | News | Business | Supplements | Sports | Entertainment | Columns | Opinion | Analysis | Feedback | Archives | Jobs |

Breaking News **Bail for five corporate honchos in 2G scam**

You are here: [Home](#) » [Supplements](#) » [Spectrum](#) » Making waves

**RADIO & AGRICULTURE**

**Making waves**

**Programmes on farming aired on Dharwad's All India Radio, have provided a platform for many farmers to share their experiences, and have struck a deep chord with the farming community, writes Anitha Pailoor**



February 2008. Siddavva Haklad of Kamplikoppa was listening to an interaction with achievers in the farming sector, who were recognised by the State government as Krishi Pandits.

The programme was organised by All India Radio (AIR), Dharwad and University of Agricultural Sciences, Dharwad.

The programme provided a platform for farmers to share their experiences and inspire others. Innovative thoughts and time-tested experiences moved her. This influenced her to try new concepts like value addition and direct marketing.

C U Bellakki, programme head of AIR, whose brainchild the interaction was, feels that farmers do not get adequate information about the circumstances and achievements of award winners in agriculture. Such achievers will inspire other farmers to take up sustainable agriculture, he said.

**Stress on millet consumption**

Annapoorna Annakka, a series focusing on millet consumption is popular even in its second stint. "We never thought millets could attract such attention. There is tremendous response to the quiz at the end of each programme.

Farmers, women and youth participate in the programme with enthusiasm and feel that it is useful to them," says Sathish Parvatikar, who conceptualised the serial. Y S Yogishvari Devi, a regular listener of the programme feels that Annapoorna and Annakka, the characters of the show who create awareness about millet cultivation and consumption through their discussions sound real. The programme has influenced farmers and women alike.

All India Radio (AIR), Dharwad, which is known to bring listeners close to music, poetry and literature since its inception in 1950, is now a pioneer in broadcasting agriculture, rural development, ecology, social and sustainable development issues.

It has been able to strike a chord with its listeners through its innovative and useful programmes. A team of talented officers including Diwakar Hegde, Sathish Parvatikar, Anil Desai, Manjula Puranik, Kirti Nidagundi, Ramadagi and Mohan Pawar led by the programme head of the station C U Bellakki have been instrumental in designing issue-based, listener oriented programmes.

Hailing from a farming family, Bellakki is of the view that agriculture should not get limited to Krishi Ranga. As a result, a couple of serials like Raitateerpu and Shodha-Anushodha were broadcast in the main slot. The programmes discussed various issues of agriculture from cultivation and marketing to policy making.

P V Satheesh, convener of the Association for Democratisation of Agricultural Research in South Asia, which supported broadcasting Raita Teerpu lauded the programme for treating a difficult concept like democratisation of agricultural research so well that it becomes accessible to listeners of AIR.

Ratriya Soorya, which focussed on renewable energy utilisation covered possibilities, technology, management and future prospects of solar energy. The series sponsored by SELCO also gave the economics of this localised power production. Interviews of solar energy users both private and public (street lights) helped the listeners to get a clear picture of its advantages. Diwakar Hegde, who produced the show, points out that there was a tremendous feedback for the

Like

Tweet 0

+1 0

E-mail this Page

Print this Page

Bookmark

inkfruit.com  
**Awesome Tees n More**  
  
 Shop Now

**Ad Links**

India Flowers - Florist Hyderabad  
 Mumbai Gurgaon Bangalore

Send Flowers, Cakes, Chocolate, Fruits to Pune

**Related News**

- ▶ Pesticides should be last resort: Agri dept
- ▶ Measures to increase productivity
- ▶ Additional allocation of spectrum during Mahajan being probed
- ▶ Shaping a green movement
- ▶ Oz radio host who called river Ganga 'junkyard' says sorry

**Videos**



Kareena is already family says Soha

Submit your Videos along with brief captions: To the Webmaster.

Automate your forex trading & Watch your profits mount!  
**START TRADING NOW**

**Photo Gallery**



View more photos

**Cricket**

CLICK here for Desktop SCOREBOARD

**Matches**

**IND v WI**  
 3rd Test, Nov 22  
**WI** 330/3 (107.0 Ovs)  
 Kieran Powell\* 14(16)  
 DM Bravo 81(130)  
 I Sharma\* 23-7-47-1

**PAK v SL**

**RSA v AUS**

**Movie Guide**



**Horoscope**

- Year 2011
- Weekly
- Daily Astrospeak
- Calender 2011

programme. It is learnt that many, particularly those from rural background, opted for solar lighting following the show.

Another radio show, Nyayadeepthi, has been creating legal awareness on issues related to daily life. Kirti Nidgundi, who has been producing this programme says that this has helped people, particularly women, to stand up for their rights.

In the last one year AIR, Dharwad has produced about forty shows of social importance including Shaktiya Benu Hatti (Serial on Alternate Energy Sources), Gramodaya (programme on rural credit and financial management), Samudaya Kere Nirvahane (on preservation and maintenance of tanks) and Jeevajalavanulisi (serial on biodiversity conservation).

The station has been able to maintain a fine balance between useful programmes and revenue making. Bellakki says, "Commercial revenue of the station has increased by about four times within three years. We conceptualise an issue and then contact possible collaborators. Even when we are approached by a sponsor, we make sure that the programme embeds the ethos of AIR- Bahunana Hitaya - Bahujana Sukhaya."

Akashvani has won laurels at the national level for its quality programmes. In the previous year, it had won five national and five state level awards and the trend continues even this year.

Iraih Killedar is a regular listener of AIR. He says, "Radio is a companion to farmers like me who do not watch television and also to those who are illiterate. Useful information bytes on water management, crop harvest, grain storage and also interviews with farmers keep us informed about the happenings at the agricultural sector." He admires the quality of production which is very high and brings out multiple issues of common concern on a single platform.

Radio stations like AIR, Dharwad have been infusing so much life and vibrancy into the subjects that are otherwise serious. The station has also successfully dealt with the challenge of making people listen to the dissemination of information and education by employing interesting and interactive formats.

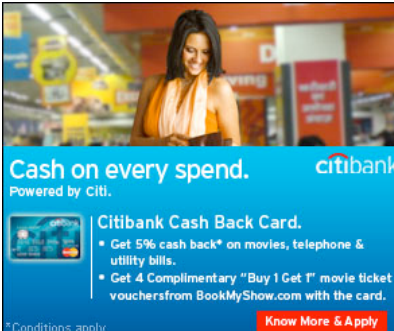
[Go to Top](#)

Flowers to India ,  
UAE , Italy, Spain,  
Thailand, Malaysia,  
UK, Brazil

SEND  
FLOWERS  
AND  
GIFTS  
TO  
PUNE  
MUMBAI  
DELHI  
INDIA  
USA

Shylendra Babu's production house is all set for the release of Aata, a youthful film which stars newcomer Sumanth Shylendra in the lead role.

CLICK  
HERE TO  
BOOK  
Your DH  
Classifieds  
ONLINE



Cash on every spend. **citibank**  
Powered by Citi.

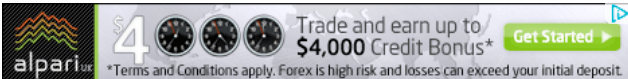
**Citibank Cash Back Card.**

- Get 5% cash back\* on movies, telephone & utility bills.
- Get 4 Complimentary "Buy 1 Get 1" movie ticket vouchers from BookMyShow.com with the card.

\*Conditions apply [Know More & Apply](#)



Good Library Laboratory  
and Audio visual facilities



alpari **4** Trade and earn up to **\$4,000 Credit Bonus\*** [Get Started](#)

\*Terms and Conditions apply. Forex is high risk and losses can exceed your initial deposit.

#### User Comments

[\[ Post Comments \]](#)

[Write a comment](#)

Name

Email ID\*

Your message

1500 chars left

**Disclaimer:** Kindly do not post any abusive, defamatory, infringing, obscene, indecent, discriminatory or unlawful material or SPAM. Deccan Herald reserves the right to block/ remove without notice any content received from users.

Enter the text as it is shown in the box below

Security Code\* 777148

[Add this Comment](#)

[Cancel](#)

Be the first to comment on this Article.

[About Us](#) | [News](#) | [Business](#) | [Sports](#) | [Supplements](#) | [Contact Us](#)

Copyright 2009, The Printers (Mysore) Private Ltd., 75, M.G Road, Post Box 5331, Bangalore - 560001

Tel: +91 (80) 25880000 Fax No. +91 (80) 25880523