

Report

Community Radio Awareness Workshop

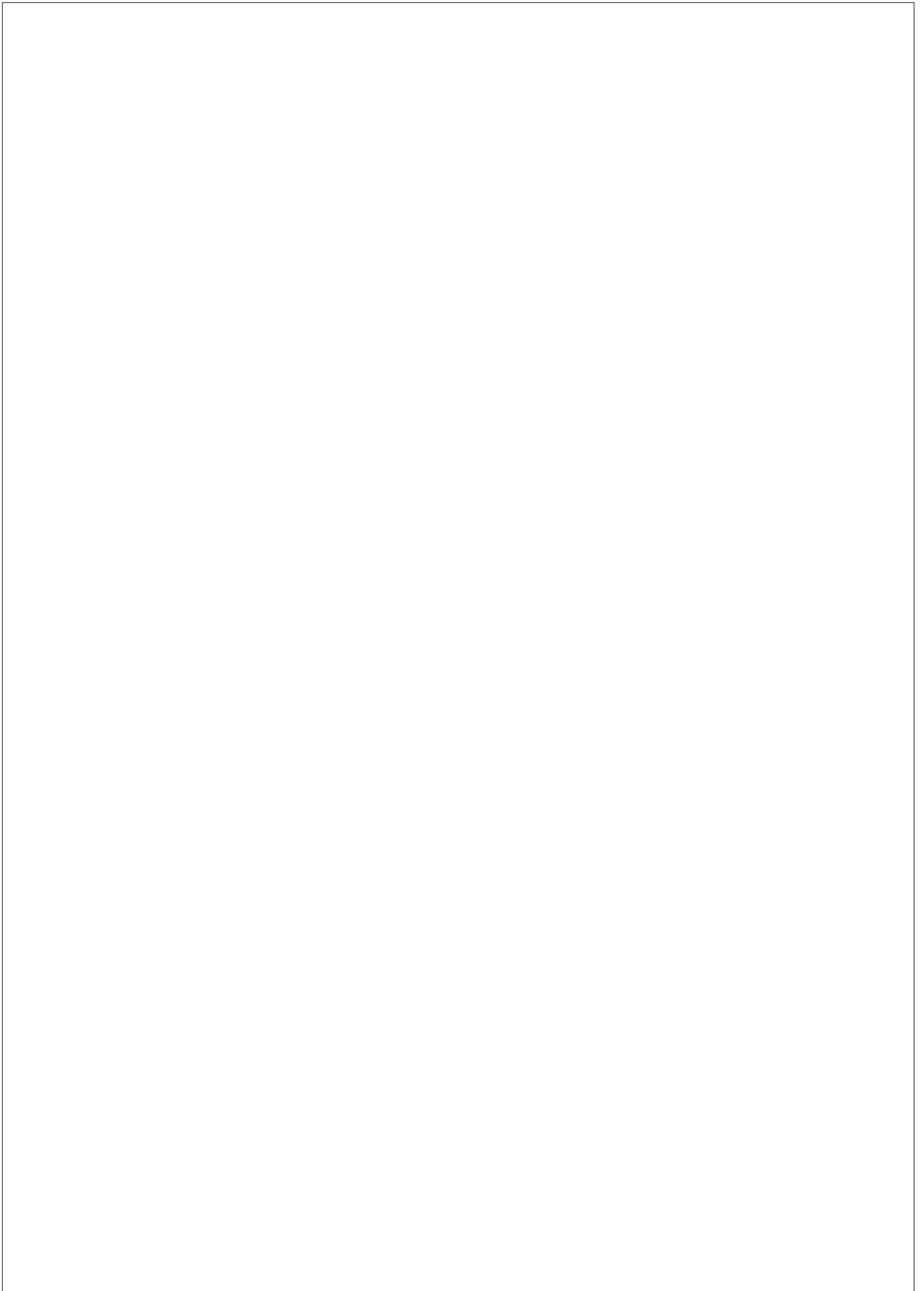
Date: 9th- 11th December 2019

Venue

Inder Residency
Ahmedabad, Gujarat

Commonwealth Educational Media Centre for Asia,
New Delhi 110016 www.cemca.org





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Community Radio Awareness Workshop- December 9th to 11th, 2019 at Ahmedabad, Gujarat

Executive Summary

- The Workshop was held in Ahmedabad, Gujarat from **December 9th to 11th, 2019** at Hotel Inder Residency.
- There were **35** participants in total, of which 22 participants were from Gujarat and 13 from Madhya Pradesh.
- The expert team included: Mr. Amit Dwivedi, PMU, CRS Cell, Ministry of Information and Broadcasting, Ms. Namrata Bali, Director, SEWA Academy and In charge Rudi No Radio CR, Ahmedabad, Mr. Chirag Chauhan , Guruvani CR, Gujarat University, Ms. Vaishali Chowda, Radio Times, Sagar, Madhya Pradesh, Mr. Ram Raghuvanshi, Radio Mann, Vidhisha, Madhya Pradesh , Dr. Hari Vinayak Kulkarni, Radio Vishwas, Maharashtra Mr. Khushwinder Singh, Manager, BECIL , Noida, Uttar Pradesh, Mr. Dalip Kumar Tetri, Adviser, Admn. & Finance, CEMCA, Ms. Monica Sharma, Programme Assistant, CEMCA, New Delhi.
- In opening remarks, Mr. Dalip Kumar Tetri talked about the importance and suitability of radio for citizen's education as a medium that was **Accessible, Affordable and Amenable** to use by all people, cutting across literacy barriers. He also shared CEMCA/COL activities in Education, Skill Development and Community Media and CEMCA's role in setting up around 100 community radio stations in India. He talked about CEMCA's vision for development of the CR sector.
- Dr. Namrata Bali, Director, SEWA Academy, Ahmedabad spoke in detail about the need and potential of CR Stations in India and. She said that Radio is the medium of voice for the voiceless community and plays a catalyst role in empowering community by their active engagement in **social development and disaster management**.
- Mr. Amit Dwivedi, PMU, CRS Cell, Ministry of Information and Broadcasting, Government of India, Delhi explained about the **Community Radio Policy Guidelines** and **Grant Permission for Funding** for the existing and new CRS and other rules and recommendations implemented by Govt. of India for CRS sector.

- **Screening of film on Step by Step procedures in setting up of Community Radio** developed by CEMCA with the support of Ministry of Information and Broadcasting and also some other films based on Community radio theme was done; that enabled the participants to have a clear understanding regarding the importance of CR Stations in socio- economic development. Ms. Monica Sharma explained, in great detail, the Application Process to apply for a new CRS with the help of the film in a step by step manner to the participants.
- Mr. Khushwinder Singh, BECIL, Uttar Pradesh gave a presentation on **technical aspects** one needs to know to apply for a Community radio station; that enlightened the participants in various requisites required in CR.
- **Field visit** to Rudi No Radio CR, Ahmedabad was very exciting for the participants. Ms. Namrata Bali, Director, SEWA invited community members who are actively involved in developing radio programmes and also broadcasted the programmes through radio station. She translated the success stories in Hindi told by the local community that how CR played a vital role in their life to make a big difference.
- Operational CR Stations -Rudi No Radio Times, Radio Mann, Radio Vishwas, Radio Guruvani shared their valuable experiences and success stories with the participants regarding their Community Radio Stations.
- In the interactive session, the participants got the opportunity to discuss about the several operational issues like station management, role of advisory and programme management committees, content diversity, community engagement etc.
- Session on Sustainability and Content Generation- 'Building Capacity of Community' gave the idea on how to sustain and ensure the content generation of the community radio station; it was highly appreciated.
- The Fund Management and Station Management Session was based on how to manage the station effectively and mobilise funds to sustain the station in an effectively manner.
- Fourteen participants gave an Expression of Interest (EOI) indicating their willingness and enthusiasm in taking the next step of applying for a CR licence.
- Certificate of Participation was given to the participants on the last day.

PART I Context

Background

Community Radio (CR) is recognised as an important tool for enabling people's participation in governance, especially in communities with low literacy rates. Hailed as a medium that can give voice to the voiceless, CR also is well placed to promote and preserve the local culture and heritage of a community. In India, the first community radio policy guidelines were issued in 2002, permitting educational institutions and Krishi Vigyan Kendras to operate community radio stations. This was subsequently amended in 2006 to expand the scope further to include the NGO and civil society based organisations. As the nodal Ministry to permit licences of community radio in the country, the Ministry of Information and Broadcasting (MIB) has been actively engaged in promoting the growth and development of CR in India through a wide range of initiatives designed to encourage good practices among practitioners as well as encourage new entrants into the sector. Conducting C R Awareness workshops every year, across the country in association with different stake holders has been a regular feature of MIB. Approximately seventy such workshops have been conducted since 2007.

The Commonwealth Educational Media Centre for Asia (CEMCA), an important stakeholder in the CR Sector, has made a significant contribution to the sector over the years, including conducting over 50 awareness workshops in the preceding years. This year CEMCA is tasked to conduct two more such workshops, one in Ahmedabad and another in Nagaland, with support of Ministry of Information and Broadcasting (MIB).

The following pages provide a detailed report of the first Community Radio Awareness Workshop of the year 2019-20, conducted at Ahmedabad, India from 9th to 11th December, 2019.

Objectives of the Workshop

The specific objectives of the workshop as stated by Ministry are as follows:

The specific objectives of the workshop are:

- I) To generate awareness among the civil society, potential applicants, government departments and stakeholders
- ii) To propagate and demystify the Community Radio Policy and its processes
- iii) To motivate the participant from eligible civil society organizations to apply for the license to operate CR Stations
- iv) To explain and demonstrate the application/license process and facilitate "serious" and "eligible" applicants to submit application

- v) To provide an overview of basic principles of CRS, ownership, process of capacity building, content generation, technology, management, and sustainability of CR station.
- vi) In the current year, Ministry is organizing the workshops in CR Aspirational and Dark areas so that the organizations working in CR Dark areas should be encouraged to apply for CRS.

CEMCA Workshop Agenda

- CEMCA designed the workshop sessions to ensure that participants not only got a good theoretical base but also engaged with key aspects of a community radio operations through a series of interactive sessions and PowerPoint presentations. The sessions included a sectoral overview, policy guidelines and provisions, step-by-step licencing process, technical requirements, content generations, community engagement, day-to-day CR operations and sustainability issues. The workshop participants also made a field visit to Rudi No Radio CR, Ahmedabad run by SEWA Academy which is located in Sanad, an outskirts of Ahmedabad. All were welcomed in a traditional way and a cultural programme was organised by the community members which was highly appreciated. The local community shared their success stories which were very motivated.
- *See Annexure 1- Workshop Agenda*

Participants for the Workshop

For the Ahmedabad Workshop, CEMCA identified 500 NGOs and Educational institutions from the Aspirational and CR Dark District States of Gujarat and Madhya Pradesh which was provided by the Niti Aayog, Govt. of India. The expected number of participants at the workshop was 40. It may be mentioned here that a very large number of persons in the initial list were not reachable and not responding to email and /or in many



cases the telephone numbers provided were incorrect. However, CEMCA used its own networks and those of currently operating CRS to expand the list. Initially, twenty participants confirmed their participation but later fifteen more joined at the last minute, and thus thirty five participants attended the workshop. The team of Rudi No Radio CR, Ahmedabad, Gujarat also attended the workshop for all the three days and shared their experiences with the participants which was highly appreciated.

See Annexure II -List of participants

Logistics

The Workshop was held at **the Conference Hall, Hotel Inder Residency, Ahmedabad, Gujarat**. All the participants stayed in the hotel on twin sharing basis. The hotel staff willingly extended a very warm and cordial cooperation to all the experts and participants. In fact, the staff of the hotel worked very hard for making the program successful and this was acknowledged by the participants during participants' perception and feedback at the end of the program. The breakfast, lunch and dinner for all the participants was also arranged at the venue.

Registration and Supply of Workshop Kits

Participants were provided with a bag containing a reference book having the C R Policy Guidelines in English, sample copies of all documents including a filled in dummy Application Form, online applications of SACFA, WOL, GOPA and bank-draft formats were shown in the book. A film on step-by-step procedure of the licence procedure and other CR based films were provided in a pen drive for ready reference.

Furthermore, participants were also shown some films on CR made by students of mass communication in India, under the CEMCA C R Video Challenge, a yearly activity.

Workshop Experts

- Experts

Mr. Amit Dwivedi, PMU, CRS Cell, Ministry of Information and Broadcasting, Ms. Namrata Bali, Director, SEWA Academy and In charge Rudi No Radio CR, Ahmedabad, Ms. Anita, Station in charge, SEWA CR, Mr. Chirag Chouhan , Guruvani CR, Gujarat University, Ms. Vaishali Chowda, Radio Times, Sagar, Mr. Ram Raghuvanshi, Radio Mann, Vidhisha, Madhya Pradesh , Dr. Hari Vinayak Kulkarni , Radio Vishwas, Maharashtra Mr. Khushwinder Singh, Manager, BECIL , Noida, Uttar Pradesh, Mr. Dalip Kumar Tetri, Adviser, Admn. & Finance, CEMCA, Ms. Monica Sharma, Programme Assistant, CEMCA, New Delhi.

- CEMCA Facilitators

- o Ms. Monica Sharma, Programme Assistant, CEMCA, New Delhi
- o Mr. Sunny Joseph, Administrative Assistant, CEMCA, New Delhi

Part II

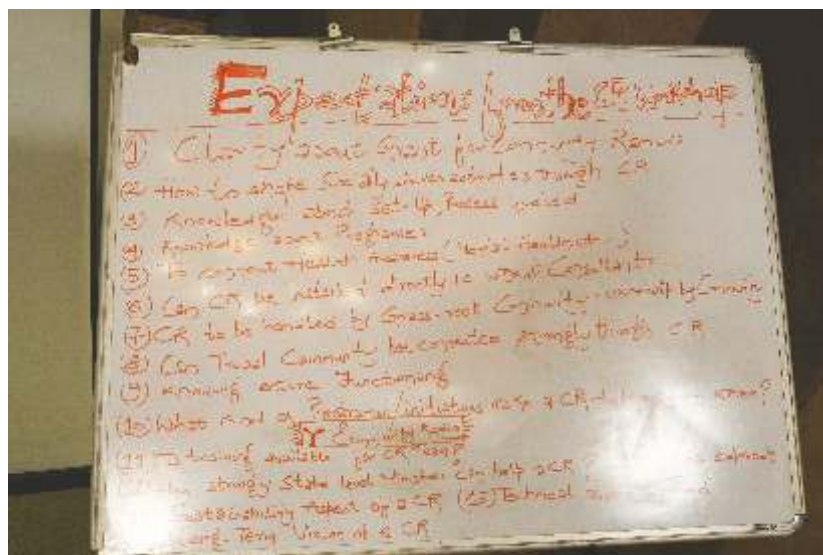
An Awareness Workshop on Community Radio was held at Hotel Inder Residency, Ahmedabad, Gujarat from December 9th- 11th, 2019. The Workshop was organised by Ministry of Information and Broadcasting, Government of India in collaboration with Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi and in partnership with local partner Community Radio Rudi No Radio, Sewa Academy, Ahmedabad, Gujarat.

Total 35 participants participated in the workshop in which 22 from Gujarat and 13 from Madhya Pradesh. They were very enthusiastic to know about the concept of Community Radio and the procedure to get the license, and help the aim of this initiative.

The objectives of the workshop were to

The specific objectives of the workshop are:

- i) To generate awareness among the civil society, potential applicants, government departments and stakeholders
- ii) To propagate and demystify the Community Radio Policy and its processes
- iii) To motivate the participant from eligible civil society organizations to apply for the license to operate CR Stations
- iv) To explain and demonstrate the application/license process and facilitate "serious" and "eligible" applicants to submit application
- v) To provide an overview of basic principles of CRS, ownership, process of capacity building, content generation, technology, management, and sustainability of CR station.
- vi) In the current year, Ministry is organizing the workshops in CR Aspirational and Dark areas so that the organizations working in CR Dark areas should be encouraged to apply for CRS.



Day I On December 9th, 2019

On December 9th, 2019, the 1st Session in the inauguration programme was conducted by Dalip Kumar Tetri, Adviser, Administration and Finance, Commonwealth Educational Media Centre for Asia, New Delhi by addressing the participants and sharing the objectives regarding the awareness workshop in the opening remarks. He thanked the MIB for trusting and assigning CEMCA to organise this workshop. As the



Government of India is targeting the establishment of nearly 4000 CRs in the country, we (all the stakeholders) have to work on a war footing manner. CEMCA helped more than 100 CRs, in one way or the other, for facilitating the grant of licence. He explained about the scenario of India- that our country has different languages and traditions but still many communities are deprived of their basic rights and proper understanding of living life. While concluding, he said that community radio is the platform which connects many people. Our respected Prime Minister is also connected with people through radio since the last 5 years. He said that he is sure, with the enthusiasm and support of MIB, guidance and assistance from CEMCA, we all will together embark on this journey of establishing new Crs.

This was followed by the Inaugural speech addressed by Mr. Amit Dwivedi, PMU, CRS Cell, Ministry of Information and Broadcasting, New Delhi. He spelled out the priorities of MIB in the CR sector and assured all possible help and guidance to the participants for establishing CR stations in their areas. He briefly informed about various issues faced in the CR sector and how MIB is supporting and helping CR stations to resolve them. He also shared the objectives regarding the awareness workshop. He said that All India Radio is a big station which has their own protocols to conduct their program with some limitations, but by the establishment of community radio station which has coverage of 5 to 10 kms, we can broadcast the effective programmes for local community. The areas in which are inferior and small where people may not have TV and proper network to access internet for computer and mobile the effect of radio will be good and there will be more radio listeners.

The special address was then given by Ms. Namrata Bali, Director, Sewa Academy and Incharge of Community Radio Rudi No Radio, Sanad, Ahmedabad, Gujarat. In a huge country like India which is multilingual, multi-cultural and multi-religious, the community radio serves the masses that are otherwise neglected by the national mainstream media. Ironically, the focus of the mainstream media is the upper middle class urban population, while the CRs addresses the needs of the community located in the vicinity of the CRs. The role of CRs especially during the floods and natural calamities helps connecting people and reducing the effects of disaster. Thereafter, the vote of thanks was addressed by Ms. Monica

Sharma, Programme Assistant, Commonwealth Educational Media Centre for Asia, New Delhi. She added that CEMCA and MIB have a long association over a period of more than 10 years in promoting the community radio development in the country. The establishment of community radio stations serves to strengthen the democratic culture of the country by giving voice to voiceless at the grassroots level.

In the 2nd Session, there was an Introduction and Interaction with workshop participants chaired under Mr. Amit Dwivedi, PMU, CRS Cell, Ministry of Information and Broadcasting (I&B). There were representatives of NGOs from Madhya Pradesh and Gujarat. As it was an introduction session, participants were engaged actively in the session and shared their experience in the social work and development. The expectations from the workshop was chalked out and planned to be discussed in detail during the workshop to get a clear picture of Community Radio concept and its objective.

In the 3rd Session, Introduction to Community Radio Policy Guidelines and Application Process was presented by Mr. Amit Dwivedi, PMU, CRS Cell, Ministry of Information and Broadcasting and Ms. Monica Sharma, Programme Assistant, where the application process and guidelines of community radio were shared with the participants of the workshop. He also explained the Support Schemes of Ministry to the potential organisations in setting up the community radio in their areas.

The Session ended with CEMCA honouring the guests with mementos.

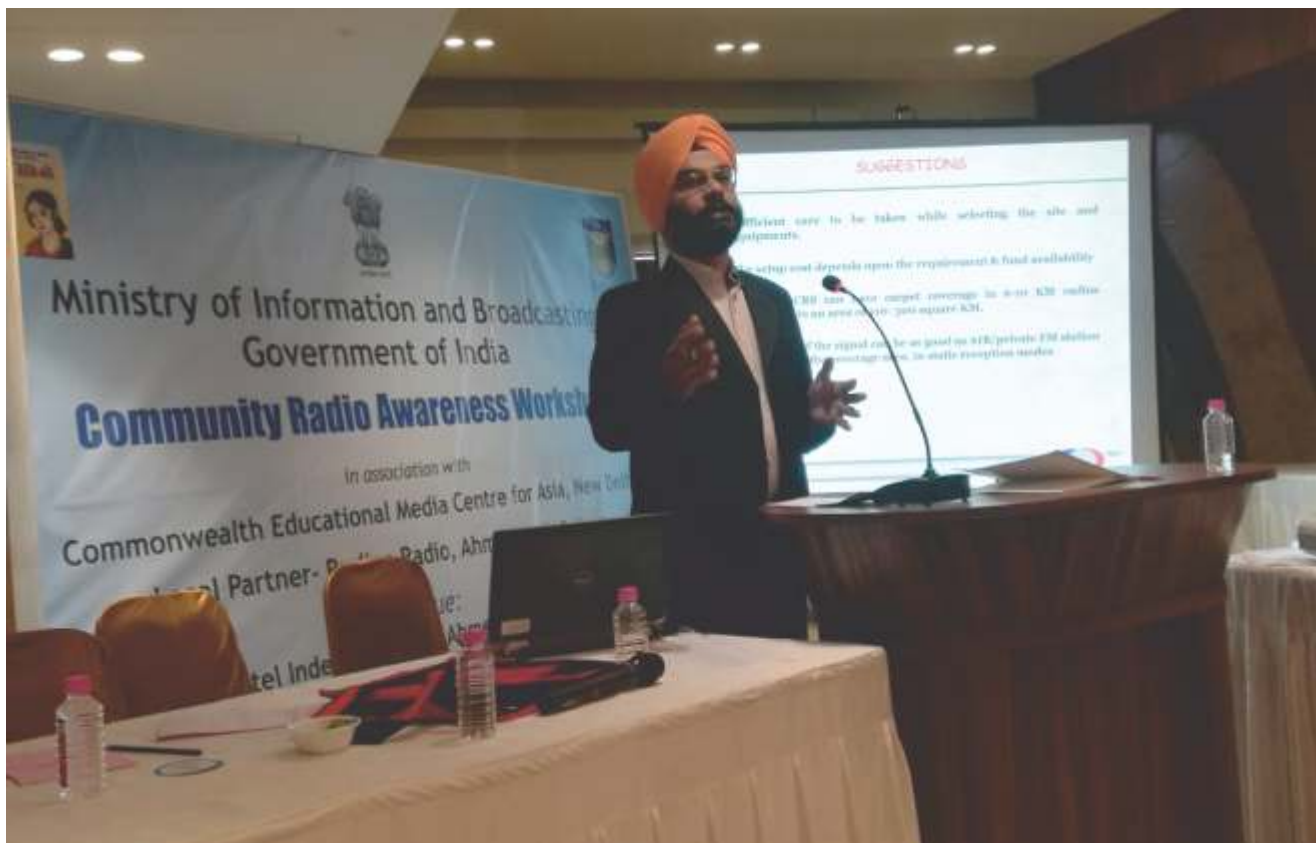
During the 4th Session, the operational Community Radio stations from Gujarat and Madhya Pradesh shared their experiences with the participants where Ms. Vaishali Chowda , CR Times, Sagar, Madhya Pradesh and Mr. Ram Raghuvanshi, Radio Mann, Vidhisha, Madhya



Pradesh both presented a power point presentation on their CR Station that has been going on for few years. They both talked about the set-up of their CR and programmes produced by their station on based of the need of their community. Radio Mann is organising the health camps, job oriented mela etc in the area. Radio Times is engaged in the women empowerment, social development activities in the area. Ms. Anita, Rudi No Radio also shared her valuable experiences regarding her Community Radio Station in regard to the initial stage to the current scenario in terms of development in the society. Dr. Hari Vinayak Kulkarni, Radio Vishwas, Nashik, Maharashtra told that how their radio station changes the lives of drug addicts and street boys. He shared some success stories of the common people of his area whose life got changed by listening programmes on community radio station.

Mr. Bhupinder Singh Bhatia, Former Director, ISRO- DECU , Ahmedabad chaired the session and summed up the session with her own observations and explained how one could get benefit from these valuable experiences shared by the experts from operational radio stations. He pointed out that communication plays a vital role in the society and should be used as a key player in the society development and radio could be used as the source of change maker. He said that the success of radio program depends on the involvement of local community in this and the programmes should be developed according to their needs.

In the 5th Session, Mr. Khushwinder Singh, Manager of BECIL, Noida, Uttar Pradesh gave a technical presentation on community radio station that enlightened the participants in various ways. He explained in detail the budget and technical aspects in terms of setting up a community radio. He gave the broader idea of the location, equipments and technical aspects in terms of community radio.



On Day 2 of December 10th, 2019

The 1st session on 2nd day of the workshop was an interactive session with the participants. This interactive session generated a lot of interest and questions as experts shared their experiences on community engagement. The experts told that community should plan their programmes related activities i.e. Topic, content, area, team etc. The session also raised several operational issues like station management, role of



advisory and programme management committees, content diversity, community engagement etc. Being the session core to the heart of the participants, the discussions went well beyond the stipulated time as participants showed boundless curiosity and interest in different aspects of running a station. The program should be on gender based work, proper language, staff selection use of social media, useful information, feedback, short and effective program, success stories; regular communication with the community is important

In continuation of the 1st Session, Ms. Barsha Chabaria, VP, Community Radio Association (CRA), North Zone and Station Head, Salaam Namaste CR, Noida, U.P presented on the topic 'Role of Community Radio in Sustainability Goal 'where she elaborated the total 17 goals given in the SDG to be achieved by 2023. Ms. Monica Sharma, Programme Assistant, CEMCA also elaborated the history, purpose and works of CEMCA, and also talked about the measures to attain the sustainable goals by capacity building exercises in community radio stations. They both told that by achieving the sustainable goals the reduction in poverty, unemployment, illiteracy and water wastage etc. is possible. She shared about 17 Goals of Sustainability and how Community Radio can become a powerful medium in attaining them.



In the 2nd Session and there was a screening of films that have community radio theme which enabled the participants to have a clear understanding regarding the importance of CR Station and spoke about Community Radio Station's importance and how useful it is within the community and how it leads to a more informed and developed community. Step by step, procedures were explained in

detail by showing a video developed by CEMCA with the support of Ministry of Information and Broadcasting, New Delhi. The very important issues related to procedure, documents, eligibility and fund required in setting up the community radio station were explained in the video in a very simple manner. The participants appreciated the effort made in developing the useful videos.

Barsha Chabaria shared about Radio Programs in Salaam Namaste Community Radio and about their National Award winning Radio Programmes like "Chakh -De-Chatu and Salaam Shakti ". She also shared about the Radio Program for household maids called "Maids on Mike" and for Senior Citizens called "Second Innings ko Salaam". She shared about how to record Bytes, Talks for Radio Programs. She shared



about editing on **Cu-Base Sound Software**. Live session of recording and editing was also shown to the participants. How to create self Sound effects, music Loops were also shared .A few Radio Programs, Public Service Announcements were also shared and the participants were made to listen to the same. Formats of Radio Programs were also shared with the participants.



In the 3rd Session, the operational radio stations Content Generation- Building Capacity of Community'. During the session the experts stressed the need of involving community in functioning of the CR stations which is the main essence of any community radio station. They asked CR aspirants to think beyond broadcast. They informed the participants to think beyond broadcasting and become vibrant Community Service Centres.

The CR station should become an effective community centre meeting the urgent communication needs of the community and serving as a bridge between people, the Govt and the outside world. The experts also talked about the interventions in capacity building of community falls in the area of aspirant CR station and the development of the programmes should be planned in such a way that CR should play a catalyst role in addressing public issues and problem solving.



The 4th Session was a field visit to the Rudi No Radio CR, SEWA Academy, Ahmedabad, Gujarat which is an Operational Community Radio Station that is located in Manipur, Sanad, Ahmedabad, Gujarat. The team CR welcomed the participants and other officials in a very Gujarati traditional way, and everyone were overwhelmed by their gestures. Ms. Namrata Bali and her team explained the activities performed through their radio station.

The community members, who were actively involved in the activities of the CR, were invited to share their experiences. They also expressed their gratitude towards SEWA Academy and how their life changed after joining hands with the Rudi no Radio. The community members were very confident and communicated with the participants in their own local language. Some motivational success stories were told by the community members which were appreciated by the participants.

On the 3rd Day, i.e. December 11th, 2019, the 1st Session was conducted by Mr. Amit Dwivedi on how to manage the station and also on how to manage and mobilise funds for the station to operate smoothly and effectively for a long time. This session was largely devoted for how to mobilise funds for effective management of station. As explained during the earlier presentations, Mr. Amit Dwivedi encouraged the participants to look for other avenues apart from funds generation from DAVP advertisements and grants from other ministries which sponsor the projects of the CRS. He wished that involvement of community in the management committee of the CRS would go a long way in filling the gap in respect of funds. The subsidy released by the ministry for the region to the tune of Rs 7.5 lakhs may partly mitigate the financial problem of the station. Unless the local community involvement is ensured the financial problems would exist forever.

The last session was an Open House Session where questions and answers were raised and given and feedback was also shared by the participants. Fourteen Expression(s) of Interest were received from the participants and the workshop successfully concluded with a valedictory session. The certificate for the participation was given to the participants by MIB and CEMCA officials.

Part II

Thematic Sessions

1. An Awareness Workshop on Community Radio was held at Conference Hall, Inder Residency, Ahmedabad, Gujarat from December 9th -11th, 2019. The Workshop was organised by Ministry of Information and Broadcasting Government of India in collaboration with Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi and in local partnership with Rudi No Radio CR, SEWA Academy, Ahmedabad, Gujarat.
2. Total 35 participants participated in the workshop. They were very enthusiastic to know about the concept of Community Radio and the procedure to get the license and also the aim of this initiative. The team of Rudi No Radio also attended the workshop.

Session II: Open House - FAQs and Qas

The session was moderated by Mr. Amit Dwivedi. Ms. Namrata Bali, Ms. Vaishali Chowda, Mr. Ram Raghuvanshi, Dr. Hari Vinayak Kulkarni, Mr. Chirag Chouhan, Ms. Monica Sharma and Ms. Barsha Chabaria were present to take the questions and answer them.



The last session was an Open House Session where questions were raised and answers given. The feedback was also given by the participants about the workshop. Fourteen Expressions of

Interest were received from the participants and the workshop successfully concluded with a valedictory session. Most of the issues raised by the participants in the open house were:

1. Choice of Location of CRs in the earthquake or disaster-prone area.
2. When and how much amount of the subsidy will be received.
3. Availability of funds for sustainability of the stations.
4. How the content already available in the form of reports on some relevant issued could be converted in the audio programmes?
5. Training of local people in program production should be arranged by Ministry in the initial stage. Practical session on program production might be organised.
6. Broadcasting of news by Crs

7. The workshop should be organised district wise also if possible. As people in the interior areas as well as the local district administration do not have any idea of the concept of the Community Radio station.
8. Most of the organisations who participated in the workshop are involved in activities related to education and health. All the participants shared about their core area of work in their respective areas, for which they would be interested to open up a Community Radio Station.

The panellists' responses are as given below:

1. The disaster-prone areas should be chosen to set up the community radio station which will be very helpful to tackle the problems arise during the disaster.
2. As of now the subsidy is released to the new stations or to the stations which updated the technologies of equipment only after completion of three months during which the station should have been functional.
3. There are several govt. departments which are granting the funds for different projects related to health and socio-economic development.
4. The topics which are very close to the heart of the local people and relevant to the time should be covered under the category live-in program. Controversial topics need to be avoided. The CRS must also follow the Broadcast Code of conduct implemented by MIB.
5. Many other departments, agencies working in the area can also sponsor community related programmes bringing more funds for sustainability. Moving beyond broadcasting and serving as a community service centre will help seeking community support.
6. To achieve social empowerment, the nation today requires more and more such tools to cater into the unidentified and dark areas all across the nation. Ministry is communicating with the local administration about the concept and policy about the community radio to increase the outreach.
7. Local news related to job opening, local fair, health related camps etc. may be broadcast.

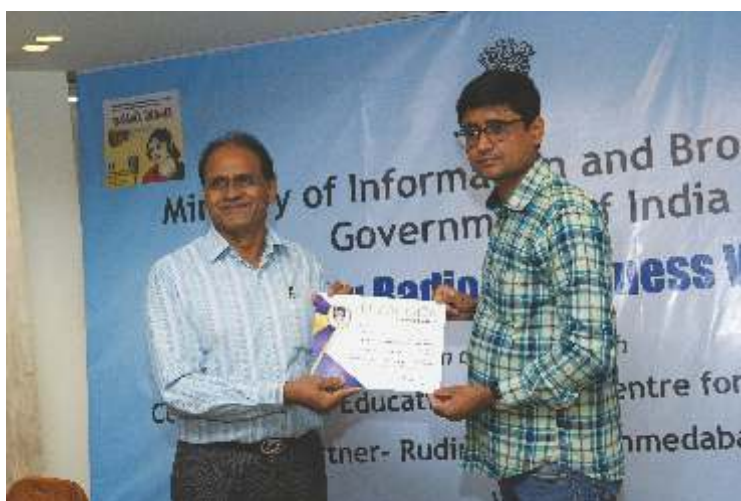
Mr. Amit Dwivedi summarised the entire proceedings of the session. The participants freely contributed to this session, raising all types of relevant questions. Towards the end of the session some participants made observations about the workshop. They also thanked MIB and CEMCA for organising a highly rewarding workshop and also expressed their gratitude for excellent hospitality.

Recommendations

- 1. Hands on experience for programme production should also be a part of the workshop.**
- 2. Local administration should be actively involved in the workshops for future actions.**
- 3. The procedure to set up CRS should be simple and short.**

Concluding Session: Valediction and Feedback from Participants

The last Session was a formal Valedictory where the vote of thanks was addressed by Ms. Monica Sharma, Programme Assistant, CEMCA, New Delhi. She presented a brief summary of the workshop and invited the participants to express their views before beginning the valedictory function. She advised the participants to look for innovative ways for launching CRSs and maintaining the standards. Most of the participants



expressed complete satisfaction on adherence to the schedule of the program and perfect arrangements made and they also gave excellent feedback about the workshop in their feedback forms. Mr. Amit Dwivedi, PMU, CRS Cell, MIB appreciated the manner in which the workshop was conducted. The workshop ended on a high note with active participation of the participants and total 14 Expression of Interest (EOI) were given indicating their willingness to take the next step of applying for a licence.

Ms. Monica Sharma expressed happiness for choosing Rudi No Radio CR as a local partner in the organisation of the workshop and also thanked National Science Centre for giving the full support in making the arrangements of local hospitality. She wished the participants to become a change agent for the benefit of local community and also thanked the participants for their overwhelming response and experts, and team of Rudi No Radio CR for providing excellent support. She also placed on record the appreciation for Mr. Atul Tiwari, Additional Secretary Ms T C A Kalyani, Joint Secretary MIB, and Mr Amit Dwivedi, Project Asst. Director, for their active support and guidance in organising this workshop, adding value to the seriousness of Ministry in promoting CR sector. She also congratulated participants who gave the Expression of Interest.

Media Coverage

The Event was well covered by the local Press

See Annexure 6 for News clippings.



Annexure





Community Radio Awareness Workshop



Organised by

**Ministry of Information and Broadcasting
Government of India**

In association with

Commonwealth Educational Media Centre for Asia, New Delhi

Date- December 9th- 11th, 2019

Venue- Hotel Inder Residency, Ahmedabad, Gujarat

AGENDA

Day 1 (December 9th, 2019)

Session I

0930- 1000	Registration
1000- 1010	Presidential Remarks District Collector, Ahmedabad, Gujarat
1010-1020	Opening Remarks Mr. Dalip Kumar Tetri Advisor, Administration & Finance, Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi
1020-1040	Inaugural Address Mr. Amit Dwivedi, PMU, CRS Cell, Ministry of Information & Broadcasting, GoI
1040-1050	Special Address Ms. Namrata Bali, Director, Sewa Academy, Ahmedabad, Gujarat
1050-1055	Vote of Thanks Ms. Monica Sharma, Programme Assistant, Commonwealth Educational Media Centre for Asia, New Delhi
1055-1115	TEA BREAK

Session II

11.15- 12.15	Introduction/interaction with workshop participants, Expectation from the workshop Mr. Amit Dwivedi, PMU, CRS Cell, Ministry of Information & Broadcasting, GoI
12.15- 1.00	Concept of Community Radio Station MIB officials and CEMCA Staff and Experts
1.00- 2.00	LUNCH BREAK

Session III

2.00- 2.30	Introduction to CR Policy Guidelines and Community Radio Support Scheme Mr. Amit Dwivedi, PMU, CRS Cell, Ministry of Information & Broadcasting, GOI
2.30-3.00	Programme Development in Community Radio Ms. Barsha Chabaria , CR Salaam Namsate and VP, CRA, North India

Session IV

3.00-3:15	TEA BREAK
3.15-4.30	Experience sharing with Operational CR Station –Panel Discussion- Chair by- Dr. Bhupinder Singh Bhatia, Former Director, DECU-ISRO 1. Mr. Chirag Chouhan, Guruvani, Gujarat University, Ahmedabad, Gujarat

2. Ms. Namrata Bali, Rudi No Radio, Ahmedabad, Gujarat
3. Dr. Hari Vinayak Kulkarni, Vishwas CR, Nashik, Maharashtra
4. Mr. Ram Raghuvanshi, Radio Mann, Vidisha , Madhya Pradesh
5. Ms. Vaishali Chaudha, Radio Times, Sagar, Madhya Pradesh

Session V

4.30- 5.30

Technical session on CRS

Mr. Khushwinder Singh, Assistant General Manager, BECIL, Noida

Day 2 (December 10th, 2019)

Session I

10.00- 11.00

Community Engagement in CRS

Panel discussion- Chair by- Sewa CR

1. Mr. Chirag Chouhan, Guruvani, Gujarat University, Ahmedabad, Gujarat
2. Ms. Anita, Rudi No Radio, Ahmedabad, Gujarat
3. Dr. Hari Vinayak Kulkarni, Vishwas CR, Nashik, Maharashtra
4. Mr. Ram Raghuvanshi, Radio Mann, Vidisha , Madhya Pradesh
5. Ms. Vaishali Chaudha, Radio Times, Sagar, Madhya Pradesh

11.00-11.45

Role of Sustainable Development Goal in CR - Community Radio Association (CRA) and CEMCA Representative

Ms Barsha Chabaria and Ms. Monica Sharma

11.45- 12.00

TEA BREAK

Session II

12.00- 12.30

Screening of CR Film- Monica Sharma, CEMCA

12.30-13.00

Step by Step – Application Process for setting up of CRS –Amit Dwivedi and Monica Sharma

1300-1400

LUNCH BREAK

Session III

1400- 1500

Content Generation- Building Capacity of Community & Sustainability of Community Radio Station

1. Mr. Chirag Chouhan, Guruvani, Gujarat
2. Ms. Shanta Koshti, Rudi No Radio, Ahmedabad, Gujarat
3. Dr. Hari Vinayak Kulkarni, Vishwas CR, Nashik, Maharashtra
4. Mr. Ram Raghuvanshi, Radio Mann, Vidisha, Madhya Pradesh
5. Ms. Vaishali Chaudha, Radio Times, Sagar, Madhya Pradesh

1500- 1530

TEA BREAK

Session IV

1530- 1730

Visit to Rudi No Radio CR, SEWA, Gujarat

Day 3 (December 11th, 2019)

Session I

0930-1030

Fund Management and Station Management

Ministry of Information and Broadcasting (MIB) and CEMCA

1030- 10.45

TEA BREAK

Session II

10.45-1200

Open House: MIB CEMCA officials and Experts from functional radio stations FAQs and QAs Expression of Interest

Views from participants

1200- 1230

Valedictory

1230- 0130

Lunch Break

List of Participants

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List of Experts

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13	Ms. Anita Rudi no Radio, Ahmedabad	M 9624350093 sewaacdy@bsnl.in

Community Radio Awareness Programme



Ahmedabad, Dec 9: A Three Days Community Radio Awareness Workshop was organised by Ministry of Information and Broadcasting Government of India in association with Commonwealth Educational Media Centre for Asia, New Delhi on the 9th, 10th and 11th of December'19 at Hotel Inder Residency, Ahmedabad. Around 60 aspirants participated in the workshop from Educational Institutes, Non Profit Organisations and Registered Community Groups. Participants were mainly from the states of Madhyapradesh, Northeast region and Gujrat.

The Workshop opened with Opening remarks by Mr. Amit Dwivedi Jee-PMU, CRS Cell, Ministry of Information and Broadcasting Government of India, Mr. Dalip Kumar Teri-Advisor, Administration and Finance, CEMCA, Monica Sharma-Program Assistant, CEMCA, Ms. Namrata Bali-Director, SEWA Academy, Ahmedabad, Gujrat.

Mr Amit Dwivedi, shared that Community Radio has been evolving as a very powerful toll for social empowerment and the nation today requires more and more such toos to cater into the unidentified and dark pockets all across the nation. Mr. Dalip Kumar Tetri shared that India is a nation of languages, Art and Culture and Community Radio is a powerful tool to bring the unheard voices and untold stories. Ms. Namrata Bali-Director, SEWA Academy, Ahmedabad, Gujrat, representing as the local Community Radio partner shared their decade long journey of their Community Radio- "Rudino Radio". The participants were made aware about the Rules and Regulations as suggested by the Ministry of Information and Broadcasting Government of India, provisons of funds procurement and assistance provided by Ministry of Information and Broadcasting Government of India.

Mr Khusehwinder Singh-Assistant General Manager-BECIL, shared about the technical aspects involved in setting up a Community Radio Station.



Operational Radio Stations like Guruvani Radio, Kutch, Gujarat, Rudino Radio, SEWA Academy, Vishwas CR, Nashik, Maharashtra, Radio Mann, Vidisha, Madhya Pradesh and Radio Times, Sagar, Madhya Pradesh shared their own experiences about Community driven Programmes, Content Development, Community engagement and Sustainability aspects.

Barsha Chabaria from Salaam Namaste Community Radio, Noida shared about the Sustainability Development Goals in Community Radio and about their National Award winning Radio Programmes like "Chakh-De-Chotu and Salaam Shakti".



Participants were made to visit the local community Radio Station- Rudino Radio, Ahmedabad. Step by Step Application Process for setting up a Community Radio was shared by Mr. Amit Dwivedi Jee and Ms. Monica Sharma. Participants were also made aware about the Fund Management and Station Management aspects of a Community Radio.

All participants on the last day shared their Expression of interest to set up a Community Radio in their respective Areas. All Participants were given Certificate of Participation for attending the Three Days Community Radio Awareness Workshop was organised by Ministry of Information and Broadcasting Government of India in association with Commonwealth Educational Media Centre for Asia, New Delhi.

3 days Community Radio Awareness Workshop was organised in Ahmedabad

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Photos

