

Monitoring & Evaluation Report on



COMMUNITY MEDIA
2015

Evaluator
Ashish Sen



Commonwealth Educational Media Centre for Asia



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Glossary

AMARC:	World Association of Community Radio Broadcasters
CEMCA:	Commonwealth Educational Media Centre for Asia
COL:	Commonwealth of Learning
CR:	Community Radio
CRS:	Community Radio Station
CR-CIT:	Community Radio Continuous Improvement Toolkit
CLP:	Community Learning Programme
EDAA:	<i>Ek Dunia Anek Awaaz</i>
GKA:	<i>Gurgaon Ki Awaaz</i>
IAMCR:	International Association for Media and Communication Research
JMV:	<i>Jharkhand Mobile Vaani</i>
NGO:	Non Government Organization
PHC:	Primary Health Centre
PI:	Performance Indicator
QA:	Quality Assurance
QAF:	Quality Assurance Framework
SAARC:	South Asian Association for Regional Cooperation
SAT:	Self Assessment Toolkit
TYP:	Three Year Plan

1. Introduction And Executive Summary

1.1 Introduction

Community Media is a core initiative of CEMCA towards realizing its vision of promoting media enabled learning for development. Through deepening and consolidating community media in South Asia, CEMCA strives to provide increased access to learning opportunities for women and communities in the non-formal and unorganized sectors.

CEMCA's community media mandate mirrors the increasing significance that several governments in Commonwealth Asia have attributed to community media as a critical ingredient for social change and learning. While countries like India and Bangladesh having opened their airwaves to community broadcasting, others like the Maldives have recently initiated feasibility studies and training programmes indicating their inclination to open the air waves to community broadcasting. The recent political change in the Sri Lankan government could also usher in a more enabling climate for community radio/media in the country. Complementing these developments is the response of South Asian inter-governmental agencies like SAARC that have formally endorsed their support to community based media.

These responses are not surprising. Community media's *usp* lies in the fact that it is of, for, and by the community. These characteristics promote community participation, learning and ownership because they take into cognizance the importance of local/community cultures and local/community socio economic needs. It is in this context that community media is an integral component of CEMCA's TYP 2012-15 and mission, "to assist governments and institutions to expand the scale, efficiency and quality of learning ... in open, distance and technology enabled learning."

1.2 Context & Purpose

In September 2013, CEMCA contracted Ashish Sen to evaluate its Community Media activities for its Three Year Plan (TYP) 2012-15. The Evaluation process comprises three parts. These include:

- 1) Development of the Monitoring & Evaluation Plan (October 2013).
- 2) Interim Report (August 2014).
- 3) Final Report (April 2015).

It focuses on the four key goals specified in CEMCA's TYP. These comprise:

- 1) 20 % increase in number of community radio stations supported by CEMCA.
- 2) 100 community women empowered in media literacy, health, and leadership & democracy to develop community learning programmes.
- 3) 9 community radio stations adopt sustainable models & and show case best practices.
- 4) Increase in the number of stakeholders among content exchange platforms to share programmes in different formats and media.

The Monitoring and Evaluation approach is participatory, inclusive and evidence based. The methodology uses both qualitative and quantitative approaches and has involved both desk top research/study and field visits/interactions. The desk research involved analysis and study of the Trainer/ Consultants' reports and feedback materials. Field interactions involved the Evaluator's participation in some of the workshops and consultations organized by the Partner/Trainer Consultants. These enabled face to face interactions, interviews and discussions with representatives of community radio stations, advocates and experts. Structured questionnaires and one on one interviews were subsequently carried out allowing for flexibility in modifying the questions depending on the responses.

As articulated in the M and E framework, "the formative evaluation of various activities carried out during the evaluation period is tracked and analyzed in this report.

1.3 Limitations

The scope of the Report was limited by the following:

- Absence of a base line study. The Report was commissioned in the latter half of 2013, more than a year after the period under review. The time-line also did not permit a base line study/survey to be carried out.
- There is a lack of sufficient Project and Process documentation in the form of workshop, partner and field reports. This particularly evident for the period 2012-2013 where there is very little project or process documentation. Consequently, the thrust of the report's findings have been focused on CEMCA's activities carried out since 2013.
- In the absence of CEMCA's Project Partner Ideosync Media Combine's research findings and report on Sustainability, data collection and analysis pertinent to the TYP's third Outcome Indicator, "*9 community radio stations adopt sustainable models & and show case best practices,*" has not been possible.
- Two project activities, namely the compilation of the Web Directory and CEMCA's collaboration with nine community radio stations to produce a 10 programme series using CLP have not been completed. Consequently, they remain outside the purview of this report.

- The consultant was commissioned by CEMCA to undertake the evaluation in August 2013. Apart from that, the evaluator could not physically participate in all the activities carried out in the past year.

1.4 Findings

- a) CEMCA's goals have resonated and found relevance across all stakeholders: community radio stations, NGOs and government.
- b) CEMCA's TYP would seem to have effectively addressed its numerical targets set in the context of three of its objectives, namely:
 - 20 % increase in number of community radio stations supported by CEMCA.
 - 100 community women empowered in media literacy, health, and leadership & democracy to develop community learning programmes.
 - Increase in the number of stakeholders among content exchange platforms to share programmes in different formats and media.

The absence of its Partner's report on sustainability inhibited data collection/analysis with regard to the relevant outcome indicator. However, the evaluation report takes into cognizance the conclusions of Ideosync Media Combine's interim report which are included in this document.

- c) CEMCA's 2012-2015 TYP has substantially demonstrated a deepening of its engagement in the community media sector across the South Asian region as well as across areas of training, production and research. There is a palpable recognition of CEMCA not only as a training organization, but one that is engaged in scaling community media education from awareness building to consolidation, innovation and inclusion.
- d) CEMCA'S community media activities between 2012 and 2015 demonstrate increased collaboration with various agents of development and change: government, INGOs, NGOs, academia and community radio stations. CEMCA's responsibilities and presence at apex community media events like the Sammelan, as well as its collaborations with intergovernmental agencies, INGOs and educational institutions like SAARC, AMARC and the UNESCO Chair on Community Media reflect its deepening role as a frontline community media change and educational agent.
- e) All four of CEMCA's TYP (2012-2015) activities are new and path finding especially in the context of the South Asian environment. It needs to be emphasized that CEMCA's community media activities are based in the South Asian region as the other countries in Commonwealth Asia remain, as yet, to have enabling policy regulations or initiatives in this regard. The activities comprise:

- The introduction and practice of the Community Learning Programme as a vehicle to promote women's participation and leadership in community radio/media
- The development and implementation of the Community Radio Continuous Improvement Toolkit (CR-CIT) in building and fostering an enabling Quality Assurance Framework
- The strengthening of EDAA as a web portal to strengthen online platforms for content sharing and networking The research study demonstrating and analyzing sustainability practises followed by community radio stations in the region.

CEMCA's collaboration with the University of Peradenya, Sri Lanka to organize a national level workshop on Web Radio in February 2015 is also indicative of its efforts to deepen community media in the country. The changing political climate in Sri Lanka could help to open up the airwaves in the country. CEMCA's efforts, in this context, could assume strategic significance to strengthening the emergence of independent community radio.

While the research findings on sustainability have yet to be given to this consultant, interviews and group discussions along with the responses to the structured questionnaires pertinent to the first three projects have revealed a very positive response from the stakeholders. These are discussed in more substantial detail in the subsequent sections of the report.

- f) Given the new and layered structure of the projects as well as their scale, CEMCA needs to review its timeline in terms of both implementation and evaluation. A longer timeline, from three to five years could be considered for implementation, assessment and evaluation.
- g) CEMCA's projects have grown to covered more countries in South Asia. This, in turn, has raised the need to address language diversity and translation facilities. More weight age needs to be given to multi lingual translation and its attendant costs. The process of translation has also demonstrated the need for more time. This needs to be given due cognizance in the context of project time lines.
- h) The shift from in house training resources to outsourcing would appear to have impacted some of the projects and the TYP goals in terms of efficiency and timelines.
- i) There is a lack of field reports and process documentation in terms of partner reports and findings especially in the context of the activities carried out prior to 2013.
- j) The exit strategy in the case of some projects need to greater review and consideration especially in the context of sustainability and scale.

1.5 Findings (Unanticipated)

CEMCA's TYP objectives and activities have enabled it to emerge as a frontline change agent in capacity building and also a key player in deepening an enabling climate for community media and women's leadership in the region. This is increasingly evident in the recognition and collaborative alliances that CEMCA has initiated outside its planned activities in 2014 and 2015. These comprise:

- *CEMCA's document on Innovations in Community Radio by Dr Ankuran Dutta and edited by Dr Sanjaya Mishra for the Ministry of Information and Broadcasting, Government of India.* The document comprises a very useful compilation of innovative mechanisms to promote community radio and has drawn upon practical examples from across the world. The Document is accessible on the ministry's website:
http://mib.nic.in/WriteReadData/documents/Innovation_CR_MIB_CEMCA.pdf
- CEMCA's collaboration with AMARC and the SAARC Information Centre (SIC) to organize the second regional consultations in Dhaka to review and take stock of the Community Media /Radio climate in the region. The collaboration served as a useful platform to discuss CEMCA's TYP activities especially those with regard to women broadcasters, the Quality Assurance Kit and the sustainability initiative. These are likely to assume increasing significance in the SIC –AMARC agenda in the near future.
- CEMCA's support to the Community Radio Newsletter, produced by the UNESCO Chair on Community Media will help track developments in Community Radio across the South Asian region and beyond. It will also provide a useful platform to address and track some of the key issues of CEMCA's TYP, namely: women' participation and leadership, quality assurance, sustainability and linkages between community radio and internet based media platforms.
- CEMCA's collaboration with AMARC Asia Pacific to develop a web directory of community radio stations in South Asia strives to deepen its efforts to build and strengthen online platforms for content development and sharing among community radio practitioners and advocates.
- The national consultations on Community Media organized by CEMCA in the Maldives and in Sri Lanka in February 2015 are also indicative of its efforts to deepen community media in these countries. The changing political climate in Sri Lanka could help to open up the airwaves in the country. CEMCA's efforts, in this context, could assume strategic significance to strengthening the emergence of independent community radio.

1.6 Project Findings

The findings below relate specifically to the Project activities and have been discussed in the categories of Relevance, Effectiveness, Efficiency, Sustainability and Impact. It is not realistic to assess the Sustainability research project without the final report.

Relevance

The development and implementation of the Community Radio Continuous Improvement Toolkit (CR-CIT) has achieved an important milestone in realizing a Quality Assurance Framework, and generated positive responses from the workshops' participants – staff, volunteers and representatives of community radio stations, community radio experts, NGOs and government officials. Its central themes have direct significance and linkages with three of the Outcome Indicators:

- 1) 20 % increase in number of community radio stations supported by CEMCA.
- 2) 100 community women empowered in media literacy, health, and leadership & democracy to develop community learning programmes.
- 3) 9 community radio stations adopt sustainable models & and show case best practices.

CEMCA's activities to increase and strengthen women's participation in community radio has direct relevance to its TYP's outcome underlining the need for, "More and better learning opportunities for women in media literacy, health, democracy and leadership through systems and models for sustainable community media." Most of the community radio stations who participated in the activity underscored the Community Learning Programme's relevance as a mechanism in addressing women's participation and deepening their engagement with the community. However, in the initial phase, all the participants were not on the same page in terms of clarity and understanding. This was primarily because of the considerable time gap between the initial Women Broadcaster's training workshops in 2012 and the subsequent workshops in 2013 & 2014, which were conducted by changes in resource persons. According to the Partner's report, there was a weak response from the South stations.

However, interactions in the latter period (between October 2014 and February 2015) have indicated a palpable change on the part of the participating community radio stations and demonstrated internalization and ownership.

CEMCA's activities promoting increase in the number of stakeholders using the internet for content exchange would seem to have garnered approval and active participation across stakeholders. The EDAA Closure report's (June 2014) Analytics demonstrate that the website's popularity grew dramatically during the CEMCA support period enabling it to emerge as "Asia's biggest archive of community voices."

A substantial part of CEMCA's activity in the realm of addressing sustainability issues remains to be completed. Its partner, Ideosync Media Combine (CEMCA's partner) completed its initial partner training programme in June 2014.

Effectiveness

The CR-CIT's validation, field testing and review process would appear to have demonstrated its effectiveness as a quality assurance framework among community radio stations both in n India and Bangladesh. The CR-CIT's design and participative structure which made it friendly to use found approval from most participating Community Radio Stations. Many responded positively to the fact that it was not prescriptive and could be self administered in parts. The revisions made to the CR-CIT and the Hindi version, based on participant feedback, has underpinned its efficacy as a framework for measuring the work of community radio stations.

The CR-CIT Certified Peer Review workshops have also had very positive dividends. There have so far been 27 Certified Peer Reviewers.

The CR-CIT sensitization workshops have also been well received in Bangladesh. Participants have requested for a Bangladeshi version of the CR-CIT. There have also been requests for Peer Review trainings similar to the ones carried out in India.

CEMCA's activities in terms of sensitizing women broadcasters to develop Community Learning Programmes involved two regional workshops in North and South India involving 12 community radio stations. The targeted number was set at a minimum of 10 per station. This would amount to reaching a total of 120 women who would be trained in CLP thereby already crossing the numerical target of the project's outcome indicator: 100 community women empowered in media literacy, health, and leadership & democracy to develop community learning programmes.

While the initial response indicated divergences in reactions between community radio stations in North and South India, the period between September 2014 and January 2015 has demonstrated a commendable level of internalization and ownership from nine stations that have been contracted by CEMCA to produce a 10 episode community radio series using CLP as a basis.

EDAA's growth both in terms of visits as well as the increased features on the website have been dramatic during the CEMCA support period (June 2013-2014). During this period, the website registered impressive growth both in terms of the quantum of programmes and number of visitors. From hosting about 2700 programmes when CEMCA's support began, the number grew to 9328 radio programmes in May 2014. EDAA analytics also indicate that the number of visitors grew dramatically during this period, from 66,535 in August 2013 to 10,731 in May 2014. EDAA also improved its translation facilities. Translation is currently available in five languages. The dramatic growth in the use of regional languages and dialects on EDAA effectively reflects the growing importance of plurality and linguistic diversity in internet usage.

EDAA's easy accessibility has also contributed to its popularity. Quite a few community radio stations who were interviewed by the consultant indicate that its users find it easy to use, whether it is on the website, lap top or smart phone.

The EDAA-CEMCA Awards would appear to have effectively reaped strategic dividends in terms of motivating and enhancing participation of community radio stations across

the country. The awards have stopped after the conclusion of CEMCA support and need to be resurrected.

CEMCA's other activities like the web radio training workshop, organized in partnership with Gram Vaani Community Media (Ltd.) in March 2014 and the workshop on Web radio in Sri Lanka (February 2015), have also helped to increase awareness and is also a part of its effort to deepen increase in the number of stakeholders using online content exchange and dissemination platforms.

Efficiency

The successful development and field testing of the Quality Assurance Framework and Tool kit was primarily because of the efficiency and capacity of the implementing partner. Notwithstanding a demanding timeline, the UNESCO Chair on Community Media at the University of Hyderabad adhered to its schedules and also ensured that the process was not compromised achieving its numerical targets. The Peer Review Trainings in October 2014 and November 2014 were also completed on schedule with 27 certified Peer Reviewers on board.

Gaps in the timeline between the women broadcasters' workshops in 2012 and the CLP workshops of 2013 and 2014, changes in the compositions of participants as well as resource persons seem to have impacted CLP trainings in the first half of 2014 as many of the participating stations were new and unfamiliar with the CLP process. However, the process has gathered considerable momentum post September 2014.

CEMCA's community media target of increasing the number and participation of stakeholders using internet based content exchange platforms was substantially achieved through the increased popularity and growth of EDAA as a learning -sharing web portal.

The CEMCA-EDAA awards were effectively and efficiently leveraged through production and strategic dissemination of publicity materials at conferences, workshops and seminars on Community Radio. These have been stopped and need to be resurrected.

EDAA's improved facilities giving due cognizance to the relevance of the web sites development into a one stop information portal for all community radio has been prompt. During the past year, it has put in place an interactive Discussion Forum, namely the EDAA adda.

Sustainability and Impact

A few stations initially observed that the CR-CIT process, while useful, was "daunting," in terms of time. Despite most stations finding the CR-CIT was "neat, clean, clear and brief," a couple of interview responses indicated that the assessment per se (whatever toolkit may be used) is likely to be carried out "when the Station felt there was a need

rather than as a regular activity.” However, reactions of the participants at the Peer training workshops in October and November 2014 indicate a considerable comfort and fluency in handling the process. The response has also been very positive in Bangladesh.

The CLP’s most palpable impact has been in deepening the radio station’s engagement with community, especially women, and strengthening programme sustainability. These are core goals not only of CEMCA’s Community Media TYP, but also in terms of the needs that confront the community media sector in India today. Some of the stations (in the North) where participation of women was low have indicated that “more women now come to the radio station.”

Apart from strengthening women’s participation in community radio, the CLP has underlined the importance of programme series. Earlier, stations would view programmes as a “one off.” However, the CLP process has enabled them to understand the potential and relevance of producing a series. This has, in turn, demonstrably impacted programme sustainability. In stations, where the CLP process has worked well, there have been efforts (made independently by the station) to move onto launching a second series. One the stations have move onto the third phase. These are positive indicators both in terms of building sustainability as well as community ownership. These indicators also clearly demonstrate the CLP’s efficacy in substantially promoting co-learning.

EDAA’s growth supported by its Closure Report’s statistical data of its audience has demonstrated a growing trend in the increased use of the internet by various stakeholders.

1.7 Recommendations

- 1) CEMCA’s Community Media TYP, the findings, indicates its resonance with all stakeholders. They warrant continued support.
- 2) CEMCA’s TYP, notwithstanding its critical relevance for the sector, also encompasses themes and practises which are new for the sector in South Asia. In this context there would appear to be a need to review the current timeline and consider a longer period.
- 3) While CEMCA’s TYP activities have effectively promoted and increased women’s participation, fluency and skills through community radio/media, the findings indicate that issues of equity and inclusion remain. There would appear to be more women producers, volunteers and anchors as opposed to engineers. It would be useful for CEMCA to undertake a survey in this regard determining the roles and responsibilities of women broadcasters in community radio stations.
- 4) There is a need to improve both Project and Process documentation.

- 5) There is a need for more resources to be allocated for translations.
- 6) There is a need for more organizational- partner linkage mechanisms to ensure the tracking and continuity of the activities.
- 7) The CR-CIT has received widespread support from all stakeholders within and outside India. CECMA could consider deepening the peer training it has supported in 2014, by undertaking similar training programmes in other Commonwealth countries in Asia.
- 8) CEMCA's Project Activities especially its endeavour to deepen women's participation and leadership through the CLP and the development of a Quality Assurance Framework like the CR-CIT are path finding and innovative mechanisms which promote co-learning. They are likely to have far reaching implications for community media and merit both scaling and continued support.
- 9) There needs to be greater regional spread both in the location of the workshops and in terms of participant representation. More activities could take place outside India.
- 10) There is a need for an exit strategy, especially for activities which have submitted their closure report.
- 11) More collaborative alliances with other players in community media could further enhance the TYP's impact.

2. Project Context

Background

The Commonwealth Education Media Centre for Asia (CEMCA) has been actively associated in the development and growth of community radio in the Indian sub-continent since its inception in the region. CEMCA's engagement has been both in the area of policy and practice and comprise a range of activities cross-cutting training, production and research. These have included awareness workshops and consultations for, technical and facilitation support for community radio stations, training manuals and collaborative programmes to promote community radio content creation.

CEMCA's community media initiative is critical towards realizing its vision of media enabled learning for development. Through deepening and consolidating community media in the region, CEMCA strives to provide increased access to learning opportunities for women and communities in the non-formal and unorganized sectors.

Community media is increasingly recognized as a critical ingredient for social change and learning. This is not surprising as its *usp* lies in the fact that it is of, for and by the community. These characteristics promote community participation, learning and ownership because they take into cognizance the importance of local/community cultures and local/community socio economic needs. It is in this context that community media is an integral component of CEMCA's TYP and mission, "to assist governments and institutions to expand the scale, efficiency and quality of learning ... in open, distance and technology enabled learning."

Towards this end, CEMCA's community media initiative (2012-2015) underscores its deepening engagement in the sector. CEMCA's community media TYP is indicative of a shift from awareness building activities to efforts which aim at consolidation and growth. Its activities strive towards nurturing good practices through developing a quality assurance framework for Community Radio operations, promoting content exchange through web platforms and building a model for a sustainable Community Radio Stations.

These activities are commensurate with the growth and climate that characterizes the community radio climate in the region today. Even as some governments in region are recognizing the need to open up the airwaves to community radio, others have underpinned the need for growth and impact. In countries like India and Bangladesh and also in Nepal (*which is not a Commonwealth country*) community radio's concerns of identity and sustainability would suggest that the sector has moved on to its second phase: from legitimization to consolidation.

Gender is a critical and cross-cutting component of CEMCA's work and underlined in its community media TYP outcome: "More and better learning opportunities for women in media literacy, health, democracy and leadership through systems and models for sustainable community media."

The outcome is resonant with the challenges that confront women's development in the region today. A recent UNDP human development report's data on gender relations in the region outlines a complex scenario which gender inequities pose challenges to sustained access and participation of women to credit and the market place. While there have been initiatives that have aimed at economic improvement and empowerment of women, social empowerment and voice poverty constitute formidable barriers to sustained and transformative change.

Community Media, especially community radio, has been widely acknowledged as a significant vehicle by which to address gender equity.

The AMARC Women's International Network policy addresses this challenge when it observes that, "The advent of the internet and online communications provides opportunities for women to network and communicate on an equitable footing. The majority of women, however, live in developing nations, where their access to all forms of technology is severely limited. The needs of women in developing countries, and those limited in their access to technology in developed countries, need to be taken into account not only by community radio practitioners, but also by policymakers at every level of society, from local governments to international governing bodies. Unfortunately, policy-making has largely ignored women's needs online, leading to an environment that has been largely designed by and for men, and which worsens the information gap between men and women as well as the negative portrayals, overt commercialization and sexualisation of the female body. Community radio can play a role in helping to bring these specific concerns to the policy table, and promoting the role of women both in the use of ICTs, and redressing this political imbalance."

The policy document also notes that "Community radio has better women's representation than either commercial or government-owned / public media. However, women are still largely underrepresented, particularly in areas of decision-making and technical skills and there are too many stations Where there is no effective representation of women. In order for women to be meaningfully represented at all levels of the community radio station, quotas for participation need to be set for ownership, management and production, including women's participation in technical management."

In 2013, AMARC Asia-Pacific conducted a survey on the "Status of Women Community Radio Broadcasters" in the region. There were 66 respondents to the survey of which 36 were women and 28 were men. The countries that these respondents came from were Afghanistan, Bangladesh, East Timor, India, Indonesia, Japan, Nepal, Pakistan, Philippines, South Korea, Sri Lanka and Solomon Islands.

The survey's findings underscores the relevance of CEMCA's (2012- 2015) TYP. It noted that although, "the number of women participating in community radio has increased over the years (39% women and 61% men) majority of women are working as administrative staff (44%) or programme producers (42%)." Women's access to decision-making positions and in technical position (30%) remained low.

The major challenges faced by women working in community radios across the region were, "gaining the trust of their families and permission to work in the radio station and

overcoming societal pressure, social stigma, criticism and restrictions on women working. “Travelling to work, doing field work, working late nights were the other challenges. More responsibility for women after marriage and children and most women broadcasters are pressured from home not to work after marriage. Equal opportunities for work for both male and female staff in the community radios are lacking. Often men get more opportunities for training, exposure and skill building and there is less financial incentives for women broadcasters. Women lack skills especially on the technical aspect and have to depend on male colleagues to edit the programmes, difficulty for women in communicating with male colleagues especially in closed societies and women’s opinions not taken into consideration or not valued at the radio station.”

Against this backdrop, CMECA’s TYP assumes added significance. Its TYP identifies four outcome indicators which are critical to achieving its goal of providing “More and better learning opportunities for women in media literacy, health, democracy and leadership through systems and models for sustainable community media.”

Towards its realization, the TYP identified four key outcome indicators:

- 20 % increase in the number of CRS supported by CEMCA.
- 100 community women empowered in media literacy, health, leadership and democracy to develop community learning programmes.
- Increase in the number of stakeholders using content exchange platforms to share programmes in different formats and media.
- Nine community radio stations adopt sustainable models and showcase best practises.

In taking this forward, CEMCA’s community media initiative has worked in partnership with a range of stakeholders including governments, NGOs, INGOs, academia, community radio advocates, and stations. A diverse mix of production, training, research and documentation initiatives, as articulated and developed in CEMCA’s TYP, provided the basis of its interventions. These comprised:

- 1) Identifying partners who would work to build sustainable Community Media/Radio stations especially in the context of women’s participation.
- 2) Design, develop and disseminate a quality assurance framework for operational community radio stations to nurture an enabling and sustainable climate for Community Media/Radio in the region.
- 3) Design, develop and facilitate capacity building among all relevant stakeholders.
- 4) Facilitate and promote content exchange and web radio.

Annexure 2 provides a comprehensive list of all CEMCA’s Community Media activities between 2012 and 2014.

2.1 Limitations & Scope of Evaluation

This Report's evaluation is limited by the following factors:

- Absence of a base line study. The Report was commissioned in the latter half of 2013, more than a year after the period under review. The time-line also did not permit a base line study/survey to be carried out.
- CEMCA commissioned the evaluation in October 2013 more than a year after CEMCA's Community Media activities for its 2012-2015 TYP had commenced operations. As noted in the Community Media Monitoring and Evaluation Framework, the "time-line (did) not provide the scope of a baseline study/survey" In addition, there is a paucity of existing secondary material or documentation material related to the activities carried out in 2012-2013, Barring some workshop reports, which are available on CEMCA's website: <http://cemca.org.in/resources/workshop-reports#.U-hwimOIL1A>, this consultant has not had access to any documentation /reports or data linked to CEMCA's 2012-2013 community media activities
- There is a lack of sufficient Project and Process documentation .This is particularly evident for the period 2012-2013 where there is very little documentation available. Staff Changes within CEMCA also resulted in gaps in documentation. Consequently, the thrust of the report's findings have been focused on CEMCA's activities carried out since the latter half of 2013.
- Delays in deliverables of project reports from some Partners also contributed to adjustments in timelines.
- CEMCA's partner in developing parameters that demonstrate and impact the sustainability of community radio, Ideosync Media Combine, concluded its first training workshop in June 2014. In the absence of its research findings and report on Sustainability, data collection and analysis pertinent to one of the TYP's Outcome Indicator, "*Nine community radio stations adopt sustainable models & and show case best practices,*" has not been possible.
- CEMCA commissioned AMARC Asia- Pacific to undertake a compilation of a Web Directory on Community Radio stations in South Asia in December 2014. The project was scheduled for completion by February – March 2015. However, the project partner has asked for a month's extension. Consequently the report will be available only in April 2015 which is beyond the timelines of this evaluation.
- CEMCA has also collaborated directly with nine community radio stations at the end of 2014 to produce a 10 programme series using CLP have not been completed. The community radio stations were short listed from the stations who had participated in the CLP trainings conducted earlier by MARAA in 2013 and 2014. However, their productions will only be completed in May 2015. Again, this is outside the timeline of this report.
- The consultant could not physically participate in all the activities carried out in the past year.

Against this backdrop, this report's findings have primarily focused on available data related to activities carried out between 2013 and 2015. These include

interviews and data collected from field participants, and reports from the following Consultations and Workshops organized by CEMCA:

- CR-CIT Roundtable and Validation Workshops – February and March 2013. More than twenty representatives comprising Community Radio practitioners, advocates, and trainers participated in these workshops.
- CR-CIT Field Testing Workshop in Bangalore South India – February 2014.
- CLP Workshop for Community Broadcasters- North India – November 2013.
- CLP Workshop for Community Broadcasters- South India – February 2014.
- Community Radio Sustainability Validation Workshop – May 2014.
- Community Radio Sammelan (Ministry of Information & Broadcasting) – March 2014.
- IAMCR Pre-Conference on Community Radio - July 2014.
- Interactions with representatives from three Community Radio Stations in Bangladesh on the CRCIT – July 2014.
- South Asia Regional Consultation in Dhaka, organized by SAARC Information Centre, AMARC, CEMCA and BNNCR – August 2014.
- Staff of CEMCA

The report's findings (*the dates within brackets refer to the dates when the Consultant received the reports*) are also based on the following secondary data:

- 1) CR- CIT – Validation Reports for India and Bangladesh (*February 2014*).
- 2) CR-CIT Reports Phase 1 and 2 (*June 2014*).
- 3) CLP – Status Report (*April 2014*).
- 4) CLP – Final/Closure Report (*July 2014*).
- 5) EDAA Closure Report (*July 2014*).
- 6) Community Radio & Sustainability Validation Workshop Report (*July 2014*).
- 7) Draft Report on Regional Web Radio Workshop (*August 2014*).
- 8) Consolidated Report on Training of Peers in using the CR-CIT (*December 2014*).
- 9) Report of Web Radio Workshop in Sri Lanka (*February 2015*).
- 10) Interim Report on Sustainability Report (*February 2015*).

In addition, the consultant has accessed relevant workshop reports available on CEMCA's websites. These include reports by consultants Pinky Chandran and Shirley Deepak on Developing Sustainable Models for community radio stations – Kalanjiam Vanoli and Deccan Radio carried out in 2012-2013. The consultant has also conducted interviews with staff and volunteers of community radio stations as well as community radio experts. The Consultant has also had detailed discussions with Dr Ramesh C Sharma, Director, CEMCA Dr Ankuran Dutta, Programme Officer, CEMCA and earlier with Dr Sanjaya Mishra, Education Specialist E-Learning Commonwealth of Learning, on projects which have been taken up subsequent to those articulated in the original Monitoring and Evaluation (M & E) plan. These include CEMCA's initiative with nine community radio stations to develop and produce CLP programmes to be completed by May 2015, and the development of an Online Directory of Community Radio Stations in South Asia by AMARC, Asia-Pacific.

3. Monitoring & Evaluation Approach and Objective

The Monitoring and Evaluation approach is participatory and inclusive. It involves consultative and active engagement with all stakeholders. The evaluation also discusses the overall impact of the projects using SMART principles and also in the context of its relevance, effectiveness, efficiency, effectiveness, and sustainability.

Intended Output/Outcome

- To review the activities organized by CEMCA between 2013-2015 and evaluate their usefulness in the context of the TYP goals
- To assess the benefits of CEMCA's activities in the context of the participants and stakeholders
- To assess CEMCA's contribution toward deepening Community Media in South Asia
- To report the findings to the CEMCA leadership and recommend mechanisms for improvement, if any.

3.1 Data Collection Methodology & Implementation

The Evaluation Report relies on both primary and secondary data to determine its findings and conclusions and uses a mix of quantitative and qualitative methodology.

Primary information comprises information that has been collected through structured questionnaires, interviews and focus group discussions with all stakeholders including volunteers, staff and representatives of community radio stations, partners, government and community radio experts. It also includes information gleaned through interviews and interactions that took place at the workshops attended by the consultant.

Secondary information consists of project reports; partners'/consultants' reports and workshop reports related to CEMCA's community media activities. They also include data provided by community radio stations as well as relevant reports of other stakeholders.

Primary data was derived from the consultant's participation and interactions with stakeholders at the following consultations and workshops:

Respondents in the data collection included:

1. 18 Community Radio Stations spread across Bangladesh and India who participated in CEMCA's TYP.
2. Participants from the following Consultations and Workshops organized by CEMCA at which the consultant participated in 2013-14. These included:

- CR-CIT Roundtable and Validation Workshops – February and March 2013. More than twenty representatives comprising Community Radio practitioners, advocates, and trainers participated in these workshops.
- CR-CIT Field Testing Workshop in Bangalore South India – February 2014.
- CLP Workshop for Community Broadcasters- North India – November 2013.
- CLP Workshop for Community Broadcasters- South India – February 2014.
- Community Radio Sustainability Validation Workshop – May 2014
- Community Radio Sammelan (Ministry of Information & Broadcasting) – March 2014.
- IAMCR Pre-Conference on Community Radio - July 2014.
- Interactions with representatives from three Community Radio Stations in Bangladesh on the CRCIT – July 2015.
- South Asia Regional Consultation in Dhaka, organized by SAARC Information Centre, AMARC,CEMCA and BNNCR – August 2014
- Staff of CEMCA.

The report's findings (the dates within brackets refer to the dates when the consultant received the reports) are also based on the following secondary data:

- 1) CR- CIT – Validation Reports for India and Bangladesh (February 2014).
- 2) CR-CIT Reports Phase 1 and 2 (June 2014).
- 3) CLP – Status Report (April 2014).
- 4) CLP – Final/Closure Report (July 2014).
- 5) EDAA Closure Report (July 2014).
- 6) Community Radio & Sustainability Validation Workshop Report (July 2014).
- 7) Draft Report on Regional Web Radio Workshop (August 2014).
- 8) Consolidated Report on Training of Peers in using the CR-CIT (October and November 2014).
- 9) Report of Web Radio Workshop in Sri Lanka (February 2015).
- 10) Interim Report on Sustainability Research (February 2015).
- 11) CEMCA's TYP Activities (2012-2015).

Most of these reports are available on CEMCA's Website (www.cemca.org.in)

In addition, the consultant has accessed other relevant workshop reports available on CEMCA's websites. These include reports by consultants Pinky Chandran and Shirley Deepak on Developing Sustainable Models for community radio stations –Kalanjiam Vanoli and Deccan Radio carried out in 2012-2013. The consultant has also conducted interviews with staff and volunteers of community radio stations as well as community radio experts. The Consultant has also had detailed discussions with Dr Ankuran Dutta , Programme Officer, CEMCA on projects which have been taken up subsequent to those articulated in the original M & E plan. These include CEMCA's initiative with nine community radio stations to develop and produce CLP programmes to be completed by May 2015, and the development of an Online Directory of Community Radio Stations in South Asia by AMARC, Asia -Pacific.

The Data Collection Plan, as articulated in the M & E Framework is presented below:

Activity	Evaluation Tasks	Evaluation Tools	Who Will Design Tools	Who Will Collect Data	Data Source	Timing
Develop sustainable CRS	Capacity Building Workshops on sustainability conducted by experts with partner NGOs and CRS representatives Collection/ Documentation and Review of field experiences post workshops Identification & training of community members on CR philosophy, production, management and ownership Stakeholder acceptance and practice	Structured Questionnaire Based on Workshop/ Field reports Interview schedule/Focus Group Discussions Attendance/ Programme registers at CRS	Consultant in association with CEMCA	Consultant / CEMCA	Trainees/ Partner NGOs CEMCA Reports Workshop Reports	Workshops Follow up visits/ post completion of workshops

Activity	Evaluation Tasks	Evaluation Tools	Who Will Design Tools	Who Will Collect Data	Data Source	Timing
Sensitize women in CR and CLP	Capacity Building Workshops on gender sensitization conducted by experts for partner NGOs and CRS representatives Collection/ Documentation and Review of field experiences post workshops Identification & training of community members on CR philosophy, production, management and ownership Stakeholder acceptance and practice	Structured Questionnaire Based on Partner/ Field reports Interview schedule/Focus Group Discussions	Consultant in association with CEMCA	Consultant / CEMCA	Trainees/Partner NGOs-Institutions CEMCA Reports Workshop Reports Reports of Experts/Trainees Attendance/ Programme registers at CRS	Workshops Follow up /field visits Workshops Follow up visits post completion of workshops

Activity	Evaluation Tasks	Evaluation Tools	Who Will Design Tools	Who Will Collect Data	Data Source	Timing
Develop and implement quality assurance framework and toolkit	Develop standards for tool kit through involving multiple stakeholder participation Workshop Review by experts including CR practitioners, advocates and trainers conducted Modification of Tool Kit Field Testing Tool Kit adopted by CRS	Questionnaire and Review Document review Document Review Field visit	Consultant along with CEMCA	Consultant / CEMCA	CEMCA Host Institution Expert consultants	During Workshops Follow up Field visits Review

Activity	Evaluation Tasks	Evaluation Tools	Who Will Design Tools	Who Will Collect Data	Data Source	Timing
Promote Content Exchange and web radio	User Interface mechanisms and access to EDAA website improved through mobile applications Audio Content on EDAA website improved and expanded Access to EDAA Website improved Web Radio Manual	Structure Questionnaire EDAA Data base Interviews Check List	Consultant and CEMCA	Consultant and CEMCA	CEMCA EDAA/Host institution	Quarterly Reviews (online) Bi-Annual /interaction Regular/Quarterly online review

3.2 Data Collection Strategy

The data has been collected using the following methods:

- Sample Survey method.
- Focus Group Discussions.
- One on One interviews.

The Respondents in the data collection interviews comprise those who have been enumerated in 3.1. The report's findings are also based on secondary data which have also been discussed in 3.1.

This apart, the consultant has been given access to and reviewed CEMCA's TYP activities (2012-2015) especially with regard to gender disaggregated data and the quantum of community radio stations participating in the activities.

The primary data has been collected from participating CR stations and other stakeholder respondents.

Purposive sampling was used to select respondents to the structured questionnaires. This sampling technique was chosen because the aim of the study was to understand the usefulness of CEMCA's TYP. Therefore, selecting respondents who participated in the workshops and who were willing to participate and easily accessible by the researcher was deemed an appropriate sampling strategy.

As a result of the small sample size, data analysis was restricted to descriptive statistics examining the frequency of responses and reporting either raw numbers or percentages where relevant. In each instance of reporting missing data (i.e. no response to a question) has been clearly indicated. Despite the small sample, the data reveal clear trends which are discussed in more substantial detail in the subsequent section on data analysis and findings.

3.3 Issues Arising During Data Collection

- The data collection was primarily limited to resource persons and participants from the CLP and CR-CIT Workshops of 2013 and 2014, the Community Radio Sammelan of 2014, and Interactions with four Community Radio Stations Bangladesh in August 2014.
- The consultant could not physically attend all the above mentioned workshops. He could only attend 10 workshops.
- Some of the participants (representatives of community radio stations) to whom the structured questionnaire was sent did not respond.
- The analysis of the structured questionnaire is based only on those responses which were received.
- Lack of fluency in English was sometimes an issue, which inhibited participation.

4. Findings

The findings are based on the data collection and analysis of the structured questionnaires, responses from the focus group discussions and interviews, and CEMCA's list of TYP activities (2012-2015).

4.1 Findings from Data Analysis of Structured Questionnaires

Structured Questionnaires were sent out in July and August 2014 using purposive sampling technique. Purposive sampling technique was chosen because the aim of the study was to understand the usefulness and impact of CEMCA's TYP. Therefore, selecting respondents who participated in the workshops were willing to participate and easily accessible by the researcher was deemed an appropriate sampling strategy.

As a result of the small sample size, data analysis was restricted to descriptive statistics examining the frequency of responses and reporting either raw numbers or percentages where relevant. In each instance of reporting missing data (i.e. no response to a question) has been clearly indicated. Despite the small sample, the data reveal clear trends which are discussed in more substantial detail in the subsequent section on data analysis and findings

These questionnaires concerned the following project activities:

- 1) CR-CIT in the context of the development of a Quality Assurance Framework.
- 2) CLP in strengthening women's participation in community radio.
- 3) EDAA effectiveness as web portal to promote and strengthen internet based context exchange among community radio stations.

The above mentioned activities co-relate with the following outcome indicators of CEMCA's Community Media TYP:

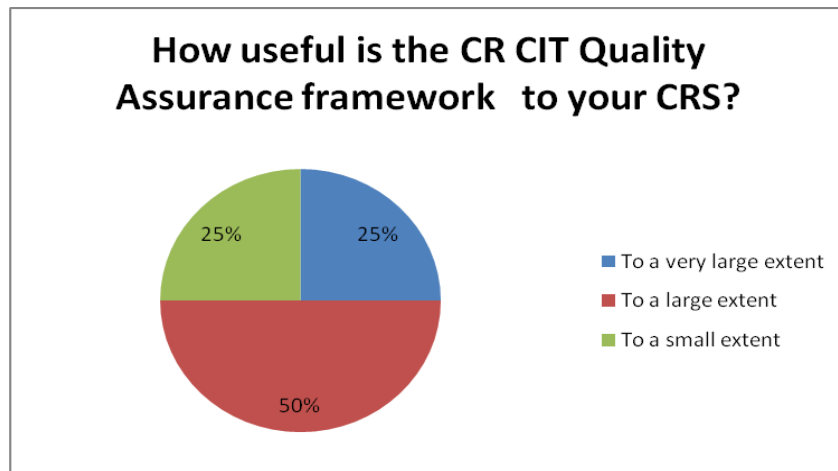
- 1) 20 % increase in number of community radio stations supported by CEMCA.
- 2) 100 community women empowered in media literacy, health, and leadership & democracy to develop community learning programmes.
- 3) Increase in the number of stakeholders among content exchange platforms to share programmes in different formats and media.

4.2 Data Analysis and Findings from Structured Questionnaire: CR-CIT in the context of the development of a Quality Assurance Framework

(Note: Four responses were received out of questionnaires sent to 8 Community Radio Station representatives who participated in the CR-CIT sensitization and training

workshops carried out between February and April, 2014. A total of 12 Community Radio Stations participated in these workshops.)

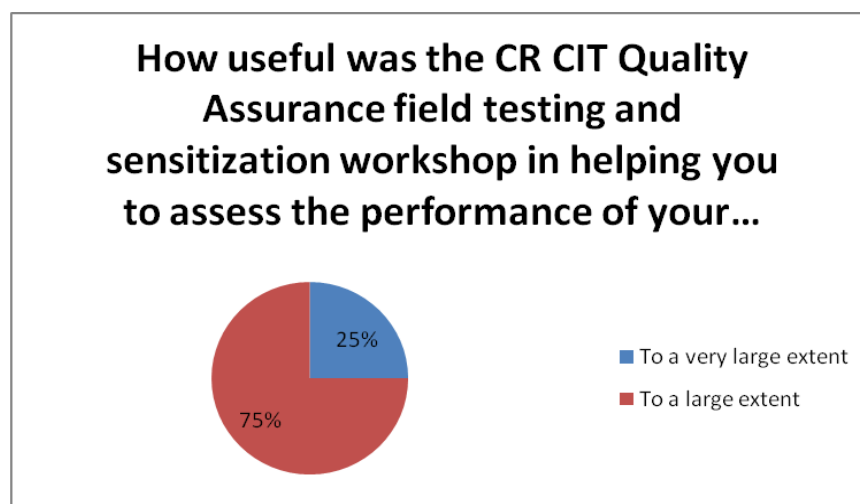
How useful is the CR-CIT Quality Assurance framework to your CRS?



Total responses = 4

Analysis: A majority of respondents found the CR- CIT Quality Assurance Framework useful (50%) or very useful (25%).

How useful was the CR-CIT Quality Assurance field testing and sensitization workshop in helping you to assess the performance of your CRS?



Total responses = 4

Analysis: Unequivocally, respondents felt that the CR CIT Quality Assurance field testing and sensitization workshop was helpful in enabling the CRS to assess its performance.

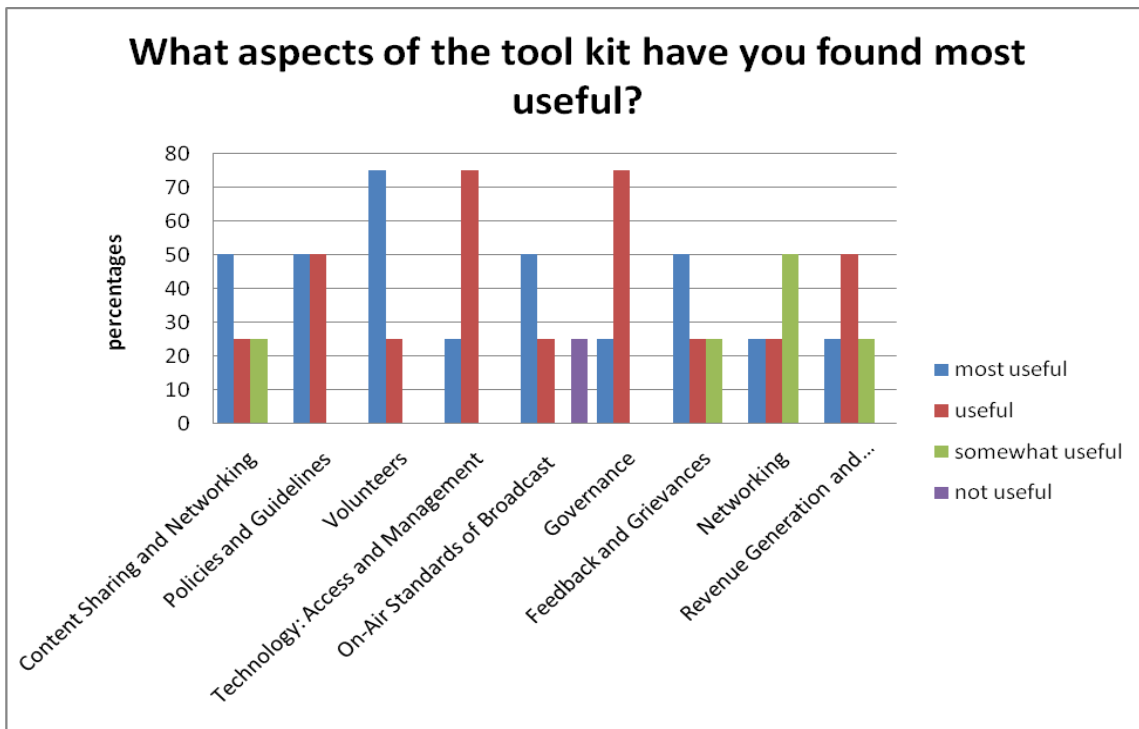
The unanimous response not only underscores the importance of self assessment but also the relevance of continuous self reflection and assessment.

Have you/your CRS field tested the Tool kit?

Analysis: All respondents said that their CRS had field tested the toolkit. They also said all the following chapters had been tested:

- Content Generation and Planning.
- Policies and Guidelines.
- Volunteers.
- Technology: Access and Management.
- On-Air Standards of Broadcast.
- Governance.
- Feedback and Grievances.
- Content Sharing and Networking.
- Revenue Generation and Accountability.

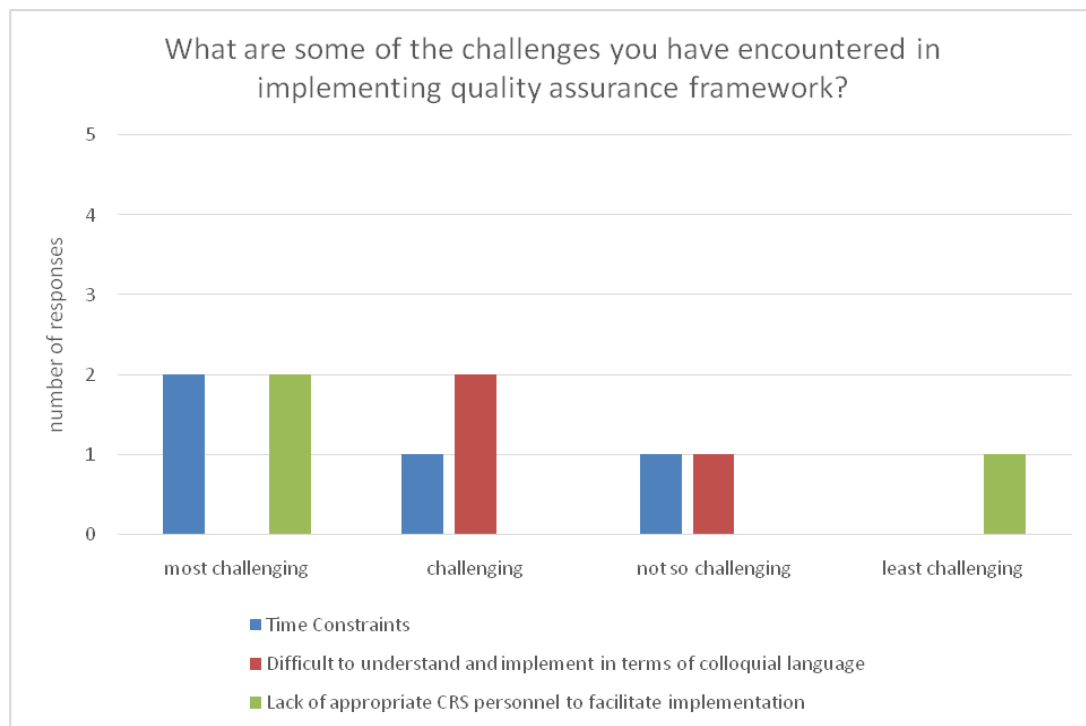
What aspects of the tool kit have you found most useful?



Total responses = 4

Analysis: Aspects of the toolkit that dealt with volunteers, technology access and management were found to be most useful by 75% of the respondents. 50% of the respondents found content sharing, policies and guidelines, on air stands of broadcast and feedback/grievance systems to be most useful. 50% of the respondents found policies and guidelines and revenue generation and accountability to be useful.

5. What are some of the challenges you have encountered in implementing quality assurance framework?



Note: 1 missing response each in the language and personnel categories.

Analysis: Three, (75%) respondents found time constraints most challenging. Two, (66%) respondents found understanding and implementing the tool in colloquial language challenging. Two (66%) respondents found the lack of appropriate CRS personnel to facilitate implementation most challenging.

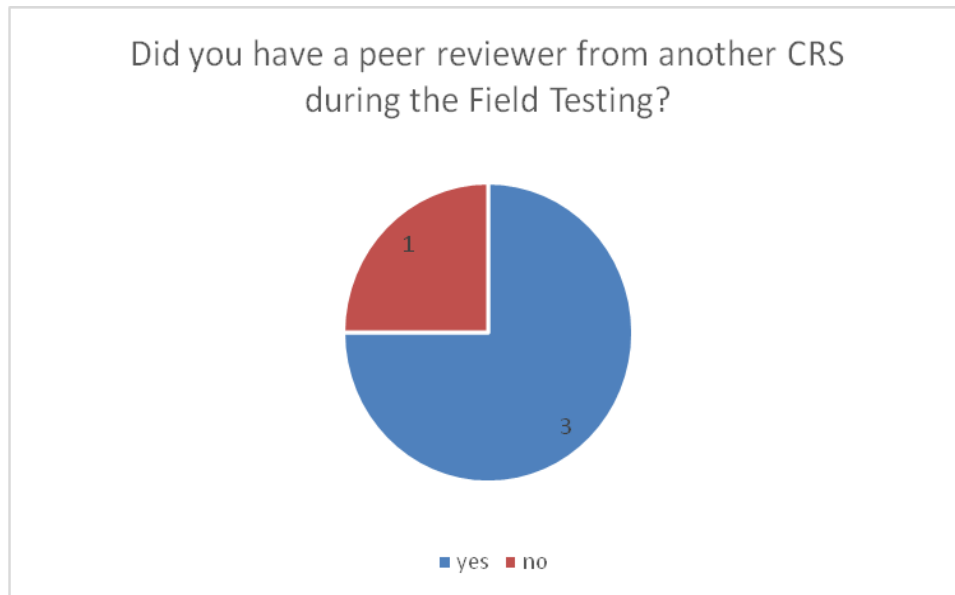
The varied responses underscore the following pointers:

- For an overwhelming majority of community radio stations, the concept leave alone the practice of self assessment is a new one. Against this backdrop, the response regarding time constraints is not surprising. However, over a period of time and given the effectiveness of the subsequent CRCIT Training of Peers, it is likely that time constraint is unlikely to be a significant impediment.
- The issue of language had also come up during the field testing workshops in early 2014. The Resource persons had given this due cognizance. The translation of CRCIT in to Hindi and the proposed Bangladeshi translation have striven to ensure their easy comprehension
- Most CRS have a lean and mean team and are already burdened by a packed calendar. The unfamiliarity with self assessment may have also contributed to this view.

6. How much time have you spent on field testing the tool kit?

Analysis: 3 CRS said they tested the toolkit in the field for between 2 to 5 days. This corroborates the views of practitioners of CRS both Bangladesh and India (during the sensitization workshops) who had expressed that the tool kit was easy to use and would not take much time.

7. Did you have a peer reviewer from another CRS during the Field Testing?



Analysis: 75% of respondents said that a peer reviewer from another CRS was present during field testing.

8. If yes, did the peer reviewer's participation add value to the field testing?

Note = 1 missing

Analysis: The 2 out of the 3 who answered in the affirmative to the above question, also agreed that having a peer reviewer added value.

The respondents' affirmative response to this question assumes added significance as it would appear to endorse the efforts of the Ministry of Information and Broadcasting (MIB) Government of India to urge Community Radio Stations to undertake regular Peer to Peer self assessment reviews of their stations.

9. Has the tool kit helped to set/ redefine/specify goals for your CRS?

Analysis: All respondents agreed that the toolkit has helped them with goal setting/refinement.

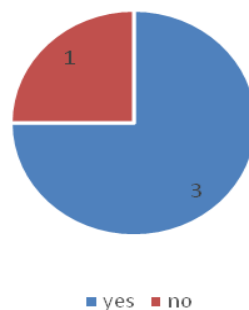
The finding is interesting as several community radio stations – also noted by the CRCIT desk review– do not have a written/articulated vision or mission for the station.

10. Has it helped you to improve or develop new ideas for strengthening community volunteers in your station?

Analysis: All respondents agreed that the toolkit has helped them improve or develop new ideas for strengthening community volunteers in their station.

11. Has it helped you to improve or develop new ideas for strengthening revenue generation in your station?

Has it helped you to improve or develop new ideas for strengthening revenue generation in your station?



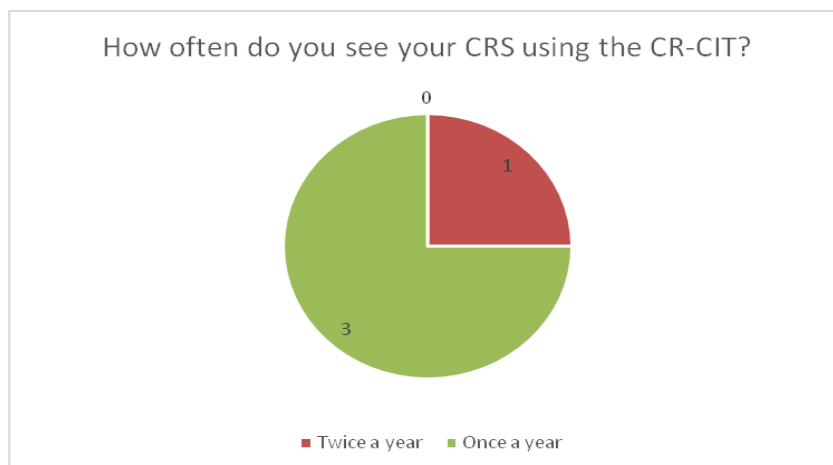
Total response = 4

Analysis: 75% agree that the toolkit has helped improve or develop new ideas for strengthening revenue generation in their station.

12. Was the user- guide useful?

Analysis: All respondents agreed that the user-guide was useful.

13. How often do you see your CRS using the CR-CIT?



Analysis: 75% of the respondents say they would use the toolkit once a year.

14. Are you familiar or have you used either or both of these tool kits the following tool kits?

Analysis: 2 CRSs said they were familiar with both the Self-Assessment Toolkit (SAT) by CEMCA for Community Radio Stations and the CR Self-Assessment Guide by Ideosync Media Combine. 1 CRS was familiar with neither and 1 was only familiar with the Self-Assessment Toolkit (SAT) for Community Radio Stations.

4.2.1 Findings: Community Radio Continuous Improvement Toolkit (Cr-Cit)

The development and testing of the Community Radio Continuous Improvement Toolkit (CR-CIT) and the subsequent training of Peers in using the tool kit have direct relevance towards addressed three of the Outcome Indicators:

- 1) 20 % increase in number of community radio stations supported by CEMCA.
- 2) 100 community women empowered in media literacy, health, and leadership & democracy to develop community learning programmes.
- 3) 9 community radio stations adopt sustainable models & and show case best practices.

The data analysis reinforces the findings of the Interim Report that most Community Radio Stations found it easy to use and implement. All the respondents to the structured questionnaire were unanimous in their endorsed of its relevance and significance. This echoed the views of many of the participants at the workshops and at the 2014 Community Radio Sammelan.

The process followed by the UNESCO Chair on Community Media in the development of the CR-CIT was intense and involved a wide and diverse range of participants. In fact, the entire process from validation to implementation to review of the CR-CIT would appear to have substantially increased the number of stations participating in this CEMCA supported initiative.

The validation process included community radio experts and advocates from India, Bangladesh and Australia, representatives from the Ministry of Information and Broadcasting, Government of India, representatives from the Ministry of Information, Bangladesh, Community Radio Station managers and staff, and members from CEMCA. 11 community radio stations as well as community radio experts were a part of the initial round table brainstorming towards developing a framework for continuous improvement. The validation workshop that the UNESCO chair organized in March 1, 2013 comprised nine community media experts from India, Bangladesh and Australia participated along with five community radio stations. A similar process was followed for the Bangladesh validation after which field testing of the CR-CIT was carried out with representatives of five Community Radio Stations of Bangladesh in Dhaka.

The responses from interactions with representatives from four community radio stations in Bangladesh echoed the enthusiasm of their counterparts. All five station representatives emphasized that the CR-CIT enabled them to address programme sustainability, strengthen engagement with the community especially marginalized groups and help articulate a vision – mission for the stations.

The field testing of the CR-CIT in India involved four workshops. Each workshop had participants from three stations that were involved in the testing and peer review process adding up to a total of 12 stations across the country that participated in the process.

After the field testing, the Chair undertook a detailed peer review process that could be adopted by stations that chose to use the toolkit for self-assessment. Feedback from the participants (both in India and Bangladesh) subsequently went into the preparation of CR-CIT Version 2 for India. Additional inputs from eight other stations whose representatives participated in the process as peers were also taken into cognizance after which the revised version was prepared.

The participative process paid positive dividends. As a participant from the Validation Workshop in Bangladesh pointed out, he was “happy that people who are running the CR stations are consulted in the decision making.”

Many participants also endorsed the tool kit cogent structure and its user-guide component. Most agreed that the tool kit provided “a systematic reflection about their experiences.” Some participants felt that the CR-CIT enabled them to get a more practical understanding of the philosophy of community radio. In this context, they appreciated the CR-CIT for taking into cognizance the following:

- 1) Country Policy Guidelines, (Bangladesh and India).
- 2) Non –negotiable principles of community radio such as community participation and ownership, access to and inclusion of marginalized groups, gender equity, community-generated content, emphasis on local cultures and identities, and transparency and accountability in practice.

Other participants at the field testing pointed out that the CR-CIT could be self-administered in parts making it convenient to use. At the Peer Review Sharing Workshop organized by the Ministry of Information and Broadcasting in May 2014, nine out of twenty five community radio stations chose the CR-CIT to carry out their self assessment.

Most participants at the workshops were agreed that the CR-CIT provided a specific structure which was effective to determine “where the community radio station is.” They affirmed that the tool kit was most useful in terms of content sharing and networking. Several respondents also pointed out that it helped in terms of volunteer participation and having a written code of conduct. These findings co-relate to the project’s goals of developing good practices in sustainability.

The CR-CIT’s relevance was also recognized by government officials and bureaucracy. This was evident at the Ministry of Information and Broadcasting’s Community Radio

Sammelan in March 2014, where the CR-CIT was presented and discussed at a key session. Subsequently, in May 2014, the CR-CIT was presented at the Peer Review Experience Sharing Workshop organized by the Ministry of Information and Broadcasting. Some Community Radio Stations who were familiar with the Self Assessment Toolkit (SAT - an earlier CEMCA initiative) responded very positively to CR-CIT as well, and affirmed that it was a logical step forward in the self assessment process which had started with SAT. A few also were of the view that Community Radio Stations who were very young could start with SAT and then move to CR-CIT.

Language diversity and time constraints were issues that came up as initial learning points. The UNESCO Chair on Community Media has subsequently addressed the former in CR-CIT Version 2.0. At the same time, it has responded to the relevance of translations by producing CR-CIT in Hindi. The demand for a Bangladeshi version also underscores the CR-CIT's relevance among Community Radio stations in Bangladesh.

The demand for multi-lingual translations and the subsequent decisions to bring out the CR-CIT in Hindi and Bangladeshi is indicative both of the linguistic diversity of participants and the growing demand for the tool kit in local languages. Following the field testing there has also been requests to bring out the translations in Gujarati and South Indian languages.

While the time factor was an initial concern expressed by a few participants at the sensitization and training workshops, it would appear to have receded by the time the training of Peers workshops were completed in November-December 2014. Indeed, a few community radio station representative who had earlier indicated (during the sensitization workshops) that the station would be able to carry out the exercise once annually, expressed their inclination to undertake the activity twice a year.

The successful training of peers and the establishment of certified peers across the country would also have substantially helped to realize the following numerical targets of the following Outcome Indicators:

- 1) 20 % increase in number of community radio stations supported by CEMCA.
- 2) 100 community women empowered in media literacy, health, and leadership & democracy to develop community learning programmes.

The list of Certified Peer Reviewers (also available on the CEMCA website) below substantiates the point:

List of Certified Peer Reviewers

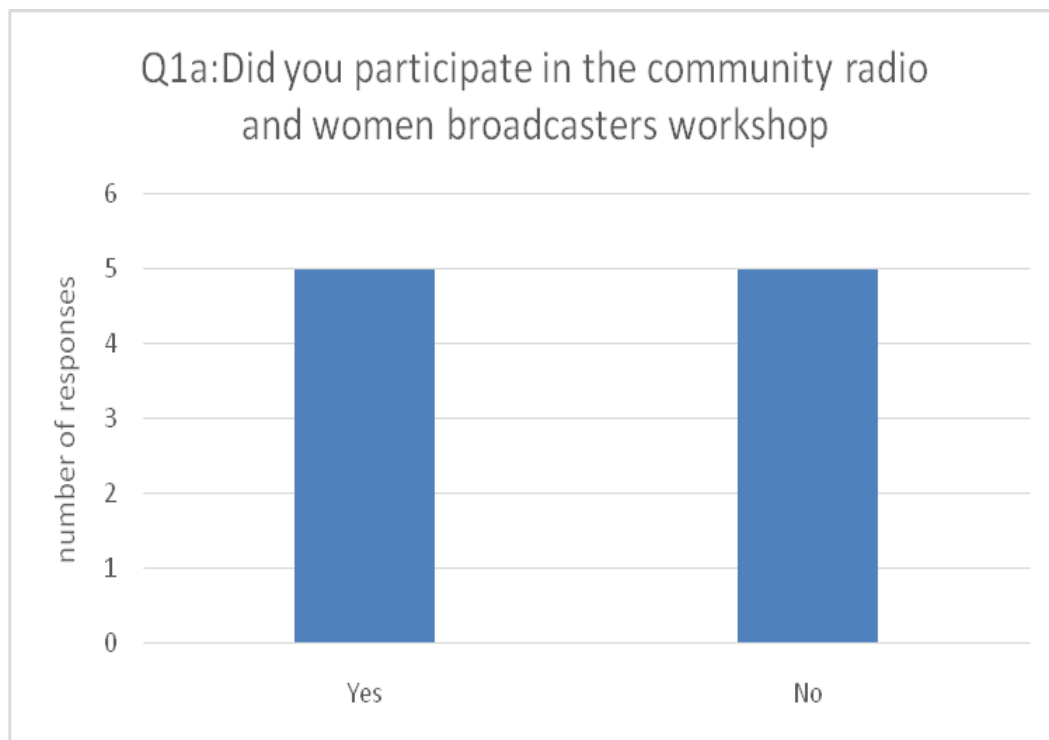
Sl. No.	Name	CR Station
1.	Asif Rayma	Saiyyaji Re Radio, Gujarat
2.	Neetu Singh	Waqt Ki Awaz, Uttar Pradesh
3.	Fakat Hussain	Alfaz-e-Mewat, Haryana
4.	Subhashree Behera	Radio Madhuban, Rajasthan
5.	Vandana Bachety	Gurgaon Ki Awaz, Haryana
6.	Sanjay Chandekar	Radio FTII, Maharashtra
7.	Gitali Kakati	Jnan Taranga, Assam
8.	Naveen Sen	Bol Hyderabad 90.4 fm, Telangana
9.	Mahesh Jagtap	Vidyavani Community Radio, Maharashtra
10.	Ramakrishnan R.	NILA CRS, Puducherry
11.	Nahedabhano Shaikh	Radio Bundelkhand, Madhya Pradesh
12.	Janisar Qureshi	Pesh Kadam CR, J&K
13.	Algole Narsamma	Sangham Radio, Telangana
14.	Sunil Palaskar	Neotech CRS, Chattisgarh
15.	Jacob Joseph	Radio Benziger, Kerala
16.	Yuvaraj Jadhav	Vasundhara Vahini, Maharashtra
17.	Yaman Pulate	KVK Pravara, Maharashtra
18.	Pradeepta Kumar Dutta	Radio Kissan, Odisha
19.	Raj Kumar Singh	CMS Radio, Uttar Pradesh
20.	Santosh Thomas	Radio Mattoli, Kerala
21.	Bharath Badiger	Venudhwani 90.4, Karnataka
22.	Sumesh Kumar	Radio Macfest, Kerala
23.	Brijender Panwar	Hamara Radio, Himachal Pradesh
24.	Richa Sharma	Desh Bhagat Radio, Chandigarh
25.	Manmohan Singh	Sanjha Radio, Haryana
26.	Deshraj	Radio Mewat, Haryana
27.	Santosh Kumar	Delhi University CR (DUCR), New Delhi

Finally, Crux, CR User Experience) for CR-CIT - an online platform designed by the UNESCO Chair based on CR-CIT for community radio practitioners, trainers, enthusiasts and researchers to participate and share their experiences has also drawn positive reactions both from participants in India and in Bangladesh. Significantly, Crux is open to all community radio practitioners across the world.

4.2.2 Data Analysis and Findings from Structured Questionnaire: CLP in Strengthening Women's Participation in Community Radio

(Note: Ten responses were received out of questionnaires sent to 12 Community Radio Station representatives who participated in the CR-CIT sensitization and training workshops. A total of 18 Community Radio Stations participated in these workshops)

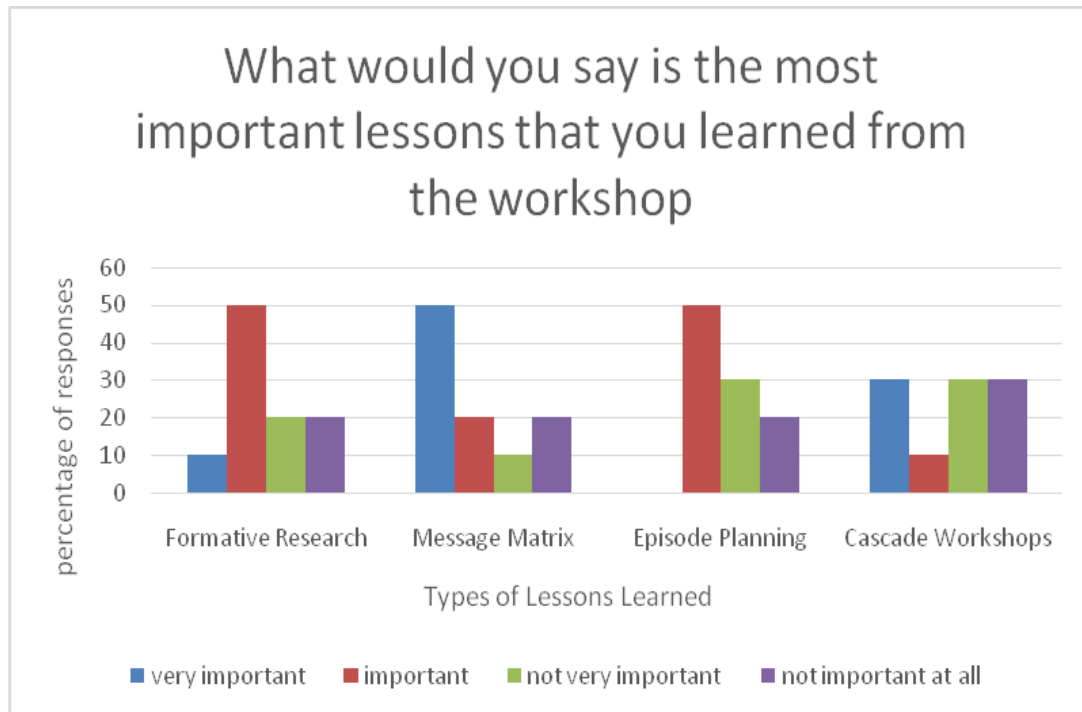
1. Did you participate in the community radio and women broadcasters' workshop



Total number of responses = 10

Analysis: An equal number of community radio stations attended and did not attend the community radio and women broadcasters workshops

2. What would you say is the most important lessons that you learned from the workshop?



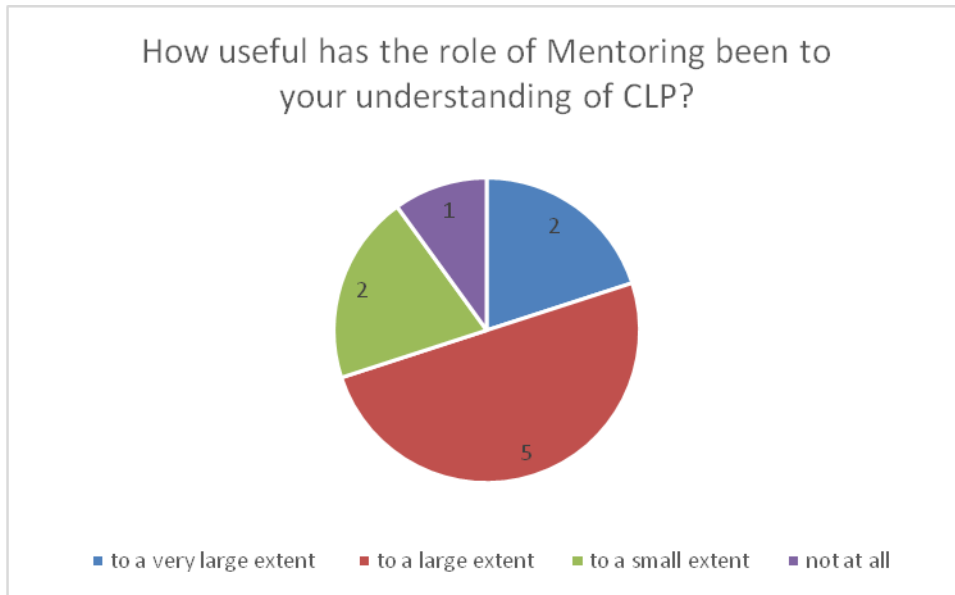
Total number of responses = 10

Analysis: 50% of respondents selected message matrix as the most important lesson learned. Equal numbers of respondents found the formative research and episode planning as the next important lesson learned. Compared to the others, cascade workshops received a mixed response - with equal numbers suggesting they were important, not very important and not important at all.

The contrast in the responses to the cascade workshops is interesting and would appear to underscore the different levels of comfort and fluency that the participating community radio stations had with CLP. It is worth reiterating that the process of sensitizing women broadcasters in community radio to CLP had to encounter changes in the training resource person and also a considerable time lag between the initial and the subsequent training programmes. Moreover, the participant community radio stations that were sensitized by MARAA to CLP comprised a mix of stations who had already participated in the earlier training programmes and community radio stations that were new to the concept and practice. The differences in their levels of fluency could have impacted on their contrasting responses to the cascade workshops.

Cascade Workshops come after the processes of formative research and message matrix have not only been internalized, but implemented. The process warrants time. This apart, the implementation of cascade workshops would also reflect the levels and comfort the community radio station has with the local community.

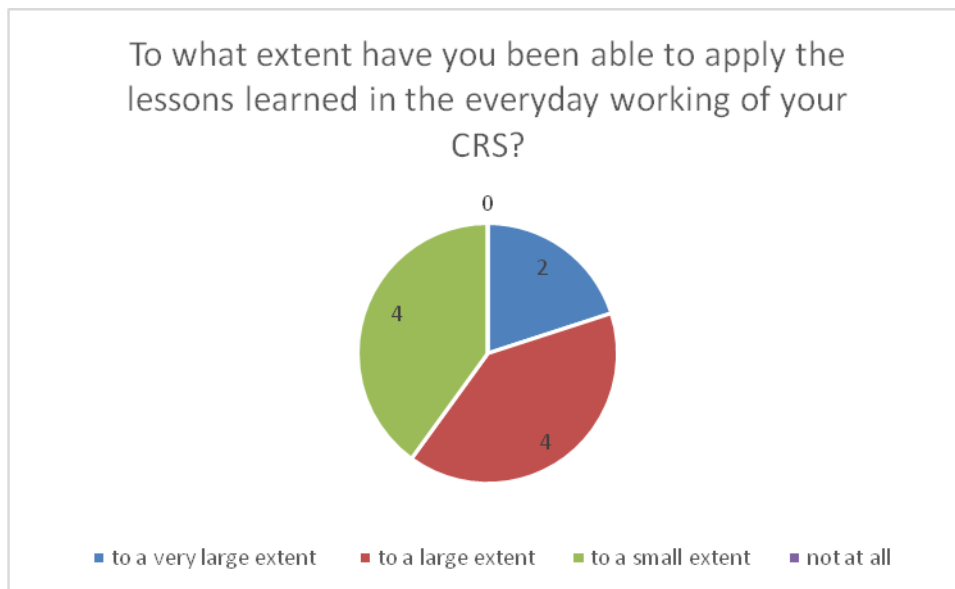
3. How useful has the role of Mentoring been to your understanding of CLP?



Total responses = 10

Analysis: According to 50% of the respondents mentoring played a very important role in their understanding of CLP and an additional 20% felt it played an important role.

4. To what extent have you been able to apply the lessons learned in the everyday working of your CRS?



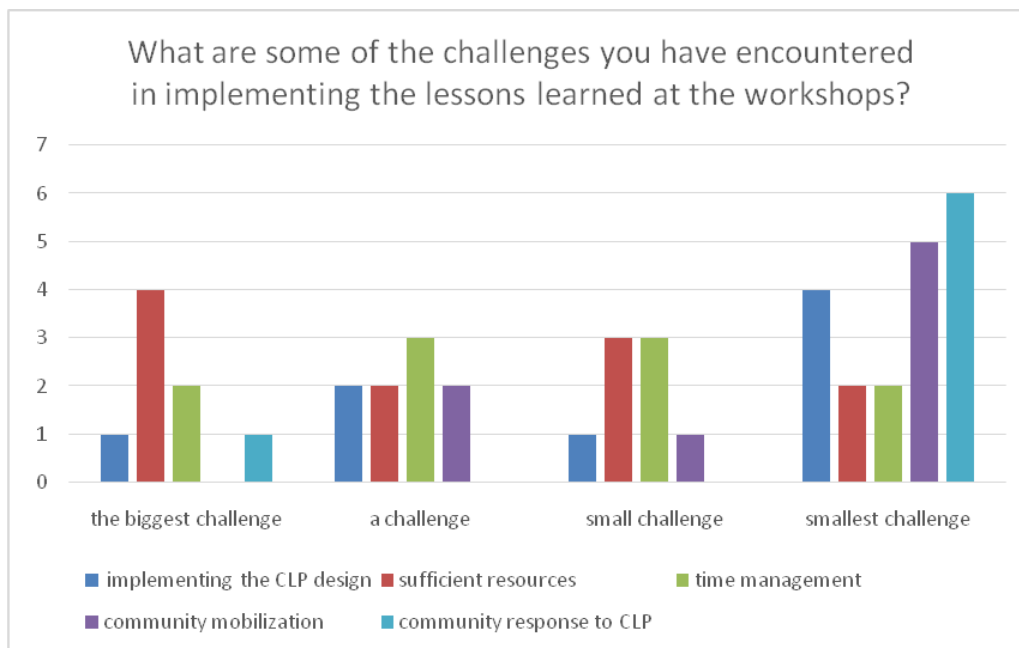
Total Responses = 10

Analysis: An equal percentage (40%) of respondents felt that they were able to apply the lessons learned to a large and small extent.

The responses to the questionnaire circulated among the participant radio stations came shortly after the training partner MARAA had completed its project. The

variations could reflect the different levels of fluency the participant radio stations then had with the CLP. This would appear to have significantly been bridged by January 2015, judging by the consultant’s interactions and discussions with community radio stations that are a part of CEMCA’s subsequent initiative whereby nine community radio stations will complete 10 episode series using CLP by May 2015.

5. What are some of the challenges you have encountered in implementing the lessons learned at the workshops?



Note: Data is missing: Implementing CLP design; Community mobilisation and Community response to CLP = 8 Responses each

Analysis: Lack of sufficient resources (40%) could be a challenge both in terms of volunteers and financial resources. stations. The good news for community radio is that community mobilisation and response to CLP do not appear to be much of a challenge.

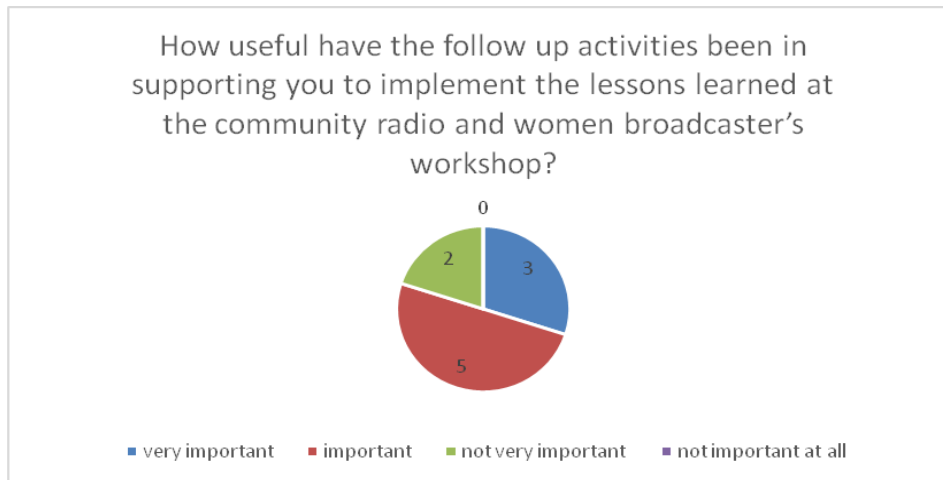
6. What stage of the CLP implementation is your CRS at?

Formative Research	Message Matrix	Episode Planning	Cascade Workshops
3	3	4	4

Analysis: Of the ten community radio stations 3 stations were actively involved in all four stages of CLP (formative research, message matrix, and episode planning and cascade workshops). However, as many as 5 stations did not select any of the responses, hence these were counted as missing.

One station was at the episode planning stage and One was at the cascade workshop stage.

7. How useful have the follow up activities been in supporting you to implement the lessons learned at the community radio and women broadcaster's workshop?



Total responses = 10

Analysis: An overwhelming endorsement for the follow up activities in implementing lessons learned with 80% saying the follow up activities were very important (30%) or important (50%).

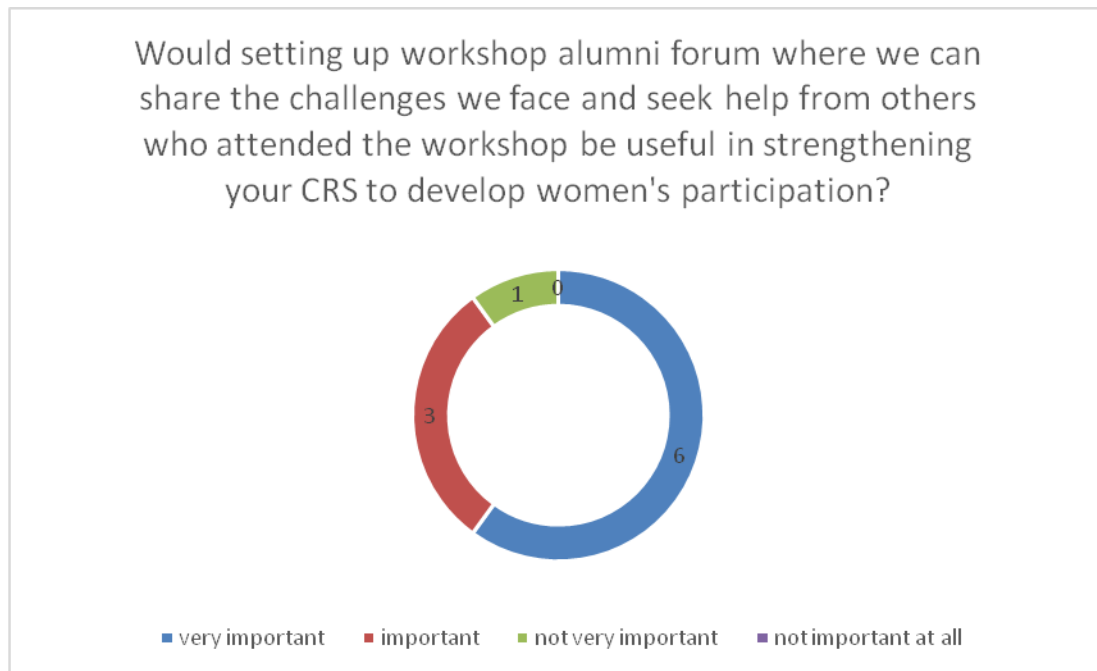
8. Would having follow up workshops every 6 months be useful in strengthening your CRS to develop women's participation?



Total Responses = 10

Analysis: Despite 80% saying the follow up activities were helpful in assisting with the implementation of lessons learned, there was mixed support for having follow up workshops every six months. Only 40% felt that it was very important to have follow up workshops every 6 months. The mixed response to this question could in part stem from the fact that Community Radio stations are already burdened with considerable activities and are pressurized for time.

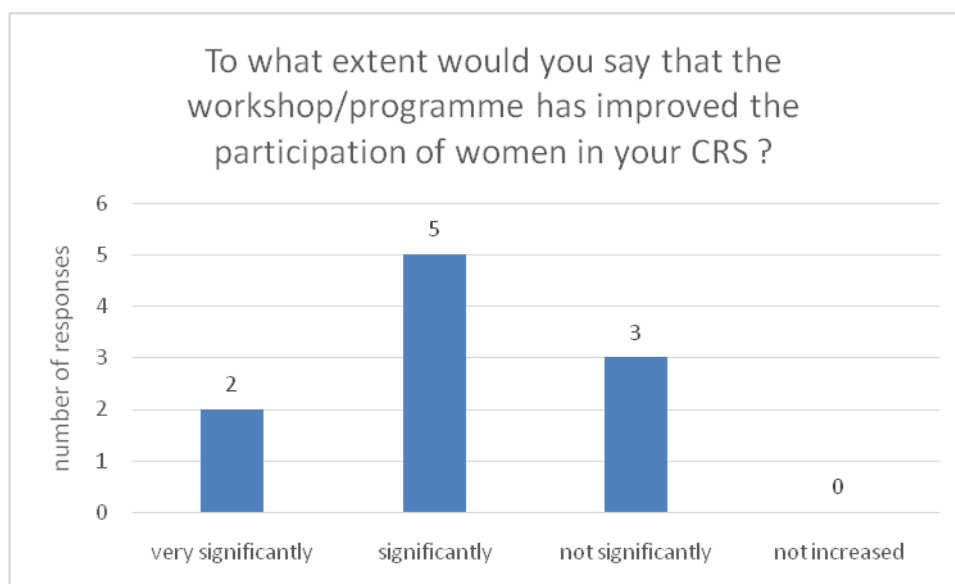
9. Would setting up workshop alumni forum where we can share the challenges we face and seek help from others who attended the workshop be useful in strengthening your CRS to develop women's participation?



Total responses = 10

Analysis: Overwhelming support for establishing an alumnus (60% very important and 30% important) for sharing challenges and experiences.

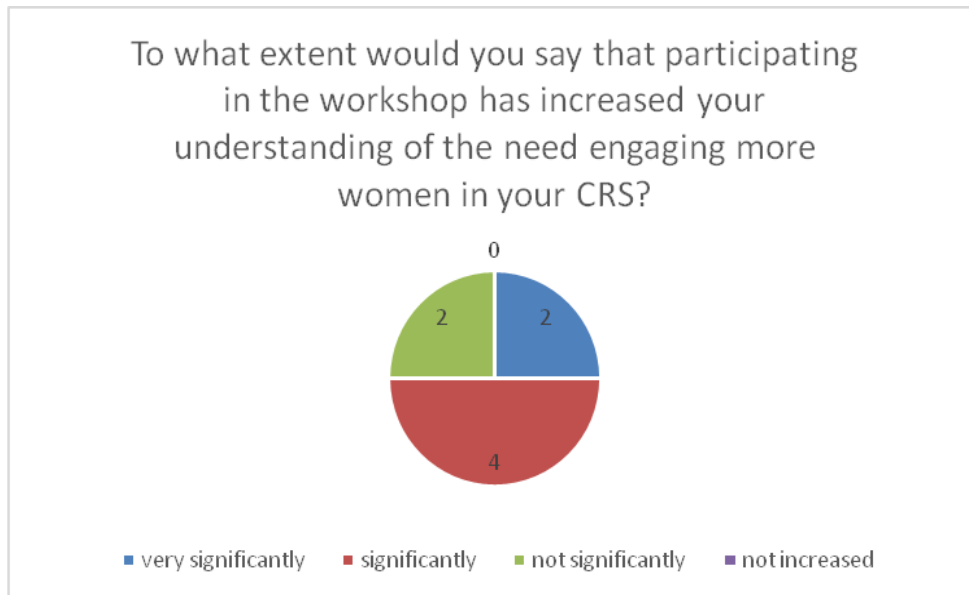
10. To what extent would you say that the workshop/programme has improved the participation of women in your CRS?



Total responses = 10

Analysis: There was a strong endorsement for the workshops as 70% (20% very significantly; 50% significantly) felt that they improved women's participation.

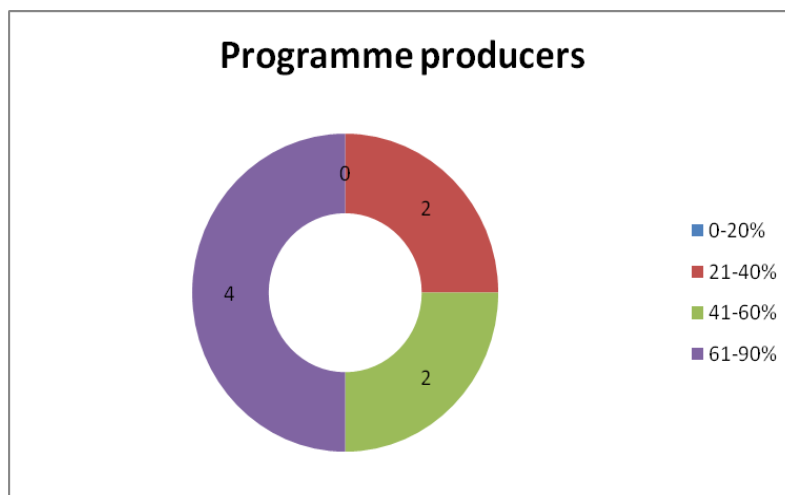
11. To what extent would you say that participating in the workshop has increased your understanding of the need engaging more women in your CRS?



Note: 2 responses missing
Total responses = 8

Analysis: 75% feel that participating in the workshop significantly (4 responses) very significantly (2 responses) increased their understanding of the need to engage women in CRS.

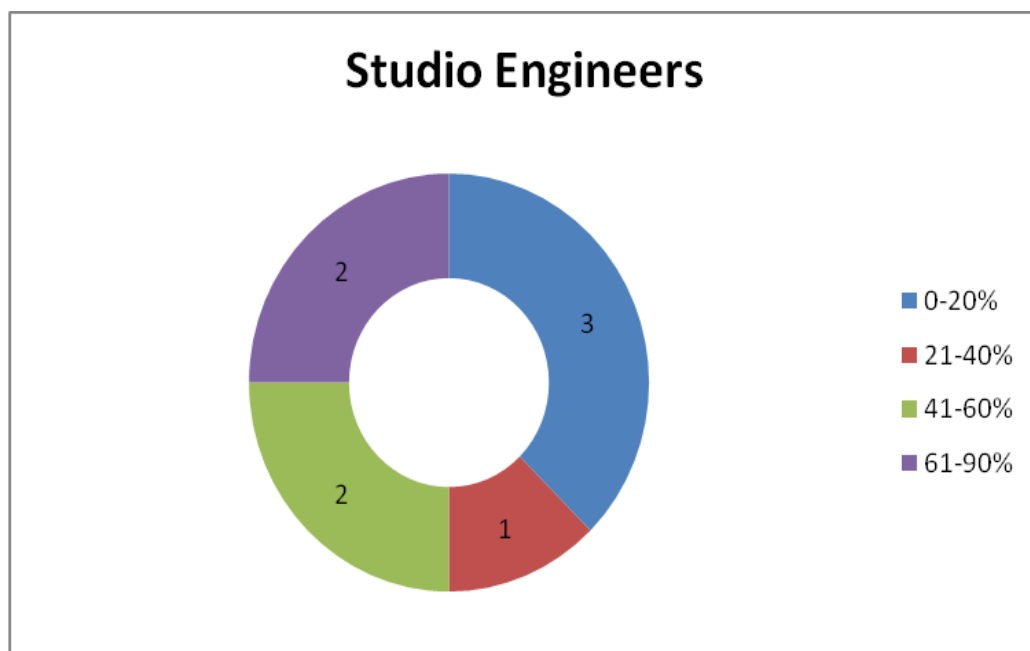
12. What percentages of women make up your CRS?



Note: 2 responses missing.
Total responses = 8

Analysis:

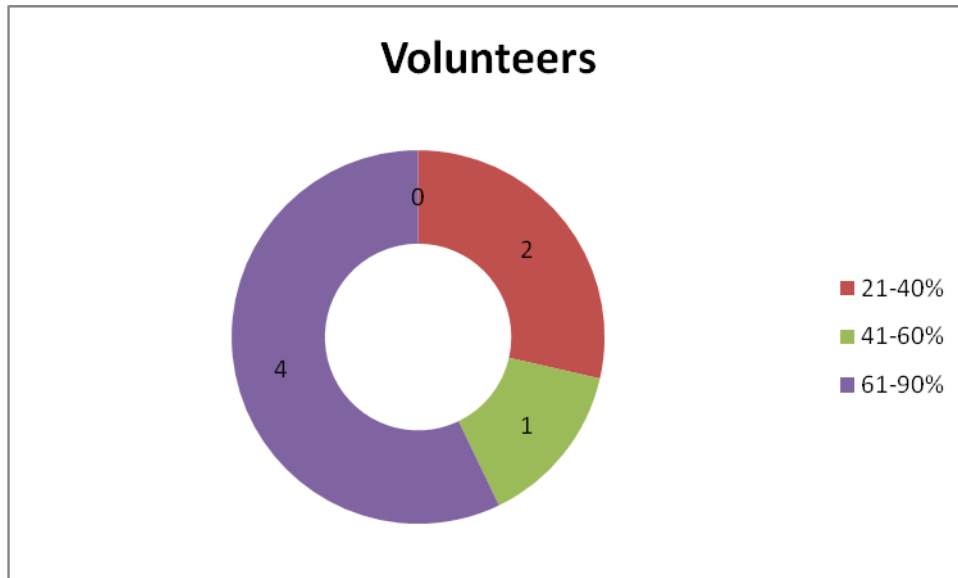
- 2 CRS who responded to the question said that between 21-40% of their programme producers are women.
- 2 CRS who responded to the question said that between 41-60% of their programme producers are women.
- 4 CRS who responded to the question said that between 61-90% of their programme producers are women.

13 A. What percentages of women make up your CRS?

Note: 2 responses missing.
Total responses = 8

Analysis:

- 3 CRS who responded to the question said that between 0-20% of their studio engineers are women.
- 1 CRS who responded to the question said that between 21-40% of their studio engineers are women.
- 2 CRS who responded to the question said that between 41-60% of their studio engineers are women.
- 2 CRS who responded to the question said that between 61-90% of their studio engineers are women.



13 B. What percentages of women make up your CRS?

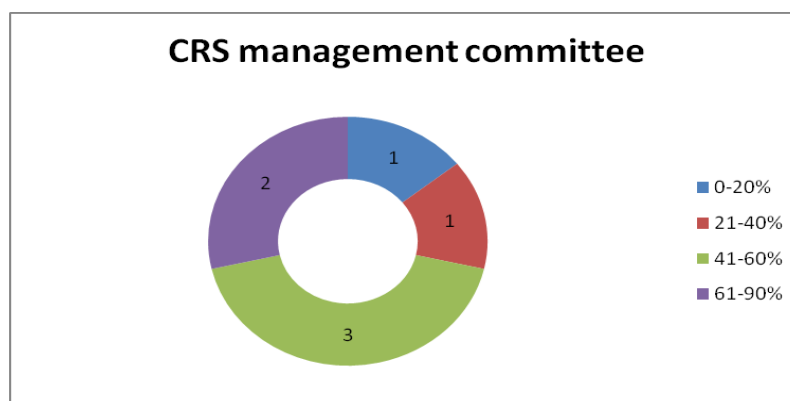
Note: 3 responses missing

Total responses = 7

Analysis:

- 2 CRS who responded to the question said that between 21-40% of their volunteers are women.
- 1 CRS who responded to the question said that between 41-60% of their volunteers are women.
- 4 CRS who responded to the question said that between 61-90% of their studio engineers are women.

13 C. What percentages of women make up your CRS management committee?



Note: 3 responses missing
Total responses = 7

Analysis:

- 2 CRS who responded to the question said that between 0-20% of their CRS management committee are women.
- 1 CRS who responded to the question said that between 21-40% of their CRS management committee are women.
- 3 CRS who responded to the question said that between 41-60% of their CRS management committee are women.
- 2 CRS who responded to the question said that between 61-90% of their CRS management committee are women.

Cumulatively, the above graphs suggest that women tend to dominate as volunteers and programme producers, fewer women are studio engineers and on CRS management committees.

4.2.3 Findings: Community Learning Programme (CLP)

CEMCA's activities to increase and strengthen women's participation in community radio through capacity building programmes for community women broadcasters and the Community Learning Programme (CLP) has direct relevance to its TYP's overall outcome underlining the need for, "More and better learning opportunities for women in media literacy, health, democracy and leadership through systems and models for sustainable community media."

The idea and practice of using the Community Learning Programme (CLP) as a catalyst to deepen women's participation in community media through a mix of training workshops, distance mentoring and broadcasts would appear to have struck a distinct chord among several participants that were a part of the workshops and the mentoring process.

A majority of the community radio stations who participated in the activity underscored the CLP's relevance as a mechanism in addressing women's participation and deepening their engagement with the community. While the responses of respondents to the structured questionnaire have varied in terms of degree, most agreed that the activity introduced a systematic and structured approach, "bringing more women to the community radio station." Many of them also pointed out that the relevance of the CLP lay in the fact that it addressed not just the "what", but also the "how." Consequently, it enabled the staff and volunteers from community radio stations who participated in the trainings to develop a structured approach on issues like: "how to reach audience," and "how to engage with them."

While the activity found resonance in terms of its conceptual relevance, the initial challenge seemed to lie in the practical realm. The data both from the structured questionnaire responses and the initial interviews indicate a somewhat uneven response in terms of the stations' abilities to ingest internalize and implement the CLP. While all the respondents unanimously endorsed the CLP as a process to increase

women's participation and build community engagement and ownership, there were a few challenges in terms of initial implementation.

This is not surprising, given that the CLP, as a process, is layered. The considerable time span between the Women Broadcaster's training workshops in 2012 and the more recent workshops in 2013 & 2014, along with changes of resource persons as well as participants would seem to have impacted the activity in terms of clarity and understanding. Many of the representatives of community radio stations who participated in the CLP interactions in 2013 and 2014 were different from the participants of the earlier workshop. Consequently, all the participants were not on the same page. While some of the community radio stations were already familiar with the concept and practice of CLP, others were entirely new to the process and required more time for comprehension. As the Trainer/Partner's final report has pointed out, there was a "weak response." from the Community Radio Stations who participated in the South workshop. While it had signed a contract with seven stations, "only three stations managed to complete their message matrix and episode plan." Further, two community radio stations from South India dropped out of the programme prior to signing their contracts. Of these, only one of the stations had been a participant in the earlier women broadcasters' workshop.

A number of factors would appear to be responsible for this response. Varying degrees of experience and understanding of the community radio stations to CLP, the long gap in the timeline between the workshops, changes in the trainers/ consultants and the absence of continuity mechanisms during this period. Not only did this interrupt the activity's continuity; it may have prompted some of the earlier partner stations to refrain from participating in the subsequent CLP workshops. The fall out seems to have been particularly evident in the South where many of the participating community radio stations were new to the CLP concept, leave alone its process. A few of the participant community radio stations have pointed out that the long gap between the workshops contributed to "disconnects," "departures," and also required a conceptual shift to "learning."

However, the responses from interactions with community radio station representatives between September 2014 and January 2015 and the data from the questionnaire would indicate that there has been a palpable confidence, increased comfort and substantial community support that participating community radio stations have derived from implementing CLP in their programmes. This is also substantiated by:

- a) The recent contractual agreement which CEMCA has undertaken with nine community radio stations to develop and produce a 10 episode series using CLP on development issues and showcased over EDAA. The stations include: Kumaon Vani, Henvai Vani, Gurgaon ki Awaaz, Alfaaz e Mewat, Radio Mewat, Waqt ki Awaaz, Radio Active, Radio Dhadkan and CMS Radio. As the production process will only be completed in May 2015, it was not viable to include this as a part of the study.

- b) MARAA's workshops conducted in end 2014 and February 2015, (*with support from COL*) indicate that many of the Community Radio Stations not only continued to deepen their engagement in CLP, but have also explored mixed media and blended models combining community radio with mobile telephony and cable to scale its programme reach. The efforts of Gurgaon Ki Awaaz and Jharkhand Mobile Vaani are cases in point where listenership dramatically increased through mobile telephony.

CEMCA's activities in terms of sensitizing women broadcasters to develop Community Learning Programmes surpassed the numerical targets set by its TYP. MARAA's CLP programme involved two regional workshops in North and South India involving 12 community radio stations. While CEMCA's CLP partner MARAA has not provided information on the number of women trained through cascade workshops, the targeted number was set at a minimum of 10 per station. This would amount to reaching a total of 120 women who would be trained in CLP thereby already crossing the numerical target of the project's outcome indicator: **100 community women empowered in media literacy, health, and leadership & democracy to develop community learning programmes.**

The CLP's most palpable impact has been in deepening the radio station's engagement with community, especially women, and strengthening programme sustainability. These are core goals not only of CEMCA's Community Media TYP, but also in terms of the needs that confront the community media sector in India today. Some of the stations (in the North) where participation of women was low, have indicated that "more women now come to the radio station." Stations have also pointed out that feedback in terms of phone calls from women have also increased. Some stations, in their interviews pointed out "Women are sharing their problems as they have never done before." Others asserted that the "phones never stopped ringing." The CLP has clearly demonstrated its efficacy as a co-learning process which strengthens both community and programme sustainability.

Many of the subjects that participating community radio stations have chosen as a part of their programme series are sensitive. Issues like menstruation, sanitation, construction of toilets for women have generated considerable responses from women participants. In one case, a core woman's group has been formed, with which the station regularly works. Significantly, many of these stations are based in geographical areas where gender parity and women's participation in the work place are issues of concern.

Underlying the strengthening of women's participation in community radio, the CLP has also emphasized the importance of programme series. Earlier, stations would view programmes as a "one off." However, the CLP process has enabled them to understand the potential and relevance of producing a series. This has, in turn, demonstrably impacted programme sustainability. While there may have been uneven response initially, even at the time of completing the Interim Report in July 2014, many stations had made independent efforts to move onto launching a second series. One the stations (Guragon Ki Awaaz) had move onto the third phase. The recent contractual agreement between CEMCA and nine community radio stations to develop a new series reinforces

its resonance among community radio stations and augurs well in terms of building sustainability as well as community ownership.

The disparity between the roles and functional responsibilities of women and men in the community radio station remains an issue of concern. The data analysis (determined by the graphs cumulatively) suggest that women tend to dominate as volunteers and program producers. Fewer women are studio engineers and on CRS management committees. This is symptomatic of a global pattern when women's participation in community radio is restricted to what is perceived as the "softer" jobs. A 2013 study on women community radio broadcaster's carried out by AMARC Asia-Pacific emphasized the point when it noted that "though the number of women's participating in community radio has increased over the years (39% women and 61% men) majority of women are working as administrative staff (44%) or programme producers (42%). Women's access to decision-making positions and in technical position (30%) is still low."

Against this backdrop, despite the inroads made by CEMCA in deepening women's participation in community radio, there is a strong need for continued support and scaling as is also indicated by the responses in the structured questionnaire.

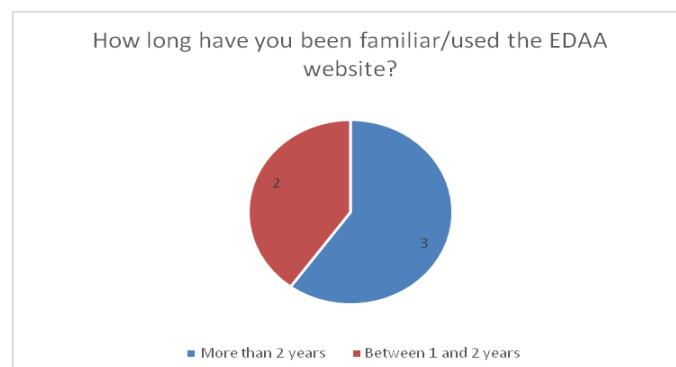
4.2.4 Data Analysis and Findings from Structured Questionnaire: EDAA Effectiveness as Web Portal to Promote and Strengthen Internet Based Context Exchange among Community Radio Stations

(Note: Five responses were received out of questionnaires sent to 10 Community Radio Station representatives who participated in the 2010 Community Radio Sammelan and /or were a part of an internal survey conducted by One World on EDAA in 2013)

1. Do you know about the EDAA website?

Analysis: All 5 respondents said that they were aware of the website.

2. How long have you been familiar/used the EDAA website?

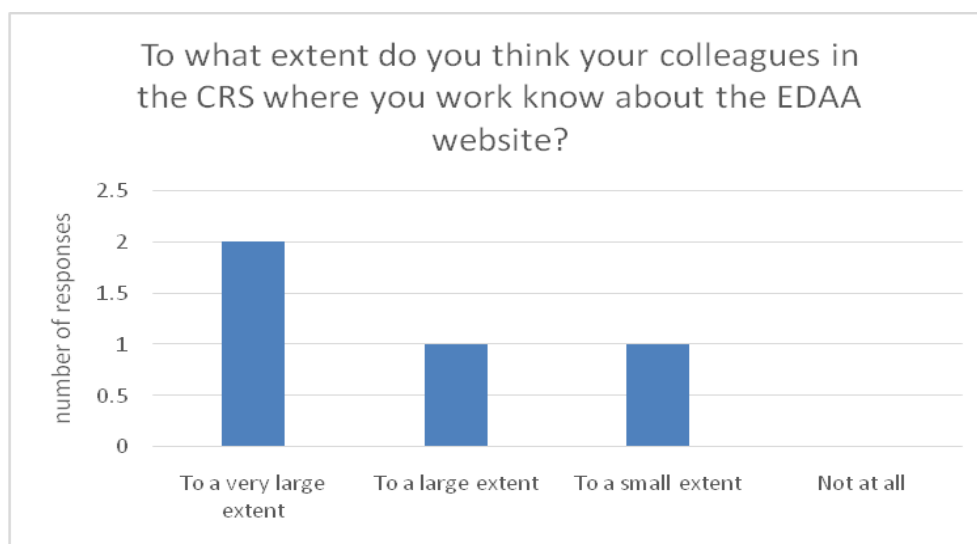


Total surveys = 5

Analysis: 60% (3 CRS) have used/were familiar with the EDAA website.

While EDAA has undoubtedly made inroads into deepening community radio, a substantial part of the sector – especially those in the rural areas – remain to effectively straddle the digital/ internet divide. The good news is that the numbers are reducing.

3. To what extent do you think your colleagues in the CRS where you work know about the EDAA website?



Total responses = 4

Analysis: 75% of respondents say their colleagues are aware of the EDAA website to a very large extent (50%) or a large extent (25%)/

4. How often do you access the EDAA website?

Analysis:

- 2 (40%) CRSs say they access the website daily
- 1 (20%) CRS access it weekly
- 1 (20%) CRS accesses it fortnightly
- 1 (20%) CRS accesses the website every 3 to 6 months

Judged by the fact that as many as 40 per cent said they accessed the website on a daily basis, the relevance and usefulness of EDAA has grown substantially.

5. Why do you visit the EDAA website?

Analysis: The most popular reasons for visiting the EDAA website are to exchange information and content sharing (80%; 4 out of 5 CRS) followed by news information about Community Radio (60% 3 out of 5 CRS).

6. What parts of the EDAA website do you most often visit? Please rank the visits (from 1 to 10) where 1 = most often and 10 = least often. Please fill

Analysis: NOT RANKED

7. How do you access the EDAA website?

Analysis: All respondents access the website on their desktops.

8. How much time do you spend on the Website per visit?

Analysis: Most CRSs (4 out of 5) spend more than 10 minutes on the website during every visit.

This is significantly more than the average time spent on a website according to Google analytics.

9. Have your visits to EDAA increased or decreased in the past year:

Analysis: Mixed responses were received to the question asking “If visits to EDAA had increased, decreased or remained the same.”

2 CRSs said visits had increased in the past year, while 2 said it had remained the same and 1 said it had decreased.

10. To what extent would you say that the audio content on EDAA website has improved and expanded?

Analysis: 4 out of 5 (80%) said that the audio content on EDAA website has improved and expanded

11. What, in your views, are the reasons for the improvement?

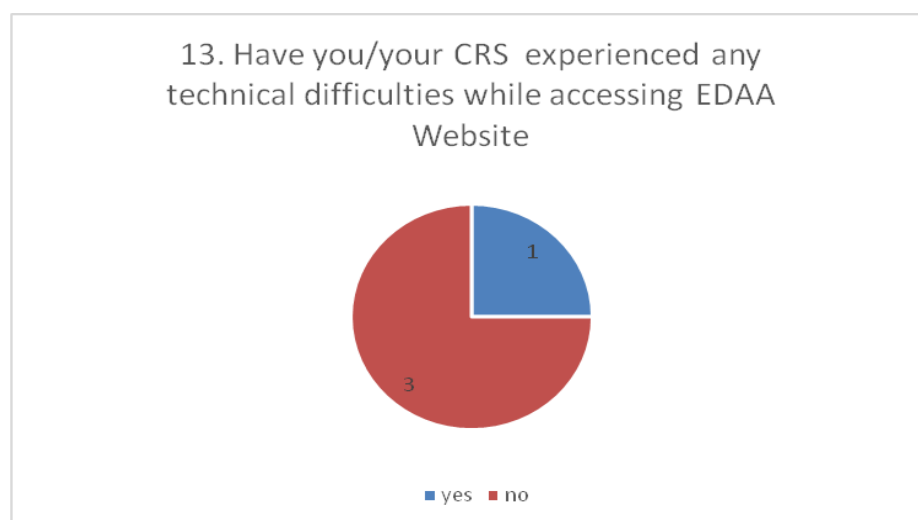
Analysis: This question was not understood properly. Instead of choosing one answer, each respondent has made several choices. According to 1 CRS, accessibility, more interactive design and more programme features comprise the improvements made to EDAA. According to another, accessibility, more interactive design are the two improvements that stand out. Yet another CRS points to the interactive design and participative campaigns as central improvements.

However, all answers by the respondents point to the improved accessibility and/or design/features that were made to the EDAA website.

12. To what extent is it easy to access content on the EDAA website?

Analysis: 4 CRSs believe that the content on EDAA is easy to access. 1 CRS did not answer the question.

13. Have you/your CRS experienced any technical difficulties while accessing EDAA Website



Total responses = 4

Missing = 1

Analysis: A majority (75%) of the respondents say they have not experienced any technical difficulties while accessing the EDAA website.

This is an improvement on the internal survey which had been conducted by One World the previous year.

14. In your view, EDAA can further improve by:

Suggested improvement	Number of responses
Further strengthening community radio networks	3
Starting its own E Magazine	0
Improving its translation services to strengthen its Knowledge Base	2
More interaction with contributors and dormant users	2

Total responses = 7

(1 CRS selected 3 responses and 1 CRS selected 2 responses)

Analysis: Most CRS felt that further strengthening community radio networks may help in improving EDAA. This, coupled with the improvement of translation services and more interactions with users, would also appear to reiterate the relevance of mechanisms to scale online exchange platforms in the region.

15. Do you feel that EDAA could act as a bridge between government authorities and community radio stations?

Analysis: 4 out of 5 CRS affirmed that EDAA could act as a bridge between government authorities and community radio stations. 1 CRS did not respond

EDAA'S potential relevance both as a network and as a credible advocacy catalyst would appear to assume increased significance from most of the respondents. This is also supported by the increasing visibility of EDAA in consultations and workshops organized by the Ministry of Information & Broadcasting, Government of India as well as leading advocates of Community Media such as the UNESCO Chair on Community Media.

16. Do you upload or download Material on the EDAA website?

Analysis: All CRS upload and download material on the EDAA website.

17. How many programmes do you download in a month?

Analysis: 3 CRS responded that they download less than 3 programmes in a month while 1 CRS responded that they download between 3 and 5. 1 CRS did not respond to the question.

For a young sector like community radio this is a healthy strike rate.

18. How many programmes do you upload in a month?

Analysis: 2 CRS responded that they uploaded Less than 3 programmes a month and an additional 2 responded that uploaded more than 5 programmes in a month

Downloading and uploading programmes from EDAA – combined table for Q 17 and 18

	Less than 3	Between 3 and 5	More than 5
Download	3 CRS	1 CRS	
Upload	2 CRS		2 CRS

19. What kind of programmes do you download/upload?

Analysis:

Issue	Number of CRS
Education	3
Health	1
Women's' issues	2
Disaster Relief/Emergency	0
Agriculture	0

Note: 2 CRS selected more than 1 response.

4.2.5 Findings: EDAA WEB Portal & Online Network usage by CR stations.

The respondents' answers confirm the increasing potential and use of the internet as a medium of content exchange, capacity building and networking. In this context, CEMCA's investment and support to strengthening the EDAA web portal site in terms of content, design and infrastructural accessibility have found resonance across several stakeholders: government, community radio stations, NGOs, and consultants. It has also enabled it to substantially address the following outcome indicator: "Increase in the number of stakeholders among content exchange platforms to share programmes in different formats and media."

Apart from strengthening the EDAA website, CEMCA's activities over the past three years have also supported a mix of web based training, production and interactive learning mechanisms. The production of the Web Radio Manual (2014) and the recent Web Radio workshop in Sri Lanka have also underscored CEMCA's efforts to scale and deepen content sharing platforms using the internet.

Respondents to the structured questionnaire as well as interviews with community radio station representatives have endorsed the improved accessibility, increase in programmes on women and education, multi lingual translations, introduction of awards relating to the sharing of audio content and the changed format in EDAA's newsletter. The practice of using the site as a basis to strengthen theme based campaigns was also appreciated.

CEMCA's community media target of increasing the number and participation of stakeholders using internet based content exchange platforms was substantially achieved through the increased popularity and growth of EDAA as a learning -sharing web portal. Within a relatively short time span of a year, its partner, One World was able to achieve complete server migration and up gradation of the web portal as early as January 2014 demonstrating active response to keep pace with demands of increased usage and visits. Completed by January 2014, EDAA's server migration enables it to host 114 Gigabytes (GBs) of content. EDAA Analytics (See Closure Report), also confirms increase in Bandwidth consumption which shot upto 29 GBs during the project period. Significantly, this is more than double the average which is between 10 and 12 GBs. Interestingly, the bandwidth usage for the month of October 2013 crossed 39 GBs, April crossed 58 GBs and May 2014 crossed 45 GBs which is way beyond the prevailing average.

EDAA's easy accessibility has also contributed to its popularity. Quite a few community radio stations who were interviewed by the consultant indicate that its users find it easy to use, whether it is on the website, lap top or smart phone. While the respondents to the structured questionnaire indicated that that the desk top remains the preferred mode of accessing EDAA, community radio stations -especially in the urban context- have also begun to strategically use its WhatsApp presence for purposes like narrowcasting and promoting listener groups.

EDAA's improved facilities giving due cognizance to the relevance of the web sites development into a one stop information portal for all community radio has been timely. During the past year, it has put in place an interactive Discussion Forum (EDAA adda) to facilitate discussions, co-learning and share experience. This can be accessed on <http://discuss.edaa.in>

The Bulletin Board structure also provides regular updates about the technical workshops, training sessions, and conferences being organized for the community radio stations. Formats are also regularly reviewed and recast bearing in mind their friendliness and accessibility in terms of usage. The newsletter's recent re-design in June 2014 is a case in point.

The CEMCA-EDAA awards were effectively and efficiently leveraged through production and strategic dissemination of publicity materials at conferences, workshops and seminars on Community Radio (See EDAA Closure Report for details). However, these awards have stopped after CEMCA's support to EDAA concluded in June 2014.

EDAA's growing relevance has also been recognized by Ministry of Information and Broadcasting, Government of India. Its potential as a content exchange platform was showcased during the 2014 Ministry of Information and Broadcasting's (MIB) Community Radio Sammelan. EDAA has also featured in the MIB's 9 Community Radio Awareness Consultations organized by the Community Radio Association and One World in 2014. The Department of Science and Technology used the portal for online monitoring of content and evaluation of radio programmes produced by the Community Radio stations (See the link <http://edaa.in/campaigns/radiomaths/audio-programmes>)

During this period of CEMCA support, the website registered impressive growth both in terms of the quantum of programmes and number of visitors. From hosting about 2700 programmes when CEMCA's support began five years earlier with a view to increase usage of the platform, the number grew to 9328 radio programmes in May 2014. EDAA analytics also indicate that the number of visitors grew dramatically during this period, from 66,535 in August 2013 to 10,731 in May 2014. The analytics which are corroborated also by Google Analytics demonstrate the average time spent scanning the website by a visitor was 6.5 minutes which is considerably higher than the standard average time a visitor spends on most news sites including Yahoo. Respondents to structured questionnaire submitted by this consultant have confirmed this trend. 75 per cent of the respondents pointed out that they spent more than 10 minutes per visit, while 25 per cent indicates a time span of between 5 and 10 minutes.

The increase in number of visits co-relate effectively with the supply mechanisms EDAA have put in place during the past year ie server upgradation and migration, increase in the number of languages available on the portal, developing micro-sites and incentivizing the web-portal.

Post April 2014, EDAA also improved its translation facilities. Translation is currently available in five languages. These include availability of important content like

registration forms, upload-down load forms and the main menu which have been translated into Bangladeshi, Tamil, Kannada, Marathi and Hindi.

- Hindi: <http://edaa.in/?lang=hi>
- English: <http://edaa.in/?lang=en>
- Bangla: <http://edaa.in/?lang=bn>
- Kannada: <http://edaa.in/?lang=ka>
- Tamil: <http://edaa.in/?lang=tm>
- Marathi: <http://edaa.in/?lang=ma>

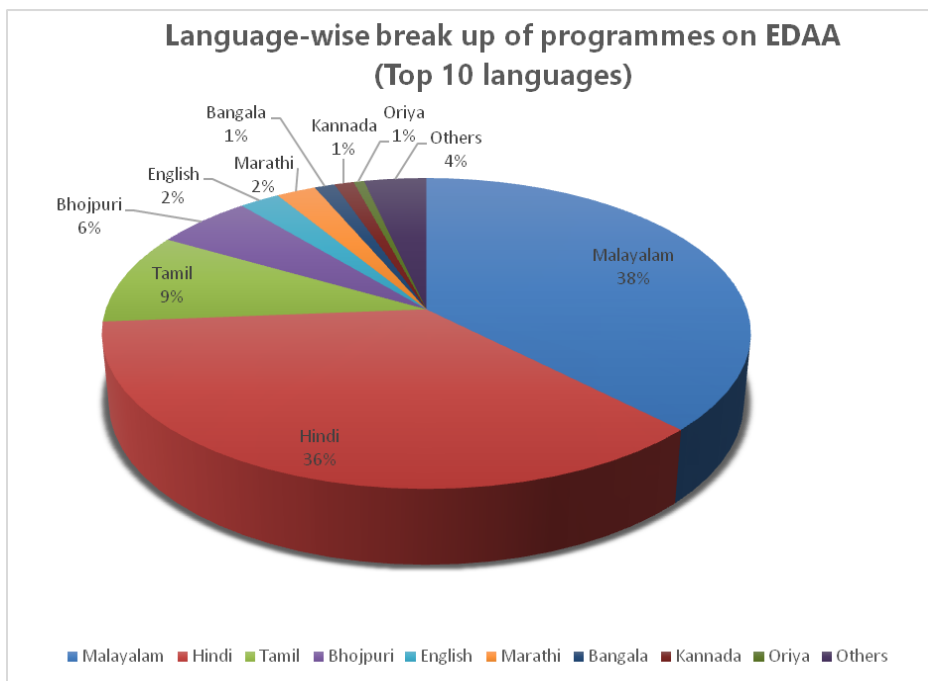
As on July 2014, “more than 100 Community Radio stations share content voluntarily in 28 languages, 17 formats and 36 themes on a regular basis.” (EDDA Closure Report for details) Tables 1 and 2 shown below are indicative of the growth of the web portal over the past year. These Tables reflect a dramatic growth in the use of regional languages and dialects on EDAA reflecting the importance of plurality and linguistic diversity in deepening community radio in India.

According to the EDAA Closure Report submitted by One World, “Content in Malayalam – a language which is spoken primarily in the south Indian state Kerala, has emerged as one of the biggest chunks. A total of 38 per cent content on EDAA is in Malayalam language followed by Hindi which is about 36 per cent, Tamil 9 per cent and Bhojpuri – a dialect spoken in Bihar contributed 6 per cent of the total content.”

Table 1:

S.No.	Language	Number of Programmes
1.	Malayalam	2831
2.	Hindi	2734
3.	Tamil	717
4.	Bhojpuri	424
5.	English	177
6.	Marathi	173
7.	Bangla	89
8.	Kannada	85
9.	Oriya	46
10.	Sinhala	46
11.	Nepali	45
12.	Gujarati	41
13.	Urdu	33
14.	Rajasthani	24
15.	Assamese	17
16.	Bundeli	17
17.	Mev	17
18.	Telugu	15
19.	Punjabi	7

20.	Garhwali	2
21.	Maithili	1
22.	Garo	1
23.	Khasi	1
24.	Manipuri	1
25.	Nagamese	1
26.	Konkani	1
27.	Mizo	1
28.	Kumaoni	1



(Tables 1 AND 2 is also available in the EDAA Closure Report)

In the 2013-2014, EDAA has also created three new micro sites strengthening its emphasis on social issues governance and campaigns. These are:

- Health, (http://edaa.in/programs_view.php?theme=15)
- Philanthropy, (http://edaa.in/programs_view.php?theme=34) and
- Corporate Social Responsibility, (http://edaa.in/programs_view.php?theme=35)

All these factors would substantially support the EDAA closure report’s observations that , the website has emerged as “Asia’s biggest archive of community voices” during the CEMCA support period (June 2013-June 2014). This is also indicative of the increased relevance that it enjoys as an online, interactive content exchange and learning –sharing platform

While EDAA's performance would have tangibly showcased an increase in the number of stakeholders using content exchange platforms to share programmes in different formats and media in India, there remains considerable potential to deepen this engagement across South Asia. The website currently hosts programmes from countries like Bangladesh, Nepal and Sri Lanka. Given the growing foot print of Community Radio in South Asia, it is likely to deepen the site's relevance across the region. It is in this context, that CEMCA's initiatives like the web radio training workshop, organized in partnership with the organisation Gram Vaani Community Media (Ltd) in Noida in March 2014, and more recently the National Level Web Radio workshop in Sri Lanka in February 2015 assume significance in this context.

While EDAA's growth has demonstrably underlined the potential and scale of online networks and content sharing which multi-lingual, CEMCA needs to sustain and deepen this endeavor. EDAA support concluded in mid 2014. In response to the growing demand for online content sharing, CEMCA has explored the possibility of forging collaboration with the Bangladesh NGOs Network for Radio and Communications to explore a similar website in Bengali has not yielded any concrete response as yet. CEMCA's collaboration with AMARC Asia-Pacific to develop and design an online directory for Community Radio Stations in South Asia in December 2014 is a positive step in this direction. However, the activity will only be completed in April 2015.

CEMCA's other activities like the web radio training workshop, organized in partnership with the Gram Vaani Community Media (Ltd) in March 2014, is also a part of its effort to deepen increase in the number of stakeholders using online content exchange and dissemination platforms. The workshop which was hands on in approach and focused on the working of web radio along with related capabilities like telephony, SMS and library received very positive feedback. Most of the participants from Bangladesh, India, Sri Lanka and the Maldives were able to install all the necessary software on their own and initiate web radio underscores its growing potential and relevance.

Similarly, CEMCA's national level workshop organized in collaboration with the Sri Lanka Development Journalists' Forum (SDJF), Colombo and Post Graduate Institute of Agriculture (PGIA) at the University of Peradeniya in February 2015 provided hands on training to 20 participants on web radio production and a comparative analysis between web radio and community radio.

4.2.6 Observations on Sustainability

In the absence of CEMCA's partner, Ideosync Media Combine's report, it is unrealistic to attempt any assessment of its Outcome indicator on sustainability.

However, this does not take away from the relevance of sustainability or the challenges that it presents to the community media sector today. In many ways, sustainability remains a critical issue of concern for community radio not just in South Asia, but across the world.

While the issue of sustainability has been the subject of debate and discussion, there has been very little in depth study and research on the subject in the South Asian context.

Community Radio sustainability has been determined by the following components:

- 1) Human and Social Sustainability.
- 2) Programme Sustainability.
- 3) Technology sustainability.
- 4) Financial sustainability.

Its measurement, however, is easier said than done. How does one measure community participation and ownership? How does a community radio station sustain volunteer participation without remuneration?

These questions would assume added significance in the South Asian context - given the diverse challenges that confront the sustainability of the community radio sector in the region. While India and Bangladesh have a specific tier for community radio in the media landscape, the community radio scene in Nepal continues to grow despite the absence of a specific community radio policy. Restrictions on news broadcasting and technology characterize the community radio scene in India and Bangladesh, unlike in Nepal. The community radio scene, in the three countries has also thrown up different models of community management and ownership – cooperatives, village panchayat and NGO. How do these impact the functioning of the community radio stations?

CEMCA's Community Media TYP ((2012-2015) attempts to address this, through its fourth Outcome Indicator "Nine community radio stations adopt sustainable models & and show case best practices." Towards this end, CEMCA commissioned Ideosync Media Combine to undertake a substantial participatory research initiative to explore the parameters that impact the sustainability of Community Radio in the region. After a comprehensive Desk Research process and Validation workshop in May 2014, where community radio advocates and practitioners from the region participated 13 Community Radio Stations from Nepal, Bangladesh and India were selected to be a part of the initiative. The community radio stations were finalised based on three key criteria: Geographical representation, diversity of institution supporting the CR station and years of broadcast. The stations are included from India, Nepal and Bangladesh. The research initiative, both in terms of methodology and scope, is perhaps the first of its kind in the region. In the absence of a final report, it is not realistic to attempt an assessment of the initiative which, in turn, is critical to evaluate CEMCA's outcome indicator on sustainability.

However, Ideosync Media Combine's interim report which was available to this consultant in the first week of February 2015, highlights significant pointers underlining possible patterns of sustainability which are manifest among different community radio stations in South Asia. While it would be premature to determine these trends or good practices in sustainability, the interim report's observations would appear to have shed new light on the issue and merits further study. Some of these include:

- 1) Infrastructure and Technology Sustainability: Those community radio stations who were a part of large NGOs would appear to have been less vulnerable to issues related to equipment or studio space.
- 2) Community Participation: Community Radio stations that were well networked and engaged with their communities did not face many issues regarding community participation or sustaining high quality content. However financial

support for infrastructure, recurring training needs and retention of high quality human resources appear to constitute areas of concern.

- 3) Financial sustainability: Independent financial sustainability remains an issue of concern. The interim report has highlighted that several “CR station teams felt that they would need at least five to seven years to establish processes that would enable them to gather independent funds for the CR station.”
- 4) Management Committee: The degree of the management committee engagement in the community radio station would also appear to be an issue of concern. According to the report, “most management committees were not active participants in the activities of the CR nor were they engaged with it on a regular basis.” Some Management Committees would also appear not to be familiar with the Community Radio policy or community radio principles.
- 5) Community Ownership and Transparency: This would appear to constitute a formidable concern. The interim report points out that “The listening communities in none of the CR stations were aware of the financial resources required to run or operate the CR station, nor how these were being met by the CR station. In most cases, the radio station was seen as being owned by the NGO or the institution (if the NGOs/institutions name was well known in the area) or by the Government.” Apart from being rooted in flawed perceptions, these would handicap the process of community radio sustainability. The good news however stemmed from the report’s observation that “listening community members of CR stations that had regular and intensive engagement processes established with their communities were willing to contribute to the sustainability of the CR station if they could be guided on what was expected of them. Listening community members were even willing to contribute financially and at no cost did they want the CR station to shut down.”

Apart from Ideosync Media Combine’s research and as a part of its efforts to build sustainable community radio stations, CEMCA had commissioned Ms Shirley Deepak and Ms Pinky Chandran in 2013 to consult and mentor and Kalanjiam Vanoli and Deccan Radio stations to address sustainability issues, (See <http://cemca.org.in/resources/workshop-reports#.U-hwimOiL1A> for reports) . Station Managers from both Kalanjiam Vanoli and Deccan Radio stations have reiterated the relevance and effectiveness of the mentoring interactions and trainings. Both confirmed that they implemented most of the recommendations made by the consultants. (*Annexure 2 provides insights through interviews with the consultants and the community radio stations.*)

Ideosync Media Combine’s sustainability research initiative would appear to be a logical development from CEMCA’s earlier interventions on sustainability which focused on the needs of individual stations.

4.2.7 Findings: List of CEMCA’s 2012-2015 Community Media Activities (*See Annexure 2 for details*)

CEMCA’s TYP activities indicate that the numerical targets, set by the outcome indicators have been achieved.

5. TYP vs. Findings

- A) CEMCA's goals have resonated and found relevance across all stakeholders: community radio stations, NGOs and government.
- B) CEMCA's TYP would seem to have effectively addressed its numerical targets set in the context of three of its objectives, namely:
- 20 % increase in number of community radio stations supported by CEMCA
 - 100 community women empowered in media literacy, health, and leadership & democracy to develop community learning programmes
 - Increase in the number of stakeholders among content exchange platforms to share programmes in different formats and media.

The data provided in CEMCA's Community Media Activities (2012-2015) demonstrate that CEMCA would have facilitated at least 100 community radio stations in community media through activities related to community media production, training and research during this period.

The CR-CIT activities in Bangladesh and India would alone have extended to nearly 50 Community Radio Stations in the region. While representatives from 12 Community Radio Stations participated in the initial Peer Review training programmes in India, the Certified Peer Review trainings had a snowballing effect and enabled the CR-CIT to go to scale. It resulted in the creation of 27 Certified Community Radio Trainers from different Community Radio Stations in the country.

While gender disaggregated data is not available from the CLP training programmes conducted in 2013 and 2014, the data available from the TYP workshop reports indicate that CEMCA would seem to have achieved its numerical targets in the context of sensitizing community women in media literacy and health through the cascade workshops organized by the participating CR stations and the productions that the community learning programme productions have embarked upon. The CLP training workshops conducted by MARAA in 2013 and 2014 involved representatives from 17 community radio stations. Between June 2014 and August 2014, MARAA facilitated a series of cascade workshops for 12 Community Radio Stations which involved direct engagement with the local communities. Currently, Nine Community Radio Stations have been contracted by CEMCA to produce 10 episode series using the CLP. These are to be completed by May 2014.

EDAA's closure report in June 2014 has demonstrated a marked increase in the quantum of stakeholders and community media groups using the portal for content sharing and networking.

In the absence of Ideosync Media Combine's Report on sustainability, the report is handicapped from assessing the impact of CEMCA's fourth outcome indicator. However, in terms of numerical targets, 12 Community Radio Stations from Bangladesh, Nepal and India are participating in the research programme. This exceeds the TYP numerical

target of: “Nine community radio stations adopt sustainable models & and show case best practices.”

While the numerical targets pertinent to its outcome indicators would have been realized, CEMCA’s TYP activities also throw up specific disparities and patterns within its activities between 2012 and 2014. These include:

- **Need for more activities to take place outside India:** This is evident in terms of the substantial majority of activities that have taken place in India. However, the period from the last quarter of 2013 to 2015 has witnessed more equity in terms of regional spread of activities especially in the areas of CR-CIT, Women Broadcasters & CLP, Web Radio and Community Radio advocacy. The consultations organized by CEMCA in Bangladesh on CRI-CIT and Women’s Broadcasters and the consultations on Community and Web Radio in the Maldives and Sri Lanka in February 2015 are cases in point.
- **Greater parity in terms of Women’s participation in Workshops:** Notwithstanding the Regional consultations on CRS awareness in December 2012 and the first quarter of 2013 the TYP activities during this period indicate the need for more parity in the number of women and men participants. However the period between 2013 and 2014 have demonstrated more participation of women in the workshops and consultations. Despite this, disparities do exist which need to be addressed. For example consultations like technical training and web radio saw very few women participants. This is reinforced by the structured questionnaire findings which affirm that women’s participation in community radio stations remain tilted in favour of areas like volunteers and producers as against engineers.
- **Regional Disparity in terms of women’s participation:** The consultations and workshops in Maldives and Sri Lanka have revealed a palpably higher turn out in terms of men’s participation than that of women. The skewed representation needs to be redressed. While this is also a concern in Bangladesh, it is important to assert that the Community Broadcasting Women Workshop in 2014 achieved 100 per cent participation from women in that country.

(Partner reports on CR-CIT, and EDAA 2013 and 2014 are also available on the CEMCA website)

- C) CEMCA’s 2012-2015 TYP has substantially demonstrated a deepening of its engagement in the community media sector across the South Asian region as well as across areas of training, production and research. There is a palpable recognition of CEMCA not only as a training organization, but one that is engaged in scaling community media education from awareness building to consolidation, innovation and inclusion.
- D) CEMCA’S community media activities between 2012 and 2015 demonstrate increased collaboration with various agents of development and change: government, INGOs, NGOs, academia and community radio stations. CEMCA’s responsibilities and presence at apex community media events like the Sammelan,

as well as its collaborations with intergovernmental agencies, INGOS and educational institutions like SAARC, AMARC and the UNESCO Chair on Community Media reflect its deepening role as a frontline community media change and educational agent.

- E) All four of CEMCA's TYP (2012-2015) activities are new and path finding especially in the context of the South Asian environment . These comprise:
- The introduction and practice of the Community Learning Programme as a vehicle to promote women's participation and leadership in community radio/media
 - The development and implementation of the Community Radio Continuous Improvement Toolkit (CR-CIT) in building and fostering an enabling Quality Assurance Framework
 - The strengthening of EDAA as a web portal to strengthen online platforms for content sharing and networking The research study demonstrating and analyzing sustainability practises followed by community radio stations in the region.

While the research findings on sustainability have yet to be given analysis, the data findings, interviews, and group discussions pertinent to the first three projects have revealed a very positive response from the stakeholders. These have already been discussed in more substantial detail earlier in this section.

- F) Given the relative 'newness' and layered structure of the projects as well as their scale, CEMCA needs to review its timeline in terms of both implementation and evaluation. A longer timeline, from three to five years could also be considered for implementation, assessment and evaluation.
- G) CEMCA's projects have covered a regional spread raising the need for language diversity and translation facilities. More weight age needs to be given to be to translation facilities and costs. This also underlines the relevance of due adjustments in the context of time lines.
- H) The shift from in house training resources to outsourcing would appear to have impacted some of the project in terms of efficiency and timelines.
- I) There is a lack of field reports and process documentation in terms of partner reports and findings especially in the context of the activities carried out prior to 2013
- J) The exit strategy in the case of some projects need to greater review and consideration especially in the context of sustainability and scale.

5.1 TYP Findings (Unanticipated)

CEMCA's TYP objectives and activities in this regard have enabled it to emerge not only frontline change agent in training but also a key player in deepening an enabling climate

for community media and women's leadership in the region. This is increasingly evident in the recognition CEMCA has received from key change agents as well as the collaborative alliances it has forged outside its planned activities in 2014 and 2015. Many of these are of strategic importance for the growth of the sector and involve collaborations with key change agents in the community media sector. These comprise:

- *Government*: CEMCA's document on *Innovations in Community Radio* by Dr Ankuran Dutta and edited by Dr Sanjaya Mishra for the Ministry of Information and Broadcasting, Government of India. The document comprises a very useful compilation of innovative mechanisms to promote community radio and has drawn upon practical examples from across the world. Encompassing a comprehensive gamut of areas including legislation, software, license procedures, technology and community participation, the document would appear to be relevant not just for community radio in India but the South Asian region as well. The Document is accessible on the ministry's website :

[http://mib.nic.in/WriteReadData/documents/Innovation CR MIB CEMCA.pdf](http://mib.nic.in/WriteReadData/documents/Innovation_CR_MIB_CEMCA.pdf)

CEMCA's community media consultations in February 2015 in the Maldives in collaboration with the Maldives Broadcasting Commission and in Sri Lanka with the Ministry of Mass Media and the Sri Lankan Broadcasting Corporation (SLBC) are also relevant efforts in this context.

- *INGO and Inter-Governmental Organizations*: CEMCA's collaboration with AMARC and the SAARC Information Centre to organize the second regional consultations in Dhaka to review and take stock of the Community Media /Radio climate in the region. The collaboration served as a useful platform to discuss CEMCA's TYP activities especially those with regard to women broadcasters, the Quality Assurance Kit and the sustainability initiative. These are likely to assume increasing significance in the SIC –AMARC agenda in the near future.

CEMCA's sustainability research initiative with Ideosync Media Combine has also involved collaboration with UNESCO to provide support for the Nepal chapter is another case in point.

- *INGOs & Academia*: CEMCA's support to the *Community Radio Newsletter* produced by the UNESCO Chair on Community Media will help track developments in Community Radio across the South Asian region and beyond. It will also provide a useful platform to address and track some of the key issues of CEMCA's TYP, namely: women's participation and leadership, quality assurance, sustainability and linkages between community radio and internet based media platforms.
- *INGOs*: CEMCA's collaboration with AMARC Asia-Pacific to develop a web directory of community radio stations in South Asia strives to deepen its efforts to build and strengthen online platforms for content development and sharing among community radio practitioners and advocates.
- *Academia*: CEMCA's collaboration with the University of Peradenya, Sri Lanka to organize a national level workshop on Web Radio in February 2015 is also indicative of its efforts to deepen community media in the country. The changing political climate in Sri Lanka could help to open up the airwaves in the country. CEMCA's efforts, in this context, could assume strategic significance.

5.2 Recommendations

1. The findings indicate that CEMCA's Community Media TYP has been effective in realizing three of the outcome indicators, namely:
 - 20 % increase in number of community radio stations supported by CEMCA.
 - 100 community women empowered in media literacy, health, and leadership & democracy to develop community learning programmes.
 - Increase in the number of stakeholders among content exchange platforms to share programmes in different formats and media.

While these have found resonance with all the stake holders, CEMCA needs to review its community media agenda with a view to deepening the process of consolidation it has started. Many of the community media initiatives it has helped to start have only recently manifested indications suggested that they are poised to go to scale. In this context they warrant continued support.

2. CEMCA's Community Media TYP activities indicate a movement from awareness building activities to promoting consolidation and growth. These are timely and appropriate to the needs of the sector in the current context. However, they are also new concepts and require more time in terms of internalization, practice and use. The community radio sector in the region is relatively young. Within the sector, there is also formidable diversity in terms of language, experience, knowledge and access to communications infrastructure. Observations of participants as well the Partner reports have reinforced the point.

Against this backdrop, the need to review the time line of three years needs to be urgently considered. Given the scale and scope of the initiatives, it is recommended that CEMCA consider at least a five year time line. This would also enable the initiatives to be more programme rather than project driven and also enhance potential for sustainability and ownership.

3. CEMCA's Project Activities especially its endeavour to deepen women's participation and leadership through the CLP and the development of a Quality Assurance Framework like the CR-CIT are path finding and innovative mechanisms which promote co-learning. They are likely to have far reaching implications for community media and merit both scaling and continued support.
4. While CEMCA's TYP activities have effectively promoted and increased women's participation, fluency and skills through community radio/media, the findings indicate that issues of equity and inclusion remain. There would appear to be more women producers, volunteers and anchors as opposed to engineers. It would be useful for CEMCA to undertake a survey in this regard determining the roles and responsibilities of women broadcasters in community radio stations.

5. CEMCA's TYP activities have substantially built its profile as a change agent in community media across several stakeholders: government, academia, INGOs, NGOs and Community Radio Stations. Many of these have involved collaborations with new partners like the UNESCO Chair on Community Media, AMARC and SAARC. These need to be continued and leveraged in the future to ensure an enabling environment for CEMCA's TYP goals.
6. The process of CEMCA's TYP activities especially in the case of the CLP and the EDAA web portal have demonstrated the efficacy and relevance of mixed media combining community radio, mobile telephony and the internet. The experiences of community radio stations like Gurgaon Ki Awaaz have underscored the importance of increased listenership and access through usage of mobile telephones. CEMCA's CLP training partner MARAA has also independently explored the possibilities through its collaboration with Jharkhand Mobile Vaani. It would be useful to consolidate and deepen these initiatives and take them to scale across other commonwealth countries in South Asia in the future.
7. While the CLP as a co-learning process is relatively new to South Asia, it has demonstrable credentials in other parts of the world like Africa and the Pacific. Its effectiveness in promoting community participation and learning has cross-cut several thematic areas in development like health, education and food security. CEMCA could consider extending support towards developing CLP based community radio programmes/series on related themes. By considering the use of a mixed media model like mobile phones, internet and radio, the initiative could also be implemented in countries like Sri Lanka.
8. The EDAA awards constituted by CEMCA during its support to One World generated popular responses from community radio stations and served as an effective incentive. The awards have been discontinued and many of the stations have questioned their termination. They should be resurrected.
9. The popularity of the EDAA web portal and its role as an online learning-sharing platform for community media needs to be carefully considered by CEMCA in terms of scaling the activity across the region. One of the key findings related to the EDAA initiative pertained to the need for multi lingual translations. These need to also take into cognizance language and dialect diversities in terms of the different countries in the region. For example, the Bengali spoken in Bangladesh, apart from different dialect diversities in the country is not the same as the Bengali used in India. In fact responses from community radio stations and practitioners did raise the issues in interactions with this consultant. While CEMCA has striven to address this by exploring collaborations with NGOs in Bangladesh, there has not been any concrete development in this regard.

10. There have also been requests to strength EDAA as a web archive portal from Community Radio stations. CEMCA consider supporting this request.
11. The CR-CIT has received widespread support from all stakeholders. Apart from the positive response it received in India and Bangladesh, the UNESCO Chair has also received enquiries from countries in Africa. CEMCA could consider deepening the peer training it has supported in 2014, by undertaking similar training programmes in other commonwealth countries in South Asia.
12. While the CR-CIT has been translated in Hindi and efforts to complete a Bangladeshi version are underway, there has been a strong demand for translations in other languages, especially in South India. These would deepen the usage of the kit.
13. There is a need to improve both Project and Process documentation. This Report's compilation and preparation was limited by the paucity of data and reports, both at the institutional and partner levels. The lack of sufficient documents and reports related to CEMCA's TYP during 2012 and 2013 also constrained the scope of the evaluation.

To large extent documentation is an issue that the community media sector needs to give more attention and diligence. However, CEMCA does need to deploy mechanisms that would ensure its partners give more weight age is give both to process and project documentation. These assume significance not merely in terms of aiding the evaluation process, but also in terms of contributing to memory, and continuity. In the current experience, the lack of documentation proved to be a handicap given the personnel changes that took place within CEMCA in 2012 and 2013.

In the larger context, documentation would be critical both for sustainability and impact. This is reinforced in the case of scaling new initiatives. For example, The CR-CIT process would appear to have broken new ground in terms of facilitating co-learning and participation. If the "process" is shared in the public space, other actors might be motivated to also participate or develop more training material, tool kits.

14. The regional spread that the initiatives encompassed raised the need of and for commensurate translation facilities. This would have also impeded the pace and timelines of some the TYP activities. Some of the partners found the process both time consuming and required more budgetary supporting this context. Their concerns need to be give due cognizance.

15. CEMCA's Community Media TYP is ambitious and layered. The shift to outsourcing especially in the recent past has made it more partner driven. Given the complexity of the projects, there is a need for more organizational- partner linkage mechanisms to ensure the tracking and continuity of the activities. This would assume importance not merely in terms of reporting mechanisms but also to strengthen project memory and continuity. It assumes significance especially when projects tend to be workshop centered. This apart, changes both at the organizational and partner levels underline its relevance in impacting the project's effectiveness and efficiency.
16. CEMCA's TYP activities have regional relevance. This needs to be demonstrated more substantially in terms of a greater regional spread both in the location of the workshops and in terms of regional representation. While this has increased in 2014-2015, it needs to be sustained and scaled.
17. More thought needs to be given to exit strategies so as to strengthen both continuity and sustainability.

6. Experiences And Voices From The Field

During his interactions project partners and participants at workshops, consultations, as well as interviews, this consultant was struck by several accounts on how the project activities had contributed to the lives of the community and the community radio station. Below are excerpts culled from some of these interactions.

Experiences and Voices from the Field: CLP

(Based on interactions with MARAA & Community Radio Stations participating in CLP. Although their project with CEMCA concluded in September 2014, MARAA continues its work to deepen the linkages between CLP and Community Radio Women Broadcasters.)

1. On The CLP:

A Community Radio Reporter and CLP Coordinator, Wakt ki Aawaz Community Radio Station:

"Initially, we thought it (CLP) was very difficult and we actually found it very boring because there was too much research and back and forth involved. But once we got into the process and designed our message matrix we were able to crack the root cause of the problem and then verified them through FGDs. That just triggered our enthusiasm and gave us the energy to get going! You are learning from the community at every step and sharing it back with them, we realize that this process is very important".

A Reporter of Henvalvani Community Radio Station and coordinator CLP:

"In my observation, people do not share their real self with external researchers as they see them as agents of change and always expect researchers asking question to help bring in some resource related relief (monetary benefits, occupation opportunities etc.) The benefit with an internal researcher (community based researcher) is that people do not exaggerate their concerns, as they are familiar with the person. Also there is much less inhibition to talk to about serious issues with someone known as opposed to stranger on a winged visit."

A community woman broadcaster, earlier with Gurgaon Ki Aawaz Radio Station and now Community Radio Programming Head, Apna Radio, IIMC:

"I see the negative behaviours not as the negativity of the person or community. There would be a reason for these behaviours to occur. Through CLP we can dig deeper into the reason for this to occur."

2. On The Programmes:

Waqt Ki Aawaz - 'Ghar ki Lutiya Khet Na Jahe' (Utensils of the kitchen do not go to the fields) is a Community Radio Station in rural Kanpur, in an area where women have no access to toilets. As a result, several suppressed issues around safety and health

remain unaddressed. This station has used the CLP methodology to develop a programme series where newly married women acknowledge the need for toilets in their homes. The show has led to a few keen listeners in adopting positive messages from the programme and initiating construction of toilets in their homes.

"I worked on toilets as it is a serious issue in my village. After listening to stories of people, I was deeply moved by their distress and pain. They would skip dinner to avoid going to the fields. So I asked these women if this programme would be of any help to them. They said when the programme is on air and we are listening to it at home, it would give us an opportunity to bring up the topic and discuss it with our husbands and in-laws. It would make it easier for us to tell our husbands about our difficulties." (Neetu Singh)

Kumaon Vani – Didi Bheheeno Ke Khyaal (The lives of sisters and mothers)

Located in Supi Village of Uttarakhand, the community radio station has used CLP methodology to focus on the impact on women's health due to excessive household work. The series resulted in several men acknowledging that their lives are inter dependent on women and some who are also sharing responsibilities with them.

Henvalvani – 'Khushiyon Ka Aangan'(Courtyard of happiness)

Located in valleys of Chamba in the Uttarakhand district of Northern India, Henvalvani is a community youth based led CR station. Studies conducted by health mission teams have shown that women in the district do not have a say in family planning and spacing between children. Given this context the station has been produced a programme series using the CLP approach which aims to create discussion between couples on maternal health, prenatal care, planning and family support.

Radio Active – Ruthu Mathi (Time in the course of a menstrual cycle)

An urban station located in Bangalore, Radio Active worked with adolescent girls in a slum. They used the CLP approach to discuss emotional, psychological and physical concerns around menstrual cycles. Several stigmas attached to menstruation came out through several stories, and the girls who participated in the program have taken the initiative to run the programme independently, to reach out to other slums and have this discussion with adolescent boys as well.

"Through Ruthu Mathi, these girls for the first time got a platform to speak about their fears and anxieties related to menstrual health. There is no space to talk about these things, several misconceptions are born from suppressing issues. It was very useful for girls from slum schools to realise that it is not a taboo to talk about sexual and menstrual health. They are totally enjoying the programmes of Radio Active." (Ms Chitra, Association for Promoting Social Action PSA, NGO representative in Bangalore on the CLP process)

Alfaz-E-Mewat – Shouchalaya Mere Angna (Toilet in my courtyard)

The radio station is based in Mewat. The area is untouched by the development efforts in Delhi, with lack of basic resources and infrastructure facilities. In terms of health and hygiene, the district is problematic. Various studies have established that the monetary

benefits under the State run sanitation program is insufficient to improve the condition, since the rural households do not consider this as necessary. The programs here focuses on how hardships faced by women due to the lack of access to toilets. The program in itself is the first step to acknowledge this is a problem and cannot become the norm.

Initially, women and men were not very comfortable when we used to call them for FGDs. One of the women from Nagina block came for the discussion but soon her husband also came and shouted at her for wasting her time and dragged her out of the meeting. Next time when we were organizing FGD, we went her home and spoke to her husband and told him that women just discuss their problems in these FGDs. We convinced him to come along for one of the FGDs. He came for the next discussion along with his wife and saw women were discussing their problem with regards to lack of toilets in homes. He saw importance in it and realized his mistake. Now, he regularly sends his wife for discussions and he also allowed us to record his wife's story for one of the episodes. This is a major achievement for us as in this village women usually don't go out and hardly get any support from their husband on issues like toilets. *(Varsha, Community Reporter, Alfaz-e-Mewat)*

Radio Mewat – Aao Chale School (Let's go to School)

Another CR station based in the Mewat region is addressing an important issue of parents not recognizing and prioritizing the importance of children going to school. Literacy rate particularly female literacy in Mewat is low compared to other districts in the northern state of Haryana. Reasons for poor literacy, is not merely restricted to poor infrastructures but is also a behavioural issue deeply embedded within family structures. The programme has managed to unravel some of these issues, and address the gap between the school, parents and children of Mewat.

Subani of Ngali village has three children who never went to school regularly. Even Subani did not bother much about education of her children. The neighbours used to inform her that her children are playing outside and have not gone to the school but she never took it seriously and thought that anyway education is not that important and children will learn on their own when they grow up. After listening to our program, she felt connected with the story of our narrator and one day she decided to go to school to check whereabouts of her children. She found out that they were not in school. She shouted at her children who promised her that from now on they would regularly go to school. Couple of days later she again went to the school and found her children missing again. This time she spoke to the teachers, principal and also counseled her children. She took good care of them, got them ready in the morning on time, made lunch for them and also dropped them to school every day. Gradually she saw remarkable change in her children. Now, she always thanks us whenever she meets us in the village and also invite us to her house. This is very big change for us as in this village women usually don't talk to strangers, we faced a lot of difficulty initially to interact with women for FGDs but now they themselves call us to their homes. CLP has helped in building a relationship with our audience, especially women. *(Warisa, Community Radio Reporter, Radio Mewat)*

GKA –Chahat Chowk (Crossroads of Desire)

MARAA, piloted the first CLP with Gurgaon Ki Awaaz, a community radio station based in Gurgaon, Haryana District in early 2012. (*This was prior to its partnership with CEMCA*). Maraa conducted a baseline survey and intensive capacity building workshops towards developing a participatory programme series of 32 episodes on Sexual and Reproductive Health, targeted for married couples in Mullaheda, a migrant colony with a population of 90,000 people was developed. Commonwealth of Learning, COL, commissioned Ideosync Media Combine, to undertake an evaluation research to study the impact of programme. According to its findings, the percentage of respondents who have heard of GKA almost doubled from the baseline. 35% respondents mentioned to have heard of GKA during the baseline while 70% respondents mentioned the same during the end-line.

The research study also revealed some significant changes:

- A lady doctor was appointed soon after the programme series was launched, since women expressed they were uncomfortable interacting with a male doctor at the primary health care (PHC) centre.
- The PHC appointed four Auxiliary Nurse Maids since more women started visiting the PHC. 30 to 40 couples visited the ANM as a result of the program. Husbands have started accompanying their wives to the doctors and getting involved in women's health issues.

Gurgaon Ki Awaaz, has seen value in Chahat Chowk, as it has shown increase in community participation. It continues to be on air.

"GKA in the second phase involved local cable channels and we had done a wall painting as well. We also involved the usage of messages on mobile phones as everyone uses it. So we used to send reminders about the programme and its key messages to around 600 people."

(Vandana, Community Report and CLP Representative, GKA)

*Jharkhand Mobile Vaani - Nayi Dastaan: New stories

JMV is a mobile based platform that uses on Interactive Voice Response technology as a two way communication channel for people in Jharkhand. The model being voice based runs call-based awareness campaigns. The team used the CLP approach to produce a participatory programme series that is need based. They are developing a program series on sexual health in collaboration with the women in Kodwadih Village of Giridih District. The women have experienced fractured healthcare from State run services, thereby causing mistrust with the system. The program attempts to address the gaps between people and the public health system, and improving health care facilities for people living there.

"While speaking to the women, they couldn't understand why we were discussing issues concerning health. They would say yes or agree to everything we asked them. It was very difficult to get them to share their experiences, particularly in a community where women hardly speak. Slowly, they have started telling us how ASHA workers didn't inform them

about services, how the ANM never visited them, and their struggles at home. They trust us now. Unheard stories are coming to the surface.” (Paromita, Jharkhand Mobile Vaani)

*JMV is not supported by CEMCA

3. Feedback Report on The CLP Workshops:

CLP Workshop Report Feedback

Submitted by: Alfaz-e-Mewat FM 107.8

Alfaz-e-Mewat team members found the workshop very educative and interesting. Below is the summary of the feedback.

Highlights:

Editing: One of the major highlight of the CLP workshop was the session on editing, especially how to modify sound and balance the low or high frequency sound. The fade in fade out features discussion also helped the members closely identify its usage in the programs. Using fade in against the context of what follows was useful. Another tip that was useful was that the audio product will be better if the recorder is placed at a high resolution. The higher the sample rate, the better the output.

Adobe Audition 3.5 features were helpful. It was a revelation that we used to keep our file sound less than 3db and whenever we had to play programs from other radio stations, we had to reduce the sound because our mixer volume was kept too high. The team suggested that it would have been better if we were briefed on the features of Adobe Audition 5.5 as we are using that for editing.

Equipment: Information on mixer and how it can enhance sound was also helpful. Other helpful tricks were that mixer can be set as per the instrument from which sound is being recorded, treatment of the sound on the mixer and balancing it, and range of sounds etc.

Sessions: The sessions by Sachin Shani and Sukhmani Kohli were very useful. The takeaways for us were as Sachin mentioned *“hardware is sound and software is your knowledge. Combining both, one can sustain a dialogue for long.”* The program ideas he shared were informative, especially the one on agriculture program. We can certainly make use of this idea. The session by Sukhmani Kohli helped in knowing the nuances of asking the right questions, which can solicit right answers. Another takeaway was to share your own story when you go out in the community to record their stories. This builds trust and a relationship.

The session where we were asked to be in a room and observe things closely was linked to how we can use different formats to make a program on any one topic. The session by Maya Rao ji gave us inputs on how one can use imagination in live programs. There are times when there are less number of calls/no calls in the program, in that case how can one continue to speak. This can only happen when the presenter/broadcaster is updated with information.

Peer reviewing the programs: Things to keep in mind here are whenever we are using an expert in the program, we can try looking at sharing those points through a story.

Together all radio stations listened to the CLP programs made in the first series. The feedback we received from the team was to make the narration more crisp and have better modulation while anchoring.

Interviewing Pete, the radio activist, gave us food for thought as to how questions can be posed differently so that interviews are made interesting.

Way Forward: We have started the research process for the second series, retaining the same topic of Sanitation. The village has been identified and initial village meeting has happened. We will be sharing our plan of action with Maraa shortly.

Experiences and Voices from the Field: CR-CIT

1. *On the Desk Top and Participatory Research Processes deployed by the UNESCO Chair on Community Media:*

- A) "In terms of the process...I was pretty happy with the way they organized it. I think it was the right choice to have some conceptual level discussions (which I attended) and then follow it up with testing on practitioners...." *Ramnath Bhat, Vice President, South Asia and Board Member AMARC Asia-Pacific. Ramnath Bhat participated in the Validation process activities conducted by the Chair in 2013.*
- B) "The process was very participatory and engaged voices of community radio stations and experts from across the region. The CR-CIT is relevant not just for India, but also in Bangladesh. I will be happy to work to support its adaptation to the Bangladesh context...." *AHM Bazlur Rahman, CEO, Bangladesh NGOs Network for Radio and Communications. AHM Bazlur Rahman participated in the Validation process activities conducted by the Chair in 2013.*
- C) "The CR-CIT Review process was good and timely. One needs to look at where one is in terms of the sector... we also need to look at the kind of questions asked. It would be important for us to see where the sector is at this point of time. We need to see how Peer reviewers can act as facilitators ...We need to consider that we may still need to guide the process ...Stations may not/are not in a position to be able to do the exercise themselves...Therefore the facilitation process itself is important..." *Venu Arora, Executive Director, Ideosync Media Combine. Venu Arora participated in the Validation process activities conducted by the Chair in 2013.*

2. *On the Peer Review Testing:*

A) "I am familiar with both SAT and CR-CIT. I found the CR-CIT and the SAT useful. I found the CR-CIT was useful in bring about awareness of marketing plan, youth and senior citizens. CR-CIT made us aware of the importance of Volunteers. It made us

think of the contribution of partners and ownership. We often provide our space for community meetings. However the tea, biscuits are contributed by other members. It might be good FOR Community Radio Stations to have a combination of both SAT and CR-CIT: Start with SAT and move onto CR CIT.

It is important for the CR-CIT to be translated into other languages to promote its use. This assumes even more significance in the South where there are many different regional languages. I found the Peer Review Sharing was a very healthy process and a good learning experience. It also showcased many similarities between NGO and Campus. There were lots of opportunities for learning and sharing. For Example, the representative from Tilonia felt that its Management did not care for the community radio station and should intervene more in its activities. This was exactly the reverse for other stations like ours....” *Pinky Chandran, Director, RADIO ACTIVE, Bangalore & Jt. Secretary Community Radio Association of India.*

- B) “I was not part of the CR-CIT deliberations but I attended the Peer Review meetings. There many positives from the review meeting....For instance, the focus on technology. ...I realized that we needed for a fire extinguisher because we had open wires. We also needed to put in a separate toilet for women.

The CR- CIT is like a ready reckoner. It is easy to use, it is comprehensiveit enabled us to introspect. We got insights into Programmes for women, programmes for adults. The CR-CIT was neat, clean clear and brief. The CR-CIT gave us an insight into the goal posts. It is a good first step. Its flexibility in terms of a timeline was good....” *Archana Kapoor, Director, Radio Mewat & General Secretary, Community Radio Association of India*

- D) “The CR-CIT sensitization was very useful for us. We understood the importance of Goal posts. ... It helped us to get in touch with marginalized sections of the community....Through the process we have been able to engage more with Dalit issues....It has also helped to address issues of enrolment of school girls....” *Representative from Radio Mukti, Bangladesh*

- E) “Our station is like a child. The CR-CIT has helped us to understand how to take forward self assessment....it has helped us to bring the government and community together...We have now started listener clubs and programmes on Disability ...” *Representative from Radio Nalta, Bangladesh*

- F) “The CR-CIT has helped us to strengthen programme sustainability and to learn *with* the community...We have now started a programme called Come, Learn English...Crux gives us a space for online sharing” *Representative from Radio Polikontho, Bangladesh (August 2014)*

- G) Interview with Shanta Ben Koshti, Coordinator, Sewa Radio on CR-CIT Peer Review Testing:

On the Experience: The Self-Assessment process was a good learning experience for us. We used “**Community Radio Continuous Improvement Toolkit**”. It was a great and intense brainstorming process for our team. Geeta Naila, who visited Delhi shared her experience and briefed our team about the process. The entire process

took four days. On the very first day the briefing and explanation of parameters that are taken in the consideration were introduced to each team member and then the process of filling up the form was done. As the form was in English Suneetiben's assistance was taken. She is servicing as a consultant in our organization and also guides our team on regular basis. Below are the names of those who had participated in the process:

1. Shanta Koshti: Coordinator
2. Baluben Makwana
3. Varsha Dantania
4. Geeta Naila
5. Parul Rawat
6. Veena Shrimali
7. Rutwi Mehta
8. Anita Patel
9. Ranjan leuva
10. Suneeti Sharma

On the areas which were reviewed:

Areas which were reviewed during the tool kit assessment process were pre-production and post- production, mobilization, community participation, content development, technology Access and Management, policies and guidelines, Ad revenue and sponsorship etc. Each chapter has covered all minute parameters and so the tool kit gave us chance to assess every aspect very minutely and accurately. Also the important feature in the tool kit was the columns specially allotted for notes and goal post. Our team according to their convenience has set up the short term and long term goals. We came across our strength and weakness. This will help us to monitor our own work periodically and systematically. Although it was a long process of assessment but equally important for CRS to track their work and improve the quality either.

H) Interview with a representative of, Bol Hyderabad Radio on the Peer Review Testing:

1) As someone who was involved with the process since its initial stages (from design to validation to implementation) please share your thoughts on the CR-CIT process?

Since it was developed in consultation with CR stations, all the nine parameters hold significance for them. CR-CIT was tested with Bol Hyderabad. We did participate in the designing of the same. Initially, some of the discussions on a couple of parameters like sustainability, particularly the financial part sounded a bit odd for us since we are fully funded by the university. We later realised during the validation workshop that some institutions prefer their CRs to find their feet quickly and achieve financial sustainability too. Although we are a campus radio station with its peculiarities, we found it extremely useful to know where we stand today and made us aware of our shortcomings. We have now listed our goals and are working towards achieving them.

2) Your impressions and views of the field testing? Were there any challenges? How did you find the Peer Review process?

Ours is a two-year old radio station. Since the university has a floating population, participation by the primary community is a challenge. We realised that as a radio station that goes beyond the university campus, our efforts were limited in terms of attracting the wider community to participate. We are now making efforts to do so.

The peer review process, which saw the participation of Deccan Radio provided some examples & insights into the various means by which a CR station can attract both participants and audiences. We also realised that it might help when Peers are from a similar category of CRs (educational).

3) What were your/your CRS's take home points?

- To increase community participation and their involvement.
- To impress the university administration in terms of bringing in ad revenues.
- To increase variety in programming and rely less on film music.

4) From your/your CRS's perspective - what was the most significant learning from the field testing?

However good the financial backing for a CR station, it means nothing if it doesn't have listeners.

3. Testimonials on CR-CRIT and the Certified Trainers workshop from Community Radio Station representatives:

A) "CR toolkit helps improve CR stations periodically as on how they are working and how they can improve by utilizing this resource. The each parameters of CR- CIT kit help will help to improve CR station on particular area like programme participation, production and post production, by encouraging community participation in CR. With CEMCA CR- CIT the CR stations can defiantly come up with the new hope for their community participants. With the hard work and dedication we can create a revolution in CR sector.

And for my Community Radio Station, it has helped a lot. . I am working in CR Sector from last 4 years (Before at Radio Siddhartha, Tumkur) I attended the CR-CIT version 1.0 field testing workshop at Radio active. I came to know about this toolkit and implemented few points at Radio Siddhartha CR, according to CR- CIT. Now, I am working as a programme coordinator at KLE University's Venudhwani 90.4 Community Radio, Belagavi an upcoming station. As I have previous experience, and also I have gone through this CR- CIT I have got a good knowledge how a CR can be improved. With the help of parameter and guidance provided in CR- CIT kit I am intending to establish our CR as a best ideal station in CR sector and the knowledge given by CR-CIT will definitely help me in this regard." *Bharath B. Badiger, Programme coordinator, KLEU's Venudhwani 90.4 CR, JNMC Campus, Belagavi*

B) “We have analyzed the current functioning of the radio station with nine parameters of CR-CIT. We could find that we were strong and accurate in some indicators like variety of programs and production. We could find that local community participation the program is not up to the mark. This year we are focusing on that. To increase local volunteers and RJ talent hunt has been organized. To review the taste of listeners and improve the programmes, we have conducted listenership survey.

By collecting the learnings from the listenership survey and CR-CIT indicators we are now working on one sect of community (indigenous people) to make them be part of programming and production.

Before attending the CR-CIT workshop we thought that community means only ‘minority, marginalized and tribal’ groups but after attending the workshop it was clear that whoever listen to RM in the local are our community and we have to serve them equally. In CR-CIT workshop we got so many ideas from peers. It was true example of co learning... if we properly follow the CR-CIT indicators of Content Generation & programming, Volunteers & Revenue Generation & Financial Accountability, all other parameters will be fulfilled automatically.” *Subhashree Behera, Community Radio Madhuban*

Experiences of Community Radio Stations: EDAA

1) Interview with a representative of RADIOACTIVE

“I use the EDAA a lot. I find the Newsletter very effective. I like both formats although I find the earlier one more conducive. ...EDAA should be more active on Facebook. There are many Radio Jockeys on Facebook through I feel that the EDAA – CEMCA AWARDS have been effective. The incentivization has helped. We are now working on the Radio Mathematics project and we’re motivated to download the programmes on Maths (downloaded)

As uploading is tiresome, EDAA should look at Archiving. It could develop specific archives for LGBT, Disabilities, HIV. EDAA could be a hosting site.

EDAA has a nice brand identity. I find it most useful in terms of content sharing EDAA is very interactive. People can pick up the phone and call. Their response is very prompt.

2. Interview with a representative of Community Radio Mewat – July 2014

How frequently do you access the website? How do you find the website today? What has changed - if you feel there has been changes over the past year? How has this impacted the website?

Sometimes, three or four times a day. The website keeps changing as it requires. More and more information is added every once in a while related to CR network. It is a good source for the CR operatives, activists and beginner to find updated news.

How accessible do you find EDAA? Do you access the website from your desktop, laptop, mobile? Please specify?

It is very simple to use EDAA website. Due to its light nature one can use easily from any system be it desktop, laptop or even smart phone. All pages are informative however the information of all 170 stations should be updated. We often use it on desktop and its mobile app is also goes handy.

How useful has the EDAA awards been as an incentive?

This is a great initiative. The introduction of EDAA award has encouraged CR stations to do better and quality programmes. It has motivated CRs to upload many programmes on EDAA website and the quality of programmes has improved at the same time.

Which aspects of EDAA you find particularly useful?

A: A huge bank of programmes.

What do you look for when you visit the website? How long would you spend on the website on an average?

A: News related to CR and programmes that are relevant to our CR.

How could EDAA become more interactive or improve its services further?

EDAA should also announce more awards like best RJ, best reporter, best story and best programs too. They can motivate CR operatives to upload their stories and reports on a regularly basis.

7. Acknowledgements

The Evaluator is grateful to the following for their help and guidance:

- 1) **Dr Sanjaya Mishra**, Education Specialist E-Learning Commonwealth of Learning
- 2) **Dr Ramesh Sharma**, Director CEMCA
- 3) **Dr Ankuran Dutta**, Programme Officer, CEMCA
- 4) **Monica Sharma**, CEMCA
- 5) **Mr R. Thyagarajan**, CEMCA
- 6) **MARAA**, Bengaluru
- 7) **UNESCO Chair on Community Media**, Hyderabad
- 8) **Ideosync Media Combine**, Faridabad
- 9) **One World**, New Delhi
- 10) **BNNRC**, Bangladesh
- 11) **Rupantar**, Bangladesh
- 12) **AMARC Asia-Pacific**, Kathmandu
- 13) **Community Radio Station**, Advocates, Managers, Staff, and Representatives of Community Radio Stations who participated at the CR-CIT & CLP consultations and workshops in India and Bangladesh and gave generously of their time to participate in interviews and discussions.

The following Community Radio Stations who participated in the group discussions and provided data through participation in the interviews and structured questionnaires:

In India:

1) Radio Alfaz –e Mewat	10) Voice of Azamgarh
2) Radio Mewat	11) Radio Vishnu
3) Radio Active	12) Waqt Ki Aawaz
4) Radio Kalanjiam	13) Radio Benziger
5) Radio Venudhwani	14) Radio Rim Jhim
6) Radio Sidharth	15) Chanderi Ki Aawaz
7) SEWA Radio	16) Henva Vani
8) Gurgaon Ki Awaz	17) Kumaon Vani
9) Bol Hyderabad	18) Deccan Radio

In Bangladesh

- 1) Radio Polikontho
- 2) Radio Nalta
- 3) Radio Mukti
- 4) Radio Mahananda

Annexure - 1

Community Radio Stations that participated in the group discussions and provided data through participation in the interviews and structured questionnaires:

In India:

- 1) Radio Alfaz –e Mewat
- 2) Radio Mewat
- 3) Radio Active
- 4) Radio Kalanjiam
- 5) Radio Venudhwani
- 6) Radio Sidharth
- 7) SEWA Radio
- 8) Gurgaon Ki Awaz
- 9) Bol Hyderabad
- 10) Voice of Azamgarh
- 11) Radio Vishnu
- 12) Waqt Ki Aawaz
- 13) Radio Benziger
- 14) Radio Rim Jhim
- 15) Chanderi Ki Aawaz
- 16) Henvai Vani
- 17) Kumaon Vani
- 18) Deccan Radio

In Bangladesh

- 1) Radio Polikontho
- 2) Radio Nalta
- 3) Radio Mukti
- 4) Radio Mahananda

Annexure - 2

CEMCA - Community Media Activities (2012-2015)

CEMCA ACTIVITIES FROM JULY 2012- JUNE 2013																
S.No.	Dates	Name of the Event/Activity	Venue/ Place	# Prticipants	Male	Female	# Consultants	Male	Female	Partner Organisation/ Institute	India	Pakistan	Malaysia	Bangladesh	Sri Lanka	Others
1	Oct 4-5, 2012	Expert roundtable to launch an Academic Programme for Community Radio Technicians	New Delhi	20	15	5	12	11	1	BECIL, Ford Foundation	20					
2	Oct 8-9, 2012	Self Assessment Toolkit for Community Radio Stations	Delhi	31	15	16	1		1	Ford Foundation	31					
3	Nov 07, 2012	CR Policy review meeting	New Delhi	9	4	5				Ministry of Information and	9					
4	Dec 10-12, 2012	Workshop for developing a Sustainable Model of Community Radio Station	Hyderabad	11	4	7	2		2	Radio Deccan, Hyderabad	11					
5	Dec 18-21, 2012	Counsewriters' workshop for Certificate Programme in Community Radio Techonogy	New Delhi	13	11	2				BECIL	13					
6	Dec 26-28, 2012	Regional consultation on CRS awareness	Orchha, M.P.	29	1	28	0		0	Ministry of Information and Broadcasting	29					
7	Jan 10-12, 2013	Regional consultation on CRS awareness	Agra	37	4	33	0		0	Ministry of Information and Broadcasting	37					
8	Jan 23, 2013	Counsewriters' workshop for Certificate Programme in Community Radio Techonogy	New Delhi	10	9	1				BECIL	10					
9	Feb 24-26, 2013	Community Women Broadcasters Master Trainer Workshop	Hyderabad	56	43	13				B R Ambedkar Open University, Hyderabad	50		1			5
10	Mar 13-15, 2013	Regional consultation on CRS awareness	Hyderabad	54	43	11	1	1		Manlana Azzad National Urdu University, Hyderabad	48	1	3	1	1	
11	Mar 18, 2013	Consultative workshop on developing continuous improvement of toolkit for CRS	New Delhi	8	7	1	1	1		National Institute of Open Schooling, Noida	8					
12	Mar 29-30, 2013	Community Women Broadcasters Master Trainer Workshop	Hyderabad	17	12	5				University of Hyderabad	17					
13	Apr 01-04, 2013	Validation of a quality assurance framework for community radio	Bengaluru	30	5	25	3		3	Sri Mahaveer Jain Bhagwan College	30					
14	Apr 26-28, 2013	Workshop on Capacity building on Webradio	Solna	28	18	10	2	1	1	Apeccjay Satya University, Solna	28					
15	May 17-19, 2013	Workshop on license facilitation process for Community Radio Station	Kota	20	11	9	2	2		Vandhmaan Mahaveer Open University, Kota	20					
16	Jun 3-7, 2013	Workshop on license facilitation process for Community Radio Station	Bangalore	23	15	8				IT for Change and DSERT, Bangalore	23					
17	Jun 5-7, 2013	Workshop on operational sustainability of CRS in Bangladesh	Vidyavahini	19	8	11	3		3	FTII, Pune	19					
18	Jun 9-11, 2013	Audio Content development workshop for Community radio in Bangladesh	Nawabganj	24	19	5	4	1	3	BNNRC						24
				439	244	195	31	17	14		403	1	4	25	1	5

LIST OF ACTIVITIES under Livelihood and Health														
JULY 2013-JUNE 2014														
S.No.	Dates	Name of the Event/Activity	Venue/Place	# Prticipants	Male	Female	Number of Consultants	Male	Female	Partner Organisation/Institute	India	Bangladesh	Maldives	Sri Lanka
1	Jul 30, 2013	DAVP empanelment facilitation w/s for operational CRS	New Delhi	26	20	6	7	6	1	Ford Foundation, Delhi	26			
2	Aug 08, 2013	Consultative workshop on lessons learned on project 'Enabling Media Access for communities self expression	New Delhi	25	22	3	4	2	2	Ford Foundation, Delhi	25			
3	Nov 17-20, 2013	Capacity Building for women broadcasters master training workshop towards developing participatory program series	New Delhi	20	3	17	2	0	2	MAARA, Bangalore	20			
4	Nov 25-27, 2013	Validation workshop on Community Radio continuous improvement toolkit CR-CIT	Dhaka, Bangladesh	30	19	11	5	3	2	BNNRC, Bangladesh		30		
5	Feb 3-4, 2014	Field testing of CRCIT for South Zone	Bangalore, Karnataka	23	6	17	5	4	1	University of Hyderabad, Hyderabad	23			
6	Feb 13, 2014	World Radio Day	IIC, New Delhi	19	12	7				UNESCO, New Delhi and Apeejay Institute of Mass Communication, Delhi	19			
7	Feb 25-28, 2014	Community Women Broadcasters TOT	Bangalore, Karnataka	12	5	7	2	0	2	MAARA, Bangalore	12			
8	Feb 27-28, 2014	Field testing of CRCIT for North Zone	Gurgaon, Haryana	10	4	6	4	2	2	University of Hyderabad, Hyderabad	10			
9	Mar 26-28, 2014	Regional Workshop on Web Radio	Noida	19	18	1	4	4	0	Gramvani, New Delhi and National Institute of Open Schooling, Noida	13	2	2	2
10	Apr 04-05, 2014	Field testing of CRCIT for West Zone	Ahmedabad	15	4	11	3	1	2	SEWA, Ahmedabad	15			
11	May 16, 2014	Validation workshop on CR Sustainability	New Delhi							Ideosync, Faridabad, Haryana				
12	Jun 05, 2014	Research training on Community Radio Sustainability	new Delhi							Ideosync, Faridabad, Haryana				
13	Jun 16-20, 2014	Capacity building workshop for potential tutor -counsellors for CCRT course	Assam, India							Gauhati University, Assam, India				
				37	26	11					37			

ADDITIONAL FUNDING WORKSHOPS AND MEETINGS

S.No.	Dates	Name of the Event/Activity	Nature of funding/Activity (corefunds/additional funding)	Venue/Place	# Prticipants	Male	Female	# Consultants	Male	Female	Partner Organisation/Institute	Responsible Officer
1	Oct 8-9, 2012	Self Assessment Toolkit for Community Radio Stations	Core funding	Le Season Hotel, Mahipalpur, Delhi	31	15	16	1		1	Ford Foundation	Ms. Rukmini Vemraju
2	Dec 26-28, 2012	Regional consultation on CRS awareness	Additional funding	Development Alternative, Orchha, M.P.	29	1	28	0		0	Ministry of Information and Broadcasting	Rukmini Vemraju
3	Jan 10-12, 2013	Regional consultation on CRS awareness	Additional funding	Hotel Royal Residency, Agra	37	4	33	0		0	Ministry of Information and Broadcasting	Ms. Rukmini Vemraju
4	Mar 16-18, 2013	Regional consultation on CRS awareness	Additional funding	Hotel Asian Health Resort, Agra, Dharmashala	37	4	33	0		0	Ministry of Information and Broadcasting	Ms. Rukmini Vemraju
TOTAL No.					134	24	110		1	0	1	

Sr No	Dates	Name of Event /Activity	Venue/ Place	No Participants	Male	Female	No of Consultants	Male	Female	Partner Orgn /Institute	India	Bangladesh	Maldives
14	June-Oct 2014	Cascade Workshops	Maldives							India CRS, Alfaz-e-Mewat,Gurgaon, CMS Radio Lucknow, Gurgaon ki Awaaz Haryana; Henvalvani, Uttarkhand; Kumaon Vani, Uttarkhand; Radio Dhadkhan MP; Radio Mewat India; Voice of Azamgarh UP; Waqt ki Awaaz, Radio Active, Bangalore; Radio Sidharth, Karnataka; Radio Vishnu, Andhra	28		
15	July 13-14 2014	Pre-Conference at the International Association of Media and Communication Research (IAMCR) Conference	Hyderabad, India										
16	Aug 19 th 2014	Meeting with the stakeholders on the CR-CIT	Dhaka, Bangladesh	7	5	2					2	5	
17	Aug 20-22, 2014	AMARC-SIC Meet on Community Radio in South Asia	Dhaka, Bangladesh	8	5	3					6	2	
18	Aug 26-28, 2014	Workshop for Community Women Broadcasters	Dhaka, Bangladesh	20		20	7	6	1		1	26	
19	Oct 8-10, 2014	Community Radio Peer Reviewers Training Workshop	Hyderabad India	11	5	6	3	2	1		14		
20	Nov 26-28, 2014	Community Radio Peer Reviewers Training Workshop	Hyderabad, India	17	12	5	3	2	1	University of Hyderabad, Hyderabad			
Sr No	Dates	Event/Activity	Venue/ Place	No of Participants	Male	Female	No of Consultants	Male	Female	Partner Orgn/Institute	India	Bangladesh	Maldives
21	Nov 11, 2014	National Consultation on OER for skill development	New Delhi, India	35	29	6					35		
22	Dec 02-04, 2014	Upgradation of the Vocational Courses of KKHSOU TO National Skills Qualification Framework (NSQF)	Guwahati, India	32	26	6	5	3	2		36		
Sr No	Dates	Name of Event /Activity	Venue/ Place	No Participants	Male	Female	No of Consultants	Male	Female	Partner Orgn /Institute	Maldives	Sri Lanka	
23	5 Feb 2015	National Consultation Community media	Maldives	25	14	9	4	2	2		28		
24	7 Feb 2015	National Consultation on Community Radio	Colombo, Sri Lanka	17	14	3						16	
25	09-11 Feb, 2015	National Workshop on Web Radio	Kandy, Sri Lanka	21	15	6	5	5				24	

Mentoring Experience of Kalanijam Vanoli & Deccan Radio (2012)

1) Interviews and Reactions of Shirley Deepak on Mentoring Radio Kalanijam

Could you share briefly your findings of the base line study you did?

The baseline assessment was carried out as an in-depth evaluation using participatory approaches. The approach involved desk study and field visits. The desk study reviewed feedback reports and surveys already carried out.

- People live in dispersed directions, in pockets which are isolated and scattered, and reaching out to them is a daunting task.
- Mobilizing and facilitating communities to participate is a major challenge.
- No government support
- The CRS does not have adequate technical hands.
- There are no listener groups as the listeners are scattered.
- Low voltage and power fluctuations a major issue
- Unavailability of Radio sets is also a challenge
- Many listeners wanted a change in the timings or repeat of programme at night when they could listen.
- Most of the people in the villages have heard of CRS.
- The broadcast register and the log sheets are not maintained.
- Making women as part of day to day management is a big challenge for them.

2) What did you find were the key observations that emerged from your structured interviews?

STAFF

- All the staff members have basic knowledge in scripting, editing, recording, mixing and transmitting the programme. The staff members of the CRS are trained well enough to produce and broadcast most of the programme and there is no outsourcing of programme. They know how to spot interesting topics, to do interviews, script, record and to edit their programmes. They want to be trained further in making programmes more Creatively. Though they are not happy with their current salaries, they seem to be very happy and satisfied with their popularity. According to them the listenership has decreased due to the growth of TV sets. To increase the popularity and to make their programmes heard, they record their programme in the audio cassettes and play it to the members of the Self Help Groups (SHG) after their monthly meetings. The federation of SHG gives them the detail list of the meetings well in advance enabling them to effectively propagate

group listening. This helps the staff to reach out to many women in and around the district. The CRS Staff suggested increase in the broadcast with repeats and addition of phone in programmes to make the CRS more popular and reach more listeners. They find the current working hours 9- 6 a bit tedious and tiring.

Since the listeners are spread across the district, they find it very difficult to travel by cycle for field recording. The women CRS reporters do not feel confident to do field programme as they fear the drunkards in the community. Alcoholism seems to be a major issue in the community.

COMMUNITY VOLUNTEERS

- The community volunteers identify experts, issues and help in programme production. They script, record and edit their own programmes. They organize competitions and sponsor gifts for the competitions. Being a part of this CRS is a proud thing for most of its members as they are recognized and received well in their community. Even though they edit their own programme, they like to receive professional training and master the post production techniques. They feel proud when the community approaches them to solve some issues through CRS. The Community along with the CRS is now involved in archiving the traditional stories of their village.

MANAGEMENT COMMITTEE

The management committee discusses and decides the programmes for broadcast. The CRS ensures local management. The Committee gives guidance for evolving content for production, review and monitor the programme content, the functions of the staff, facilitate other members of their Village to participate actively in the CRS, Resolve conflicts / issues in the above areas. The members keep the station informed about the issues, social events and activities of the community. They identify local talents and even producers. CRS staff were identified and recruited by the management committee. The Fixed Point Chart of the Station was formulated by the committee, keeping in mind the needs of the community. The programme is well balanced catering to the needs of various target groups. Being a part of this CRS is a proud thing for most of its members as they are recognized and received well in their community. They feel proud when the community approaches them to solve some issues through CRS. So far they have not received any negative comments. They have diverse programmes for all target groups. The members also try to popularize the CRS and its programme among the local community. Some members popularize by transmitting programme through loudspeakers from their shop and home. The committee wants to include Phone in programme and try various formats as most of the programmes are using the interview format. Most of the women in the community are members of the Self Help Groups. Children actively participate along with their mothers. As majority of men work in fields, they do not find time to involve themselves with the activities of the CRS. It is easier for them to involve women and children than men and elderly people. All the members of the CRS are honorary and get no fee or remuneration. Even though the stipulated tenure of the committee is three years but the members have remained with the committee since the inception.

3) What, in your view constituted the main challenges to the CRS? (Programming, Infrastructure, financial)

Financial: The CRS spends around Rs.34, 000 per month. The federation takes care of the expenditure as the CRS does not receive any financial assistance in the form of ad revenue or sponsorships. They are not sure if the federation will continue to support them financially.

The CRS does not have many full time staff because of financial recurrence. The expenditure details of the station per month is as follows

Sl. No.	ITEM	COST
1.	Programme Production	Rs. 20,000
2.	Electricity	Rs. 4,000
3.	Phone	Rs. 1,500
4.	Transport	Rs. 2,000
5.	Staff	Rs. 6,400
Total		Rs. 33,900

4) Your findings indicated the need to increase coverage area - was this done? How?

The CRS had used a simple and non-technical method to do the mapping. The volunteers go to the field with the Radio sets and mark the boundary. They have mapped the signal thrice

- During the initial stage
- After reworking of the tower fall due to thunder and lightning
- After re-establishing of the failed transmitter.

As the station did not have a specific listenership map or coverage map, to have a clear picture of the number of villages in the frequency of the CRS, remapping of the coverage area was found necessary.

REMAPPING OF COVERAGE AREA

Remapping was planned to assess whether the station has its optimum coverage length as before or the technical issues had any influence in its coverage. Secondly we thought of marking all the coverage villages in the remapping and have the demographic details collated with the process so as to have a realistic estimate of the target population in the service reach.

The remapping of coverage area was done in three directions except east. It was found that on the south the coverage has got reduced by 2 KMS, in the north the transmission quality got better till the 18th KM, in the northwest the transmission has 5 KMS and in

the west it got shorter by 1 KM. in the process it is found that the technical issues had not influenced the coverage range of the station and the small variance in coverage could be due to the environment factors such as wind speed on the day of testing.

It is accessed in the remapping that Kalanjiam Samuga Vanoli is having a coverage of 82 village in six blocks of Nagapattinam district. The station covers Keelaiyur and Thalainayar blocks fully other than partial coverage of villages in Vedaranyam and Nagapattinam block. Few villages are being covered in Kelvelur and Thirukuvalai blocks

5) In your view have the trainings that were carried reaped tangible benefits?

Yes. The specific objective of the computer training programme was to deploy more volunteers. Community volunteers were trained to rectify basic computer related problems and also in maintenance, troubleshooting, Software Installation, Installation of Anti-Virus software. After completion of the training the trainees became trainers and trained other volunteers. The second training on Live Transmission helped the CRS in preparing a code for carrying out live transmission.

6) Your thoughts on what the CRS's next steps should be?

- Work on ways to get regular feedback from the listening public in order to identify listeners' preferences.
- The likings of listeners - youth, women, men, aged, etc should be taken into consideration and prioritized.
- Programmes should be designed to include everyday issues of the community.
- Listener clubs have to be re-organized and strengthened
- Increase in programme on gender issues.
- Network with local NGO's and other CRS Stations
- Strengthen the archiving mechanism.
- Involve the self help group members in programme production.

(Shirley Deepak's report is also on the CEMCA Website)

2. Interaction With Station Manager, Kalanjiam Vanoli Radio.

The main issue we had is linked to DAVP...I was facilitated by CEMCA CFC on DAVP empanelment in June-2013. I attended the workshop and submitted application for us and Madurai District Tank Farmers Federation (as they could complete their papers just a day before the workshop and hence not invited). However both of us were asked to resubmit our papers again by mail. I was then told to submit an undertaking letter separately. That I did. Now we were told to submit a renewed GOPA. I am following up still.... Till date there is no direct communication from DAVP. All the correspondence is from CCFC.

B) DECCAN RADIO:**1) Interview with Station Manager Radio Deccan**

- 1) How useful was the training and interactions you had in the context of Deccan Radio's work?

The project gave us exceptional exposure to different aspects, impacts and effectiveness of a Community Radio.

- 2) Have the challenges which emerged at the workshop then been addressed now? How?

Yes, almost all the issues emerged in the workshop cleared. Except for community RJs and increasing programme hours.

- 3) What would be the key challenges which confront Deccan Radio today?

Lack of funds (for ensuring more community participation, inviting experts at the station)

Less staff

Ensuring more community participation (Without pay)

Payments to performers

Local Advertisements, sponsorships and classifieds

DAVP payment due

Coverage (However, the coverage has improved after BECIL intervention as recommended by CEMCA)

- 4) Could you give some instances of how Deccan Radio has improved gender participation in programme production ?

To be honest, we were just playing self recorded programmes, produced by our RJ's, but the project we have broaden the reach and involve community members to record programmes. We have now successfully formed a Programme Committee on 29th March 2013 and the committee have already started working and redesigned the Fixed Point Chart. Community Volunteers, NGO representatives and staff representatives selected for the Committee. We are conducting meetings with regular intervals. During Ramadan we have organised Iftar parties in our 4 listener's clubs. Our next meeting with volunteers and programme committee is on 22nd July.

Programme committee members are as follows; Ms. Arshia Amera, Md. Muneer, Ms. Mumtaz Begum, Ms. Khateeja Sultana, Mr. Syeda Ansar Ahmed, Ms. Atiya Begum, Ms. Kaneez, Ms. Taskeen Begum, Ms. Rehana Nawaz, Ms. Rubeena Omer,

Ms. Shahzana, Ms.Madhvi, Ms. Saleema, Mr. Ayub and Ms. Maryam. The Station Manager and Radio representative Ms. Nazia.

2. Station Director, RADIO ACTIVE

3 months was too short a time for the interaction. There was too much to do. . . .
On the whole, it was a fantastic experience. The womens' participation was excellent. The women are very comfortable with each other. There is a lot of support from the Parent organization.

Learnings

- 1) There were a lot of inter connected community related events which the CRS facilitated. For example there was a whole night Quawali event.
- 2) DAVP empanelment took too much time
- 3) There seems to be a perception that from the community that the station must solve their problems
- 4) The station has a lot of Listener clubs.
- 5) It now makes sense for the CRS to use SAT or CR-CIT

(PINKY CHANDRAN'S REPORT IS ALSO AVAILABLE ON THE CEMCA WEBSITE)

Questionnaire – CR CIT

Question 1

How useful is the CR CIT Quality Assurance framework to your CRS? Please tick the appropriate answer.

- To a very large extent
- To a large extent
- To a small extent
- Not at all

Question 2

How useful was the CR CIT Quality Assurance field testing and sensitization workshop in helping you to assess the performance of your CRS? Please tick the appropriate answer.

- To a very large extent
- To a large extent
- To a small extent
- Not at all

Question 3

Have you/your CRS field tested The Tool kit? Please tick the appropriate answer.

- Yes
- No

Question 3 A

If yes, have you tested the following chapters? Please tick the appropriate answer.

- Content Generation and Planning
- Policies and Guidelines
- Volunteers
- Technology: Access and Management

- On-Air Standards of Broadcast
- Governance
- Feedback and Grievances
- Content Sharing and Networking
- Revenue Generation and Accountability

Question 4

What aspects of the tool kit have you found most useful? Please rank from 1 to 10 where 1 = most useful and 10 = least useful.

- A. Content Sharing and Networking
- B. Policies and Guidelines
- C. Volunteers
- D. Technology: Access and Management
- E. On-Air Standards of Broadcast
- F. Governance
- G. Feedback and Grievances
- H. Content Sharing and Networking
- I. Revenue Generation and Accountability

Question 5

What are some of the challenges you have encountered in implementing quality assurance framework? Please rank the challenges (from 1 to 10) where 1 = the biggest challenge and 10 = smallest challenge. Please tick the appropriate answer.

- A. Time Constraints
- B. Difficult to understand and implement in terms of colloquial language
- C. Lack of appropriate CRS personnel to facilitate implementation
- D. Others (Please specify)

Question 6

How much time have you spent on field testing the tool kit? (This refers to the total amount of days spent) Please tick the appropriate answer.

- 2 - 5 days
- 5- 7 days
- More than 1 week (Specify time)

Question 7

Did you have a peer reviewer from another CRS during the Field Testing? Please tick the appropriate answer.

Yes

No

Question 8

If yes, did the the peer reviewer's participation (in your view) add value to the field testing? Please tick the appropriate answer.

Yes

No

Question 9

Has the tool kit helped to set/ redefine/specify goals for your CRS Please tick the appropriate answer?

Yes

No

Question 10

Has it helped you to improve or develop new ideas for strengthening community volunteers in your station? Please tick the appropriate answer.

Yes

No

Question 11

Has it helped you to improve or develop new ideas for strengthening revenue generation in your station? Please tick the appropriate answer.

Yes

No

Question 12

Was the user- guide useful? Please tick the appropriate answer.

Yes

No

Question 13

How often do you see your CRS using the CR-CIT? Please tick the appropriate answer.

- Every four months
- Twice a year
- Once a year

Question 14

Are you familiar or have you used either or both of these tool kits the following tool kits? Please tick the appropriate answer.

- Self Assessment Toolkit (SAT) for Community Radio Stations
- CR Self Assessment Guide by Ideosync Media Combine

Community Radio and Women Broadcasters - Questionnaire

Question 1:

When did you participate in the capacity building workshops on community radio and women broadcasters conducted by Maraa. Please tick the appropriate answer:

November 2013

February 2014

Question 1 a:

Did you participate in the community radio and women broadcasters workshop conducted by CEMCA in 2012? Please tick the appropriate answer

Yes

No

Question 2:

If you participated at the workshop conducted by MARAA, what would you say is the most important lessons that you learned from the workshop? Please rank the lessons learned (from 1 to 4) where 1 = most important lesson and 4 = least important lesson.

Formative Research

Message Matrix

Episode Planning

Cascade Workshops

Others (specify)

Question 3

How useful has the role of Mentoring been to your understanding of CLP? Please tick the appropriate answer

A.To a very large extent

B.To a large extent

C. To a small extent

D. Not at all

Question 4

To what extent have you been able to apply the lessons learned in the everyday working of your CRS?

- To a very large extent
 To a large extent
 To a small extent
 Not at all

Question 5

What are some of the challenges you have encountered in implementing the lessons learned at the workshops? Please rank the challenges (from 1 to 4) where 1 = the biggest challenge and 4 = smallest challenge

- A. Implementing the CLP Design
 B. Sufficient Resources
 C. Time Management
 D. Community Mobilization
 E. Community Response to CLP

Question 6

What stage of the CLP implementation is your CRS at? Please tick the appropriate answer

- Formative Research
 Message Matrix
 Episode Planning
 Cascade Workshops
 Others

Question 7

How useful have the follow up activities been in supporting you to implement the lessons learned at the community radio and women broadcaster's workshop? Please tick the appropriate answer

6 months of mentoring with experts who conducted the workshops			
Very Important	Important	Not very Important	Not important at all
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 8

Would the following activities be useful in strengthening your CRS to develop women's participation. Please tick the appropriate answer:

Follow up workshops every 6 months			
Very Important	Important	Not very Important	Not important at all
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 9

Setting up workshop alumni forum where we can share the challenges we face and seek help from others who attended the workshop Please tick the appropriate answer:

Very Important	Important	Not very Important	Not important at all
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 10

To what extent would you say that the workshop/programme has improved the participation of women in your CRS? Please tick the appropriate answer:

Very significantly	Significantly	Not significantly	Not increased
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 11

To what extent would you say that participating in the workshop has increased your understanding of the need engaging more women in your CRS? Please tick the appropriate answer:

Very significantly increased my understanding	Significantly increased my understanding	Not significantly increased my understanding	Not increased my understanding at all
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 12

What percentages of women make up your CRS in terms of?

- a) Programme producers
- b) Studio Engineers
- c) Volunteers
- d) CRS management committee

--

Please fill your answer in the text box above.

Question 13

Do you plan to engage more women in your CRS? At which levels?

- Studio Team
- Reporters/Producers
- Volunteers
- Management Committee
- Other : (please describe)

Question 14 (NA)

What would you say are the most important reasons to engage more women in your CRS? Please also rank your reasons (from 1 to 10) where 1 = most important and 10 = least important. **(Please fill)**

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Question 15

In order to engage more women in your CRS what kind of support/assistance do you need? **(Please fill below)**

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EDAA - Questionnaire

Question 1:

Do you know about the EDAA website?

- Yes No

Question 2:

How long have you been familiar/used the EDAA website?

- More than 2 years
 Between 1 and 2 years
 Between 6 months and 1 year
 Less than 6 months

Question 3:

To what extent do you think your colleagues in the CRS where you work know about the EDAA website?

- To a very large extent
 To a large extent
 To a small extent
 Not at all

Question 4:

How often do you access the EDAA website?

- Almost everyday
 Weekly
 Fortnightly
 Monthly
 Bi-monthly

- Every 3 to 6 months
- Yearly
- Not at all

Question 5:

Why do you visit the EDAA website?

- To get news information about Community Radio regularly
- To exchange information and content sharing
- To participate in workshops and consultations
- To participate in campaigns
- Others

Question 6:

What parts of the EDAA website do you most often visit? Please rank the visits (from 1 to 10) where 1 = most often and 10 = least often. Please fill

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Question 7:

How do you access the EDAA website? Please rank your access (from 1 to 10) where 1 = most often and 10 = least often

- On my desktop computer
- On my laptop computer
- On my ipad/notebook
- On my mobile phone

Question 8:

How much do you spend on the Website per visit?

- Less than 3 mins
- Between 3 mins and 5 mins

- Between 5 mins and 10 mins
- More than 10 mins

Question 9:

Have your visits to EDAA increased in the past year:

- Increased
- Decreased
- Remained the same

Question 10:

To what extent would you say that the audio content on EDAA website has improved and expanded?

- To a very large extent
- To a large extent
- To a small extent
- Not at all

Question 11:

What, in your views, are the reasons for the improvement?

- Accessibility
- More Interactive Design
- More Programme Features
- More Participative Campaigns
- Others, Please specify

Question 12:

To what extent is it easy to access content on the EDAA website?

- To a very large extent
- To a large extent
- To a small extent
- Not at all

Question 13:

Have you/your CRS experienced any technical difficulties while accessing EDAA Website

Yes

No

Question 14:

In your view, EDAA can further improve by:

Further strengthening community radio networks

Starting its own E Magazine

Improving its translation services to strengthen its Knowledge Base

More interaction with contributors and dormant users

Others (Please specify)

Question 15:

Do you feel that EDAA could act as a bridge between government authorities and community radio stations?

Yes

No

Question 16:

Do you upload or download Material on the EDAA wesite?

Yes

No

Question 17:

How many programmes do you download in a month?

Less than 3

Between 3 and 5

More than 5

Question 18:

How many programmes do you upload in a month ?

Less than 3

Between 3 and 5

More than 5

Question 19:

What kind of programmes do you download/upload? Please the right answer

Education

Health

Women's' issues

Disaster Relief/Emergency

Agriculture

Others (Please specify):

Question 20:

*Do you have any suggestions to improve the features of the EDAA web platform?
(Please fill)*

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.....

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.....

Question 21:

*What incentives, if any, could EDAA introduce to increase participation from CRS?
(Please fill)*

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Participant Stations CLP Workshops, 2013-2014, Conducted By Maraa

Community Radio Stations Participating in North India Workshop – CLP, November 2013

1. **Kumaon Vani** – Mohan Bhai and Ritu
2. **Wakt Ki Awaaz** – Radha Shukla and Neetu
3. **Heval Vaani** – Rajinder Negi and Sheetal
4. **Alfaz-e-Mewat** – Arti, Varsha and Mamta
5. **Radio Mewat, Haryana** – Ajeyndra and Nisha
6. **Radio Dhadkan, Madhya Pradesh** – Baby and Ramshri Bai
7. **City Montessori School, Lucknow, Uttar Pradesh** – Shoma and Nandini
8. **Voice of Azamgarh, Uttar Pradesh** – Seema and Rahat
9. **Gurgaon Ki Awaaz** – Arti Jaiman, Soumya Jha, Vandana

Community Radio Stations Participating in South India Workshop – February 2014

1. Radio Active, Bangalore, Karnataka 919845888686 (Pinky)
2. Krishi CRS Dharwad, Karnataka,
3. Radio Sidharta, Tumkur, Karnataka
4. Radio Vishnu, Bhimavaram, AP
5. Kalanjiam Vanoli, Nammakal T.N. (Naguveer)
6. Namma Dhwani, Budikote, Karnataka, (Vasu)
7. Holy Cross CR, Trichy Tamil Nadu

CR-CIT Peer Training

Field-testing CR-CIT in India (Between Feb 2014 – April 2014)

The Version 1.0 of CR-CIT was subjected to rigorous field-testing at four different community radio stations in the country, with the additional involvement of peers from eight other radio stations.

The CR stations where the CR-CIT was field-tested included:

- (i) Radio Active (RA) in Bangalore,
- (ii) Gurgaon ki Awaaz (GKA) in Gurgaon,
- (iii) Rudi no Radio in Ahmedabad and
- (iv) Bol Hyderabad, Hyderabad

The eight stations that participated as peers included:

Peers for Radio Active

Radio Universal, Bangalore
Radio Siddharth, Tumkur

Peers for Bol Hyderabad

Deccan Radio, Hyderabad
KMIT Tarang,
Hyderabad

Peers for Gurgaon ki Awaaz

Radio Mewat,
Alfaz-e-Mewat,

Peers for Rudi no Radio

Sayare Jo Radio,
Kutch Hyderabad,
Tilonia Radio, Ajmer

LIST OF PARTICIPANTS

Bangalore Workshop, February 2-3, 2014

Facilitators	Testing station staff	Volunteers	Peer reviewers
Prof. Vinod Pavarala	Beula Anthony (Staff Administration)	- Lavanya (Volunteer - Persons with disabilities)	Bharat Badiger (Radio Sidharth)
Mr.Vasuki Belavadi	Jaydev (Staff - Persons with disabilities)	Manjula (Volunteer)	Chitra (Radio Universal)
Preeti Raghunath	Padma Priya (Staff, Senior Programme Coordinator)	Sujata (Volunteer - Waste Picker Mobilisation)	
Ashish Sen	Vijaya (Staff - Senior Programme Coordinator)	Mangala, Volunteer Programme Committee Member, Domestic Workers	
Dr. Ankuran Dutta	Priyanka - RJ, Sexual Minorities Community		
	Vimala (Staff - Geographic Area & Working with PLHIV)	Shanti (Programme Committee Member)	
	Madhu (Staff - Waste Management)		
	Surendra (Staff - Community Mobilisation- Sex Workers)		
	Salma (RJ - Waste Picker)		
	Siddique (RJ - Waste Picker)		
	Marwan (University Representative - Project Director)		
	Vandana (Staff - Project Manager)		
	Pinky Chandran (Staff- Director)		

LIST OF PARTICIPANTS
Delhi Workshop, February 29-28, 2014

Facilitators	Testing station staff	Volunteers	Peer reviewers
Prof. Vinod Pavarala	Arti Jaiman	Rita, housewife Mullaheda	Ajendra Singh Rajpoot of Radio Mewat
Dr. Kanchan K. Malik	Soumya Jha	Priya P.	Sohrab Khan Alfaz Mewat
Preeti Raghunath	Sharmila	Punjab Singh – Listener	
Dr. Sanjaya Mishra	Vandana Bachhety Doliram Thakur		

LIST OF PARTICIPANTS
Hyderabad Workshop, March 7-8, 2014

Facilitators	Testing station staff	Volunteers	Peer reviewers
Prof. Vinod Pavarala	Mr. Naveen Sen	Ms. Nalme Nachiyar	Mr. Abhishek KMIT Tarang
Mr. Vasuki Belavadi	Mr. Vasu	Ms. Rebecca Vargese	Mr. Faheem Ansari, Deccan Radio
Dr. Usha Raman		Mr. Aditya Deshbandhu	
Dr. Kanchan K. Malik			

LIST OF PARTICIPANTS
Gujarat Workshop, April 3-5, 2014

Facilitators	Testing station staff	Volunteers	Peer reviewers
Dr. Kanchan K. Malik	Ms. Shanta Kosht	Jashoda Ben	Mr. Rayama Asif Programme coordinator, Sayare Jo Radio
Mr. Vasuki Belavadi	Ms. Gita Naila	Mr. Suresh	Mr Noratmal, Coordinator, TiloniaRadio
Ms. Himabindu Chintakunta	Veena Ben Ms. Anita Patel Ms. Rutwi Mehta Ms. Ranjan Ms. Suneeti Ms. Parul Rawat Varsha ben Balu Ben		Mr. Rajendar, RJ Tilonia Radio

MARAA Final Report

Women's Participation in Community Radio - June 2014 MARAA in collaboration with CEMCA

MARAA has successfully completed the CEMCA project by completing two cascade workshops, one in the north and one in the south for which we have submitted reports. Following the workshops, the radio stations (9 in the north and 7 in the south), MARAA has been in touch with the stations to mentor via phone, skype and email.

The stations were entitled to ten hours of mentoring each. From the MARAA team, we involved 5 mentors (Ekta, Monica, Devi Leena, Vandana, Anushi) who have spent over ten hours with most of the stations.

Resulting from the mentoring sessions with each of the radio station, we worked towards enabling these stations to produce design documents that were translated into actual radio programs.

All the stations from the north belt have designed their message matrices and arrived at their episode plans. All the nine stations from the north have produced two programs, some even 3.

From the south, we have had a weak response. From the seven stations we signed a contract with, only three stations managed to complete their message matrix and episode plan – Radio Vishnu, Radio Active, Radio Siddhartha. They have also produced 3 programs.

All the stations from the north and south successfully completed their cascade workshops.

As mentors, we tried our best to organize group skypes where all stations could interact over skypes. We also wanted to mentor them on common sessions, for example on how to use to message matrix, how to design an episode plan. However, we managed only two skypes where not all the radio stations participated. We realized that it will have to happen one on one, given that internet access is also a concern. Further, we had to translate several materials in Hindi – formative research, message matrix, episode plans, since most of the materials were in English. All communication with the radio stations also happened in Hindi, since we were directly interacting with the stations. Mentoring on the phone was tedious, and it worked with some stations, because we could see results in the documents. There have also been experiences, where there was no correlation between mentoring and actual design documents. All the programs will be uploaded on Edaa as well as on Manch.

We paid the second installment to all nine stations from the north and three stations from the south. The money was disbursed based on deliverables that we received from the stations.

Outcomes

- We have selected 9 stations from the 12 stations who received the installments for the follow up workshop we organized from July 28th to 1st July. Selection of these stations was based on the quality of their design documents, commitment to the CLP process and their radio programs.
- These selected stations will go on to produce a program series with the support of a seed grant from COL by September 2014. A programme series will be launched by this period, which will comprise of a minimum of 16 episodes spread across 4 months from the date of broadcast.
- The selected stations will revise their design documents and improve the quality of production of the audio production.

1. KUMAON VANI

Subject of the CLP- **Fatigue at the end of the day due to excessive workload on women in the area.**

Episodes Produced – 3

Key Person involved- **Ritu Arya**

Total Planned Episodes – 9

Mentoring Experience –

The CR has a very enthusiastic and energetic team, always eager to experiment with new methods and procedures. The entire team has very dedicatedly worked on the CLP process. They have been very prompt in learning and adapting the CLP process. They have always met all the deadlines and are pro-active in approaching Maraa with their queries and work for feedback.

Challenges Radio Stations are facing in implementing the CLP-

One of the major challenges faced by Kumaon Vani was deciding upon the issue for CLP. They did a number of FGDs and took a long time to decide on the issue. The process took a lot of time but they eventually nailed it by getting an issue from the community which is much nuanced and a very real problem in the area. They have succeeded in really breaking down the issue and looking at its various aspects. Some of the other hurdles faced by the team were like they could not get a suitable announcer from the community, as planned earlier, and they faced difficulty in getting and recognizing appropriate bites. Hard weather conditions and regular power cuts in the area, especially during monsoon and winters, regularly test the dedication and commitment of the staff to the CLP process.

Challenges Faced as Mentor-

It has been a good experience to mentor Kumaon Vani as the team is very pro-active and keen to learn. Major effort was put in deciding the issue, how to do FGDs, making

message matrix and at the final stage of producing the programme. In general, distance mentoring requires a lot of time and patience; at times it becomes difficult to explain things over phone or Skype.

Suggestions to proceed with this station:

The team is very committed to the CLP process and they enjoy experimenting with new ideas. They have so far been very prompt with their work and deadlines.

Are there any challenges with the process?

We need to focus on the production value of the programmes produced. The station does require training in production which can include editing, how to take interviews (asking the right questions) and introduction to various formats.

2. HENVALVANI

Subject of the CLP- **Health care during pregnancy and social pressure associated with it.**

Episodes Produced- **2**

Key Person involved- **Sheetal Bisht**

Total Planned Episodes – **6**

Mentoring Experience –

The key person, Sheetal Bisht, has good network with community and has very sincerely worked on the CLP process. The team has designed a very nuanced and detailed message matrix and episode plan. They have always been open to feedback and discussions.

Challenges Radio Stations are facing in implementing the CLP-

One of the challenges faced by the CR was to go the community and explain them about the process. The challenge was to build trust and rapport with the community so that they are comfortable in speaking about such a sensitive and intimate issue.

Challenges Faced as Mentor-

The team is committed to the process of CLP and the key person has well understood the concept of CLP so it was easy to mentor them. They needed a little pushing for doing FGDs and fishing out the major issues and some help at the production stage of the programme series.

Suggestions to proceed with this station:

Hentral Vani is a committed team and is open to feedback and learning from experiences. If given training on production skills and with regular monitoring, they can make even better programmes.

Are there any challenges with the process?

CLP requires a lot of time and effort and often the staff at the CR is involved with more than one programme. Hence, it becomes a little difficult for the key person to manage CLP along with other programmes.

3. CMS RADIO

Subject of the CLP- **Dreams and fears of adolescents**

Episodes Produced – 2

Key Person involved- **Soma**

Total Planned Episodes – 3

Mentoring Experience –

CMS Radio is quite an established radio in Lucknow and is involved with many projects at a time. In this regard, it became a little difficult for the key person to dedicatedly work on the CLP process. The work was very deadline driven, the team kind of had to be pushed to work and meet deadlines.

Challenges Radio Stations are facing in implementing the CLP-

Key challenge was time management. The team was not able to work with much focus on the CLP process along with other projects at the radio station. Moreover, it took time for the team to build trust and rapport with community as they were talking about very sensitive and personal issue related to girls. Initially, the community was very hesitant to speak to the CR team.

Challenges Faced as Mentor-

The station has been responsive and is open to feedback but at times is too tied up with other work to actually work on the feedback or suggestions given.

Suggestions to proceed with this station:

The team can produce good programmes if they learn to manage their time well and if the work is not driven by deadlines.

Are there any challenges with the process?

The concept of CLP does not seem to be very clear with the CR team. Though the programmes produced are participative in nature but have a subtle tone of an awareness programme.

4. RADIO DHADKAN

Subject of the CLP- **Malnutrition**

Episodes Produced till 10th June– 2

Key Person involved- **Babyraja Bundela**

Total Planned Episodes – 0

Status of the CR –

There was only one person working full time on the CLP after the workshop. This affected the CLP process a lot and there were some inevitable delays in the process.

Mentoring Experience

The station has been prompt in responding to the needs of the program. However, due to paucity of staff the action has been delayed and too many deadlines have been crossed. However, the spirit of the station was always very high and despite administrative hurdles they have managed to fulfill most of the requirements.

Challenges Radio Stations are facing in implementing the CLP

The reporter was grasped concepts quickly; her relationship in the community chosen was strong. However, the lack of manpower makes the task difficult because CLP is a team effort and cannot be done by just one member. This emerged as the biggest challenge. Also the stations are not very familiar with documentation process and this kind of extensive documentation of their work is not something that the stations usually practice. With little handholding they did pick up but would always be wary of documentation.

Challenges Faced as Mentor

The station was easy to mentor, as they were responsive to the needs. Though initially there was a slack but once they got the push they kind of held on. However, the things have moved too fast to gauge the authenticity of the CLPs produced and understand the level of community participation. As a mentor my fear is community participation was more of a checklist practice than actual engagement.

Suggestions to proceed with this station:

This reporter who was working on the CLP left the station which left us with no one to work.

Are there any challenges with the process?

Internet access and lack of manpower emerges as the key hurdle in the context of this station.

5. Voice of Azamgarh

Subject of the CLP - Myths around menstrual cycle and promoting Hygiene.

Episodes Produced till 10th June- **None**

Key Person involved- **Seema Srivastava**

Total Planned Episodes - 11

Status of the CR -

They are working in rural UP to uphold the cultural fabric of the region and promote discourse around education and gender related issues.

Mentoring Experience -

The station manager is quite abreast with the needs of the community and has very sincerely designed the episode plan and message matrix. However, the work has been too slow and often establishing contact with the station manager has been very hard. However, they did not need much mentoring and did not try to seek suggestions upfront.

Challenges Radio Stations are facing in implementing the CLP-

Key challenge was time management and Internet access.

Challenges Faced as Mentor-

The station was not that interactive and it was very difficult to get in touch with them.

Suggestions to proceed with this station:

Their work has been good though they have been little difficult. There needs to be further communication and need to closely understand their work before we plan to proceed ahead. *A single point of contact it might be helpful to have at least two people who are responsible.*

Are there any challenges with the process?

Internet access emerges as the key hurdle in the context of this station.

6. Alfaz-E-Mewat

Subject of the CLP- Women's Access to Toilets

Episodes Produced till 10th June- 2

Key Person involved- **Arti Manchanda**

Total Planned Episodes - 11

Status of the CR-

The stations has been doing interesting work in the MEWAT region in the area of agriculture and health. CLP was the first of its kind experience for them.

Mentoring Experience -

The key person who was working in Delhi conceptually grasped the concept rather quickly. This learning through distance mentoring would then be relayed back to the Mewat team who would attempt to implement the same on the field. This process in itself is tedious and affects the efficiency of the CLP. Also field experiences do not come out very clearly for the mentor and it is difficult to access the field engagement.

Challenges Radio Stations are facing in implementing the CLP-

Key challenge was time management, where learning took its time to trickle down.

Challenges Faced as Mentor-

The station has been responsive has made attempts to seek help wherever needed. But, the process was staggered because of the complexity of the structure of the radio station.

Suggestions to proceed with this station:

Rather than a single point of contact it might be helpful to have at least two people who are responsible. Diaries might be a good idea for keeping the mentors and other abreast with the field experiences.

Are there any challenges with the process?

Direct communication between field staff and mentors is needed.

7. Radio Mewat

Subject of the CLP- Children in primary and middle school are not going to school

Episodes Produced till 10th June- 0

Key Person involved- **Nisha Malik**

Total Planned Episodes - 7

Status of the CR-

The station has been working on the issue of education. Their interaction with the community has been difficult on health issues. The relationship between the reporter and the community was not so strong, and because the women in the chosen villages were not allowed to speak openly about their issues, it was hard to work on health issues.

Mentoring Experience -

The reporters have been responsive and active to mentoring; however, interactions with the community could have gone deeper. A lot of time was spent in discussing the program design but conceptually the reporter took time to translate learnings. Mentoring was not regular since implementation of work post mentoring was slow.

Challenges Radio Stations are facing in implementing the CLP-

Key challenge was time management, working within the hierarchical structures.

Challenges Faced as Mentor-

The station has been responsive has made attempts to seek help wherever needed.

Suggestions to proceed with this station:

Rather than a single point of contact it might be helpful to have at least two people who are responsible. Diaries might be a good idea for keeping the mentors and other abreast with the field experiences.

Are there any challenges with the process?

Direct communication between field staff and mentors is required.

8. Waqt Ki Awaaz

Subject of the CLP- Women don't realize the need for toilets in their own homes

Episodes Produced till 10th June- 3

Key Person involved- Neetu

Total Planned Episodes - 8

Status of the CR-

The station has been very active. Other team members have also been involved in the production of the CLP. There is a willingness to learn and adapt. Their relationship with the community is strong. They have also worked on several gender related programmes, hence their commitment to the issue is also very high.

Mentoring Experience -

The reporters have been very responsive and active to mentoring. They have followed the mentoring process and translated learning into good quality design documents. The reason for this again is their eagerness to learn, and implement the process in the work that they are doing. The reporters have been open to reworking documents and revisiting the articulation of the issue, in order to get closer to the needs of the community.

Challenges Radio Stations are facing in implementing the CLP-

Access to Internet was a big issue, group skypes were not possible.

Are there any challenges with the process?

Internet access slows down the process.

9. Gurgaon Ki Awaaz

Subject of the CLP- Understanding of Reproductive and Sexual Health Issues in the family (both men and women)

Episodes Produced till 10th June– 9 episodes

Key Person involved- Soumya, Vandana, Sharmila

Total Planned Episodes – 16 episodes

Status of the CR–

GKA is a station chosen as a pilot for the CLP in India. This station has been engaged in the CLP process since November 2012. They have already produced one programme series (16 episodes) on Reproductive Health. We started planning for the second series in September 2013. When they attended the workshop in November they were in the process of planning their second series. They were involved in the CEMCA project also as a resource for other stations, considering they have worked on CLP previously.

Mentoring Experience –

Apart from the process we have already been working on with GKA, they were always involved in every activity, and responded to every email that was sent. On their CLP, they were never over confident and were open to learn from other stations. They have always asked questions, and clarified doubts at every stage, for every episode. They have always taken the responsibility to stay in touch and guide them for the smallest things – such how to organize the cascade workshop, how to identify stakeholders, how to acknowledge the efforts of the community. At all stages they have asked us for feedback. They have always acted on mentoring and training efforts from our end, and it is very evident in their design documents. Their work is in depth, and it reflects in the programmes produced. They have not been complacent, and have always been curious and excited to try new things.

Challenges Radio Stations are facing in implementing the CLP-

Since the team is small, managing time and responsibilities is hard. Sustaining listener clubs and dependency on GKA by other stakeholders is high. They can sometimes be stuck in managing all processes by themselves.

Challenges Faced as Mentor-

Since, they were broadcasting already, it was hard to keep up with mentoring week after week. To incorporate feedback was not always possible.

Are there any challenges with the process?

While there is commitment there are also some challenges with the sustainability of stakeholders given the context. Financial resources should not come in the way of process. The demand for Chahat Chowk is slowly growing.

South Zone – We mentored the south stations from March till mid June. They had lesser time than North stations, since the workshop only happened Feb last week. While all the stations in the south conducted their cascade workshops, only a few were able to

take the process forward. Maraa sanctioned the second installment only to the three stations mentioned below.

Radio Active

Subject of the CLP-

Sexual Health in Adolescent girls

Episodes Produced till 10th June- 4 episodes

Key Person involved- Lavanya and Madhu

Total Planned Episodes – 23 episodes

Status of the CR-

Radio Active has a large team and can afford to delegate one person exclusively for the CLP. The team has had interactions in the area they have chosen, and hence the process was much faster.

Mentoring Experience

The team was very keen to learn, they were always prompt and showed interest. They never approached the CLP as a laborious task, instead found the process useful to be able to imagine participation cutting across the process.

Challenges Radio Stations are facing in implementing the CLP-

No visible challenges.

Challenges Faced as Mentor-

Radio active has already broadcasted 4 episodes of the programmes. Keeping up with mentoring every week is a challenge for the station to incorporate.

Are there any challenges with the process?

The team of Radio Active requires training on the subject matter of sexual health in order to grapple with other matters that are coming out at the community level. A deeper look at the complexity of the subject matter is necessary.

Radio Siddhartha – produced 3 programs on the topic of alcoholism. Rashmi, the point of contact was very engaged in the process. Initially she wanted to explore the issue of alcoholism on campus, but shifted to people in community where she faced several challenges. She was receptive to mentoring and stuck to deadlines. We had very little understanding about the functioning about the radio station. As enthusiastic as she was, Radio Siddhartha may not be able to continue CLP development, due to issues with the management.

Radio Vishnu: While they were very keen on seeing the process through, there was only one person working on the CLP, and they changed the topic twice in the process. They were not as responsive to mentoring. There was no supporting staff and the assigned person had several other things to do as well. The programs we finally heard were on nutrition, but it sounded like awareness programmes. Although the individual was hard working, conceptually his understanding of the CLP was incomplete. The other stations from the South – Kalanjiam Radio, Radio Universal – were unresponsive to mentoring and did not show any interest in the process like other

stations. There was an assumption that they were already aware of this process, and could do without mentoring etc. The assumption was also that this was a radio program, when in fact it was a learning program.

Holy Cross Radio and Krishi Radio did not sign their contracts, so we did not carry out any work with them.

We have sent all documents to CEMCA that we have received. As for MARAA, we intend to continue work with stations we select from this list based on their design documents and commitment to the process. We hope to these stations engaged till they are able to sustain the program, and in turn contribute to the station's sustainability with the participation of the community.

Sri Lanka Web Radio Workshop Report

CEMCA organized National Workshop on Web Radio in Sri Lanka

Kandy; 11/02/2015: Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi in collaboration with Sri Lanka Development Journalists' Forum (SDJF), Colombo and Post Graduate Institute of Agriculture (PGIA) at the University of Peradeniya, Kandy organized a national level workshop on Web Radio from February 9-11, 2015. Twenty participants attended this hands-on workshop representing different universities, agriculture departments such as University of Colombo, University of Kelaniya, Eastern University, University of Peradeniya, Department of Agriculture, Government of Sri Lanka, Saru Community Radio etc.

The inaugural function started with lighting of the ceremonial lamp on February 9, 2015 at the University campus. Professor W. A. D. P. Wanigasundera explained the objectives and importance of such training for improving the ICT facilities in Sri Lanka. Dr. Ankuran Dutta of CEMCA delivered the welcome address and greeted all the participants and organizers on behalf of Commonwealth of Learning and Commonwealth Educational Media Centre for Asia. He also elucidated the community radio status in the south Asian region including the initiatives took place in Sri Lanka in 1980's and how web radio can supplement the crisis of voice poverty. The workshop was formally inaugurated by the Director of PGIA Professor S. Samitha. Mr. Kapil Dadheech of Gram Vaani gave an overview on the workshop. Mr. M. C. Rasmin, the Director of SDJF gave the vote of thanks in the inaugural session with special appreciation to CEMCA and PGIA.

In the workshop, Mr. Kapil Dadheech played the role of key resource person. Mr. Malinda Kumarasinha of Open University of Sri Lanka and Mr. Madhawa Perera of National Science Foundation, Colombo acted as the resources persons in the workshop. Dr. Ankuran Dutta took three sessions on the comparison between community radio and web radio, uploading contents in the internet with creative commons license and demonstrated the functioning of a web radio at the Krushi Radio, Kandy under the Department of Agriculture, Government of Sri Lanka. The participants of the workshop visited the studio of Krushi Radio and took part in a live radio programme. Professor Samitha, Prof. Wanigasundera and other faculties of the Institute were present at the valedictory function, where the organizers distributed the certificates to the participants. Mr. Rasmin thanked CEMCA, PGIA and all the participants for made the workshop a success.



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