



Ministry of Information and Broadcasting

Compendium 2011

Community Radio Stations in India



Commonwealth Educational Media Centre for
Asia (CEMCA), New Delhi



Ministry of Information and Broadcasting

Compendium 2011

Community Radio Stations in India

Compiled and Edited by
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MINISTER OF INFORMATION & BROADCASTING
GOVERNMENT OF INDIA

MESSAGE


04 JUL 2011

I am happy that the Ministry of Information & Broadcasting and CEMCA have brought out the first ever Compendium of Community Radio (CR) Stations in India. Promoting CR Movement in India is one of the thrust areas of the Ministry of Information & Broadcasting.

The importance of CR Stations in a country like India can hardly be over-emphasized. For a country of 1.2 billion people, of which almost half are women, communication is of vital importance. There cannot be a better way of reaching out to the community than through the relatively inexpensive medium of CR Stations. I firmly believe that Community Radio Stations can play an important role in reaching out to the community and providing relevant information on the flagship Guarantee Scheme, National Rural Health Mission, etc. CR Stations can also prove to be an important tool for empowerment of people, especially for women and marginalized communities.

I am aware of the challenges faced by the Community Radio Stations especially with regard to sustenance. Towards this, Ministry has recently approved the guidelines for empanelling Community Radio Stations with DAVP so that advertisement revenue can flow into CRS. Ministry has also constituted a Committee to suggest competitive rates for advertisement.

I am sure that the success stories brought out in this Compendium would inspire many more organizations to come forward and set up Community Radio Stations in India. This Compendium would also be handy for various Government Departments and advertisers. I would like to convey my appreciation to all those who have worked towards putting this Compendium together.


(AMBIKA SONI)



எஸ். ஜெகத்ரட்சகன்
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மத்திய இணை அமைச்சர்,
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MESSAGE

I am very happy that the Ministry of Information and Broadcasting and CEMCA have brought out a Compendium of the functional Community Radio Stations in India. Community Radio Stations are very effective means of Communication to reach out to the local community. Community Radio Stations are also much more relevant in Indian context given the multitude of languages and diverse social dispensation.

I feel that there is a huge potential to set up many more Community Radio Stations in India, given the vast landscape of this country. However, availability of financial resources is a major bottleneck which needs to be addressed. It is equally important to conduct Awareness Workshops regularly to encourage genuine gross-root community based organizations to come forward to operate Community Radio Stations in India. Effective coordination mechanisms need to be established among various Ministries to channelize funds meant for their IEC campaigns to more and more Community Radio Stations. This is crucial to bring much needed synergy and convergence.

I am sure this compendium will prove to be extremely valuable to everyone who is interested in the Community Radio movement in India.


(S.JAGATHRAKSHAKAN)

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MINISTRY OF INFORMATION & BROADCASTING
NEW DELHI-110115
29th June, 2011

MESSAGE

Community Radio Stations have become a global phenomenon. It is a pioneering concept and provides a platform to unheard voices from the community. Community Radio Stations are one of the best ways to reach out intimately and directly to the people, as these stations create locally relevant programmes that is relevant and useful to the community.

The Compendium of Community Radio Stations brought out by the Ministry of Information and Broadcasting and CEMCA is one of the many initiatives taken by the Ministry to catalyze the growth of Community Radio Stations in India. Although the number of operational Community Radio Stations in India is only 111 at present, we have made fairly good progress in the recent past by quickening the pace of approvals and ensuring better coordination to fast track setting up more stations.

This Ministry has so far issued 322 Letters of Intent, out of which 111 Community Radio Stations have become operational. A Web based application system to facilitate on-line applications has also been launched. Setting up of CR Stations in relatively remote and deprived areas is a priority of the Ministry. Emphasis is therefore being given to encourage CR Stations in the North-East and Northern States. The first CR station in the North East was made operational recently in Assam.

Although there are many challenges before the Community Radio Movement in India, I am sure they can be overcome through a collaborative approach. Awareness generation about CRS, capacity building of community based organizations, simplification of licensing procedure and availability of financial resources for sustenance are important to make CRS a real success in the country. All these are being addressed.

We are committed to ensure that the Community Radio movement is expanded and strengthened in the country to achieve the goal of inclusive growth through social change.



(Raghu Menon)



Foreword

It is with very great pleasure, Commonwealth Educational Media Centre for Asia, New Delhi is presenting the first compendium of functional community Radio Stations in India. We do hope that this will be of use to all national and international institutions/organisations interested in the Community Radio movement.

This compendium was made possible because of the Ministry of Information and Broadcasting's (GOI) suggestion of collating data on functional community radio stations after seeing the directory of CR stations brought out by CEMCA. We used the opportunity of the first National Community Radio Sammelan held in Delhi between 7- 9th April 2011, to collect and compile the details.

CEMCA is grateful to Ms Ambika Soni, Honourable Minister of Information & Broadcasting, Government of India, Dr S Jagathrakshakan, Minister of State, Mr Raghu Menon, Secretary, Mr Rajiv Thakru, Additional Secretary, Mr Arvind Kumar, Jt Secretary and Ms Supriya Sahu, Director, Ministry of Information and Broadcasting for giving us an opportunity to organise the sammelan and also for providing the initiative for publishing the compendium. We engaged Ms Jayalakshmi Chittoor, a social activist and CR enthusiast to undertake this arduous task. We were successful to an extent and could bring out Part I of the compendium during the sammelan itself and Ms Ambika Soni, Honourable Minister for Information and Broadcasting, Government of India, released the same.

We were able to motivate only 90 functional CR Stations to send in their details so for the other CRS we put together their basic details. The Compendium's dateline is 1st June 2011. Any additional material that we may receive subsequently will be available on www.cemca.org

While we took all efforts to collect authentic information, they are subject to the disclaimer appearing elsewhere in the book.

I would like to thank Sir John Daniel, President and CEO and Prof Asha Kanwar, Vice President, Commonwealth of Learning for encouraging our efforts and supporting the publication of the compendium.

My thanks are due to all the CR stations who have contributed to this compendium. Thanks are also due to staff of CR cell of the Ministry of Information and Broadcasting, GOI; Mr R Thyagarajan, Ms Rukmini Vemraju, Dr Pema Eden Samdup, Ms Monica Sharma, Mr Sunny Joseph, Mr Sanjeev Kumar of CEMCA and the team consisting of Mr V Krishnamoorthy, Mr Vipin Sharma, Ms Rupica Saxena, Mr Ankur Bisht for their input and help.

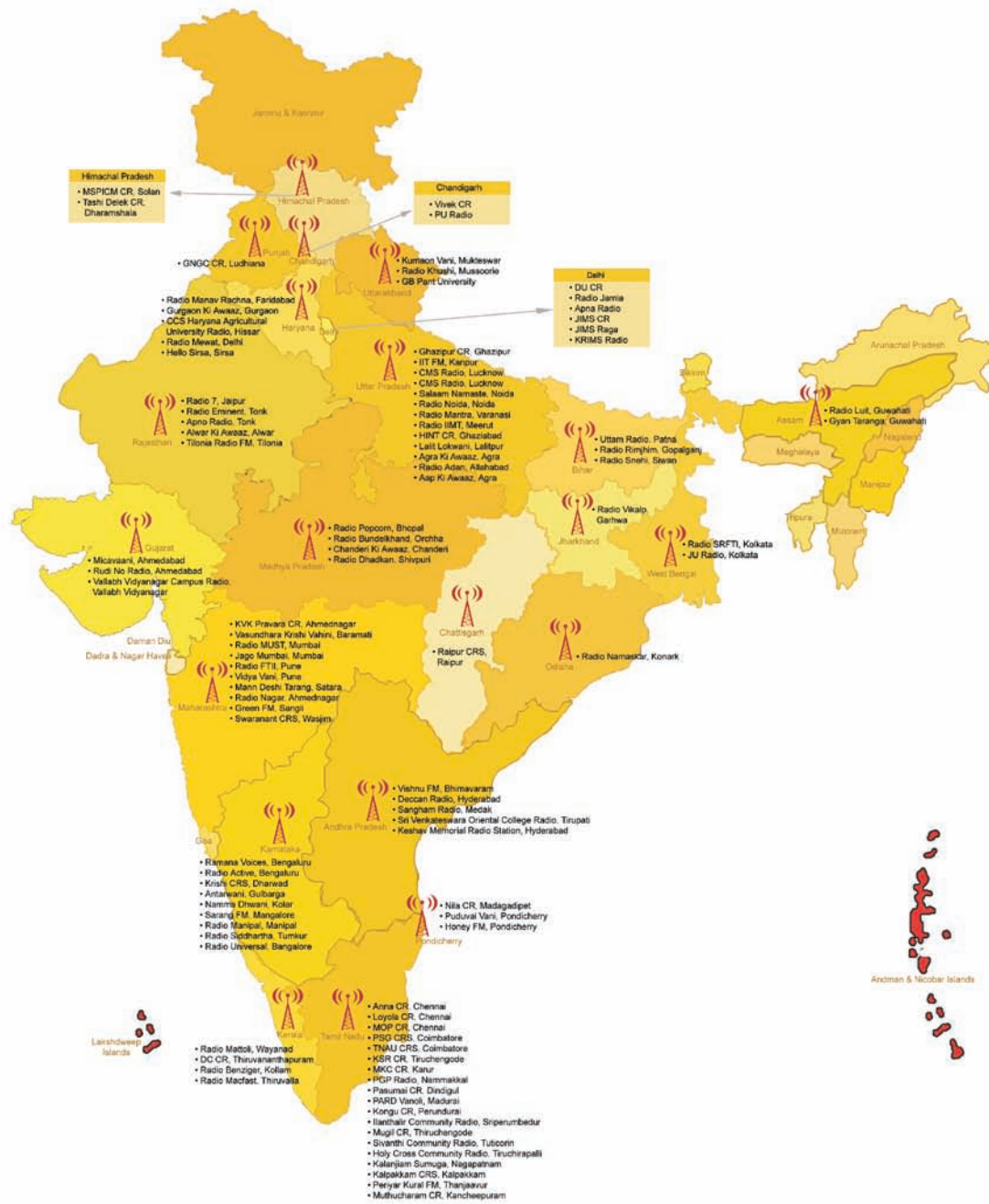
A word of praise for M/s Mensa Design Pvt Ltd for their patience, cooperation and printing.

Dr R Sreedher

Director

Commonwealth Educational Media Centre for Asia (CEMCA)

Community Radio Stations in India



Map not to scale

Published by Ministry of Information and Broadcasting, Government of India in technical collaboration with CEMCA and OneWorld Foundation India

**CONTRIBUTIONS FROM THE
COMMUNITY RADIO STATIONS**

Index

	Page No.
ANDHRA PRADESH	
1. Deccan Radio @107.8 MHz: <i>Working for Community Upliftment</i>	1
2. KMIT Tarang @90.4 MHz: <i>Edutainment for Community in Heart of Hyderabad</i>	3
3. Sangham Radio @90.4 MHz: <i>Echoing the Voices of the Marginalised</i>	5
4. SVFM CR @90.4 MHz: <i>Serving the Tirupati Community and Collaborating for Change</i>	7
5. Vishnu CR @90.4 MHz: <i>Towards a Knowledge Society</i>	9
ASSAM	
6. Jnan Taranga @90.4 MHz: <i>North East India's First Radio Station Creates Ripple Effect</i>	11
7. Radio Luit @90.8 MHz: <i>Transcending Identities, Reaching out for Education for All</i>	13
BIHAR	
8. Radio Rimjhim @90.4 MHz: <i>Tackling Local Issues through Dialogue and Awareness</i>	15
9. Radio Snehi @90.4 MHz: <i>In Touch with the Community through their Volunteers</i>	16
10. Uttam Radio @90.4 MHz: <i>Edutainment for Students and Underprivileged</i>	18
CHANDIGARH	
11. Jyotirgamaya @91.2 MHz: <i>Punjab University CR Creating Sustained Value for the Unreached</i>	20
DELHI	
12. Delhi University CR @90.4 MHz: <i>Aapka Apna Radio</i>	22
13. Jamia CR @90.4 MHz: <i>A Voice of Voiceless People</i>	25
14. JIMS CR @96.9 MHz: <i>Twin CR Stations for Catering to two Neighbourhood Communities in Delhi</i>	27
GUJARAT	
15. MICAVAANI CR @90.4 MHz: <i>Tackling Social Issues through Collective Wisdom</i>	29
16. Rudi no Radio @90.4 MHz: <i>Sewa Academy Focuses on Overall Development</i>	31
HARYANA	
17. CCS HAU CR @91.2 MHz: <i>Catering to the Farmers' Community Needs</i>	33
18. Gurgaon Ki Awaaz @107.8 MHz: <i>Serving the Underserved Communities in Peri-Urban NCR</i>	36
19. Radio Manav Rachna @107.8 MHz: <i>A Local Radio with a Big Impact</i>	39
20. Radio Mewat @90.4 MHz: <i>A Clarion Call for Change</i>	41
21. Sirsa CR @90.4 MHz: <i>Extends its Reach to a Global Audience</i>	43
HIMACHAL PRADESH	
22. Hamara MSPICM CR @90.4 MHz: <i>Towering High in Solan, Himachal Pradesh</i>	45
23. Tashi Delek CR @90.4 MHz: <i>Finding a Voice in the Himachal Pradesh Hills</i>	46
KARNATAKA	
24. Radio Active CR @90.4 MHz: <i>A Sustainable Community Radio Station in Bangalore</i>	48
25. Antarvani @90.8 MHz: <i>Promoting Communal Harmony in Gulbarga</i>	51
26. Krishi CR @90.4 MHz: <i>Dedicated to the Service of Agriculture – India's Largest Economic Growth Sector</i>	53

27.	Multilingual Radio Manipal @90.4 MHz: <i>Of the People, By the People, For the People</i>	55
28.	Namma Dhvani CR @90.4 MHz: <i>A Sustainable and a True Community Managed Entity</i>	57
29.	Ramana Dhvani @90.4 MHz: <i>Community Radio By and For Persons with Visual Impairment</i>	61
30.	Sarang CR @107.8 MHz: <i>Tuning the Sarang for Communal Harmony</i>	63
31.	Radio Siddhartha @90.8 MHz: <i>Focus on Learning Needs of Community at Tumkur</i>	65
32.	Radio Universal @106.8 MHz: <i>Terrain Unchartered</i>	67

KERALA

33.	Benziger CR @107.8 MHz: <i>Promotes Health Care</i>	68
34.	Radio DC @90.4 MHz: <i>Serving Learning Needs of Students and Local Communities</i>	70
35.	Radio MACFAST @90.4 MHz: <i>The Trend Setter in Education</i>	72
36.	Radio Mättoli @90.4 MHz: <i>A Clarion Call for Change</i>	75

MADHYA PRADESH

37.	Radio Bundelkhand @90.4 MHz: <i>Giving Voice to the Voiceless</i>	77
38.	Chanderi Ki Awaz @90.4 MHz: <i>Empowering the Weaver Community</i>	80
39.	Radio Dhadkan @107.8 MHz: <i>Campaigning for Child Rights</i>	82
40.	Kisan Vani @90.4 MHz: <i>Farm Extension through Community Radio at Sironj</i>	84
41.	Radio Popcorn @90.4 MHz: <i>Career Guidance in the Heart of India</i>	86

MAHARASHTRA

42.	Radio FTII @90.4 MHz: <i>From Rags to Riches, From Merchants of the Dreams to the Common Man</i>	87
43.	Jago Mumbai @90.8 MHz: <i>Radio By the People and For the People in the Megacity</i>	90
44.	KVK Pravara CR @90.8 MHz: <i>Promoting Agricultural Innovations</i>	92
45.	Manndeshi Tarang Vahini @90.4 MHz: <i>The Harbinger of Change for Agrarian Community</i>	94
46.	MUST Radio @107.8 MHz: <i>Empowering Slum Children with Radio Jockeying</i>	96
47.	Radio Nagar @90.4 MHz: <i>Promoting Entrepreneurship and Livelihoods Opportunities in Ahmednagar</i>	98
48.	Swaranant CR @90.4 MHz: <i>A True Friend of the Rural Community</i>	100
49.	Vasundhara Vahini @90.4 MHz: <i>Setting New Standards of Excellence in Agriculture Knowledge Sharing in Baramati</i>	103
50.	Vidyavani CR @90.8 MHz: <i>Extending Academic Experiences For and By the Community</i>	105

ODISHA

51.	Radio Namaskar @90.4 MHz: <i>The Lighthouse of Information for Coastal Odisha</i>	108
-----	---	-----

PUDUCHERRY

52.	Honey CR @90.8 MHz: <i>Promoting Community Broadcasting</i>	110
53.	Nila CR @90.4 MHz: <i>Holistic Approach to Engage the Community</i>	112
54.	Puduvai Vaani @107.8 MHz: <i>An Innovative Approach to Content Development</i>	114

RAJASTHAN

55.	Radio 7 @90.4 MHz: <i>6 years of Combining Education and Entertainment in Jaipur</i>	116
56.	Alwar ki Awaz @90.8 MHz: <i>Community Radio Edutainment for the Alwar Community</i>	118
57.	Apno Radio Banasthali @90.4 MHz: <i>First in Rajasthan, Giving Voice to the Community in Tonk</i>	119
58.	Radio Eminent @90.4 MHz: <i>Realising Social Change through Innovative Programming</i>	121

59. Radio Madhuban @90.4 MHz: *Values-based Programming* 123
 60. Tilonia CR @90.4 MHz: *An Oasis of Knowledge and Information in the Desert* 125

TAMIL NADU

61. Anna CR @90.4 MHz: *India's First Community Radio Station* 127
 62. Dinamalar CR @90.4 MHz: *Preparing to Reach the Community* 130
 63. Holy Cross CR @90.4 MHz: *Engaging the Community for Sustainable Development* 131
 64. Kalanjiam Samuga Vanoli @90.8 MHz: *Empowering the Fragile Coastal Community* 134
 65. Kalpakkam CR @90.8 MHz: *Enabling Neighbourhood Development* 136
 66. Kongu CR @90.4 MHz: *Serving the Rural Community in Erode* 139
 67. KSR CR @90.4 MHz: *Talking its Way to Betterment* 141
 68. MOP CR @107.8 MHz: *CR Station at the Heart of Chennai* 143
 69. Muthucharam CR @90.4 MHz: *Servicing Multiple Rural Livelihoods with Infotainment* 146
 70. PARD Vaanoli @91.2 MHz: *Community Radio Focusing on Rural Development in Madurai* 148
 71. Periyar CR @90.4 MHz: *Replicable PURA (Providing Urban Amenities in Rural Areas) in Thanjavur* 150
 72. PGP Radio @90.8 MHz: *Namakkaal is Archiving Folk Traditions* 152
 73. PSG CR @107.8 MHz: *Furthering the Legacy of Educational Excellence in Coimbatore* 155
 74. Sivanthi CR @90.4 MHz: *Servicing the Coastal Community* 157
 75. TNAU CRS @107.4 MHz: *Successful Precision Farming Achieved through Community Radio Programming* 159

UTTARAKHAND

76. Radio Khushi @90.4 MHz: *Infotainment to Serve the Hill Region in Uttarakhand* 161
 77. Kumaon Vani (TERI) @90.4 MHz: *Farmers' Voices from the Hills* 163

UTTAR PRADESH

78. Aap Ki Awaz @90.8 MHz: *Nurturing the Cause of the Girl Child in Agra* 165
 79. Radio Adan @90.4 MHz: *Bringing Agro-tech from Lab to Land* 167
 80. Agra Ki Awaz @90.4 MHz: *CR Station Voicing the Aspirations of an Indian Town* 169
 81. CMS CR @90.4 MHz: *Community Based Programming Creates a New Learning Ethos* 171
 82. CMS CR at Girls Degree College @90.4 MHz: *Changing Lives and Destiny in the Old City of Lucknow* 173
 83. HINT Radio @90.4 MHz: *Reaching a Peri-urban, Aspiring Community in NCR* 175
 84. Radio IIMT @90.4 MHz: *Creating Sustained Value for the Unreached* 177
 85. IITK CR @90.4 MHz: *Connections with the Community* 179
 86. Lalit Lok Vani CR @90.4 MHz: *Tapping Local Talent in Bundelkhand Region* 181
 87. Radio Noida @107.4 MHz: *Supporting the Urban Poor in the National Capital Region* 183
 88. Salaam Namaste @90.4 MHz: *IMS Noida: Radio that Listens!* 184

WEST BENGAL

89. Jadavpur Univ CR @90.8 MHz: *Building Bridges, Connecting People* 186
 90. Radio SRFTI @90.4 MHz: *Satyajit Ray Film and Television Institute SRFTI, Kolkata* 189



Deccan Radio @107.8 MHz: Working for Community Upliftment

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Background

Launched in the City of Pearls Hyderabad, AP on 3rd December 2009, Deccan Radio broadcasts on 107.8 MHz. It is an initiative of Abid Ali Khan Educational Trust, Hyderabad. The channel has 8 hours of transmission, 4 hours in the morning from 7 am to 11 am and in the evening 5 pm to 9 pm a day. The channel has coverage of less than 15 Km radius. The main objective is to provide maximum support to the downtrodden people of Hyderabad, especially people living in slum areas of Old City, with the slogan *Zindagi Sanwaar De*.



Deccan Radio: Voicing concerns

Programming Focus

The trust is looking after all the maintenance and expenditure of the Radio unit. As of now there is no income from any sources, as our main focus is to concentrate in making and broadcasting such useful programmes which are beneficial for the common people.

The channel has various interactive programmes mainly focusing on Educational and Literacy, Public Health and Hygiene, Social Issues and other segments like Environmental and Ecological issues, Micro Finance, Recruitment Programmes, Sports Information and many more.

Experience Sharing

Our concepts are carefully written and probed so as to produce very healthy, captivating programmes. Based on this we have divided our volunteers in different fields such as Education, Health and Social Issues enabling them to gather the information and create listener friendly programmes.

We have organized a five days training session for our volunteers to strengthen their abilities in building quality programmes. Representatives from World Development Foundation, New Delhi visited our studio to train our team members. Apart from this we had an opportunity to meet the renowned broadcaster Mr Vipin Sharma, his unique advises made us realize the opportunities that exists in and around our outreach areas to produce quality content.

As our CR station is situated in the heart of the city where commercial programmes are common, development programmes are few. Being Hyderabad's first community radio it was a challenge in itself to make a mark among those commercial radios.

Cultural and Literary Promotion: One of the many objectives of Abid Ali Khan Educational Trust is to promote and protect Hyderabadi culture. Culture is your identity, it reflects your style of living, your food, dressing habit and more. To safe guard the Hyderabadi culture and to promote it our trust conducts various programmes like *Mushairas*.

Challenges of Radio signal clarity: We are facing technical difficulties in reaching our target communities due to limited power of transmitter.

Study/Impact Analysis

Through our phone-in programmes we got tremendous response from our listeners, the type of programmes preferred by the callers, usefulness of the programmes, likes and dislikes about a programme and the impact of Deccan Radio, helps us in improving our strategies in connecting with the needs of the community. We got many calls related to bad coverage

in some areas; one of our caller said *Aap ka Radio Sunne ke liye chath par jana padta hai* (We need to climb the terrace to tune your radio station).

Innovation and Creative Approaches

- **Dadima Ke Nusqe:** In the present times, natural cure home remedies are gaining momentum. So we came up with idea of starting a programme with name “*Dadima Ke Nusqe*” where people can head their way towards adopting home remedy treatment to get rid of several forms of diseases.
- **Learn English:** The idea behind broadcasting this programme is to link the common people with the whole world together.
- **Voice and Accent Training:** English Accent Training is of particular importance in BPO Training, and has largely been due to the result of globalization and Hyderabad is emerging as a preferred destination for many Multi-National Companies. We started Voice and Accent Training in which the listeners learn English pronunciation, on eliminating the mother tongue influence and developing a neutral English accent.
- **SMS:** We are making a database of all the calls we receive. Engaging them by sending SMS for our special programmes. For this we are using a bulk SMS device connected with the computer where the database is stored through which we can send hundreds of messages in a few minutes.
- **Interactive Programme:** By creating live interactive programmes like “Old and New Face of Hyderabad”, where we receive calls from our listeners engaging them in sharing their experiences in the City of Hyderabad.

Our Community Radio is trying to make a healthy, prosperous and aware society with full of information, knowledge and work for every hand.

What help do you need?

We are working hard within our community in generating quality content, however the more is less in developing the content. We definitely need suggestions and support in generating quality content, which may enable us to cater to the need of our community.

Sustainability is the next big factor for us. We need expert advice for making our station sustainable. We are struggling with the coverage in low-lying areas of the city. We believe that the Ministry should look for increasing the power at least for the city based community radios.



Deccan Radio: Cultural preservation among the local community



KMIT Tarang @90.4 MHz: Edutainment for Community in Heart of Hyderabad

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Background

Our Radio station is called KMIT Tarang 90.4 MHz. We have become operational just 3 months back. Funding for the CR station is managed by the college itself as of now. Right now there are no sponsored programmes and we have not bagged any of the Government advertisement.

We started with 2 hours of transmission on alternate days (3 days a week). Slowly increased it to 2 hours per day 5 days a week and now we are transmitting for 4 hours daily. For programmes we are taking interviews, finding out talent in singing, mimicry, etc. and recording. People with original songs are promoted. Also programmes in quiz models are also broadcasted.



KMIT Tarang: Event

Apart from the people from the college, community members are also engaged to prepare the programmes. They not only contribute for the content but also take part in the generation of the programme. They are given training sessions so that they can learn recording and editing.



KMIT Tarang: Action

Experience Sharing

The experience of working for the community radio has been very satisfying. Very soon we realized that producing content is not going to be easy. KMIT is an Engineering college and hence technically is sound. We are of the opinion that the technical problems should be taken care within the capacity of the college. The key challenge is in the area of content generation.

We are situated in the heart of the city. This gives us an access to many professionals. For creating awareness and educative programmes many people are available and the content is prepared.

Training on the programme creation is absolutely necessary. We would appreciate if a training session is organized so that the community can learn recording, editing, etc. The place is much diversified and hence the community people come up with good ideas for programme creation.

Involvement of the school has been a major achievement of the KMIT Tarang. The programmes prepared in the quiz model helped us attract the school students to participate in the CR.

Study/Impact Analysis done

We are planning to conduct an impact analysis very soon. We try to take in the suggestions from the listeners and make programmes accordingly.

Innovation and Creative Approaches

Many topics were covered in the quiz model. We have created software called Quiz Jockey in which questions can be loaded (with answer options). This convergence technology makes it possible for the community to be actively engaged and to also increase its reach to the youth. Listeners can send in their answers by sending in the SMS through their mobile phones. Only right answers are displayed on the screen and a random winner is chosen. The recognition given on the website to the people who participate from the community for programme generation is also worthwhile.

Request for Further Assistance

It is very much desired for a radio to get a considerable reach. With the transmitter of 50 W the radius covered in the urban area is very low. Kindly consider this aspect and help us in reaching out to the people by increasing the power of the transmitter.

Training workshops for technical handling of the equipments and for the programme creation is very much required. It is difficult to acquire the funds for the radio. Kindly make the procedure for getting the advertisement a little easier. We look forward to learning from other established community radio stations that have become proficient, especially the ones that are being operated in metropolitan areas. We wish to adapt the success and avoid the pitfalls that these CR stations have experienced.



KMIT Tarang: Studio



Sangham Radio @90.4 MHz: Echoing the Voices of the Marginalised

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Background

Sangham Radio is located in Machnoor Village, Jharasangam Mandal, Medak District in Andhra Pradesh. It is about 110 kms to the south west of Hyderabad, Andhra Pradesh. Sangham Radio covers a population of 150,000 spread over 100 villages in four mandals of Zaheerabad, Jharasangam, Raikode and Nyalkal. Sangham Radio was set up by Deccan Development Society, which has been working with the community for several years.

Sangham Radio (SR) is the only community radio in India owned, run and managed completely by women and dalits. It broadcasts two hours daily from 7 pm to 9 pm. The major thrust of the programming is to establish community leadership for women and to end media exclusion of the marginalised. Sangham Radio deals with issues such as food sovereignty, ecological agriculture, local healing systems, violence against women, locally relevant education, childcare and tradition, community care of natural resources etc.

5000 members of Deccan Development Society (DDS) women's sanghams contributes ₹ 5 per month which takes care of the operation of the station. Sangham Radio does not seek advertisements as yet.

Programming Focus and Development

Women members of the DDS community are the owners and managers of SR. The DDS Community Media Trust (CMT) formed by a group of rural women from marginalised communities and very poor families manage the Radio. Content development is a participatory affair in which over 20 women and a few men meet every month to chart out the programmes for the month and arrive at a consensus. The management decisions are taken by the CMT.



Sangham Radio: Studio recording

Experience Sharing

Every day of SR has been exciting. It is a daily reliving of a dream dreamt by DDS. Since the community was the originator and developer of the concept and lead every single process of setting up of the Radio, the challenges have been few and excitements, many. The station was set up by a group of architects and broadcast engineers who were not 'hired' but helped as friends. Similarly training was provided in fits and starts by friends from the broadcast media. In the final stages of the realisation of SR one AIR professional was hired for 30 days to walk the station producers through a transmission grill.

Content Development Strategy

Since the very conceptualisation of Sangham Radio, we have believed that community precedes content. Hence, it is the experiences and concerns of the community that has formed the content of SR which believes that everyone in the community is an expert in herself and there is no need to import content or experts. The rich knowledge base of the community which has been systematically undermined by the mainstream media is the foundation of SR's programmes. Elderly dalit women are engaged here in dialogues and discussion on organic farming, plant-based healthcare, ethnoveterinary practices, childcare systems and a host of other issues. They open up their treasure of knowledge and experiences for the listeners to learn from and hone their own practices. It is a truly horizontal learning system that rejects hierarchical expertocracy. All programme ideas emanate from a continuous and regular interaction with the community and the very fact that all these are untapped ideas make them high quality programme ideas. Just like the folk poets who take no time in composing their next song, Sangham Radio is blessed by the support of thousands of women, who, when they open their hearts and minds give birth to brilliant programmes.



Sangham Radio: Studio



Community women in dialogue on Sangham Radio

Study/Impact Analysis done

No formal studies have been conducted. But since the programmers and the community are intricately interwoven, feedback keeps coming unsolicited. In its two hours of broadcast SR receives over 20-25 calls. Considering that this is economically a very poor community that cannot afford to spend on phones and calls, the 25 calls themselves are a very important statement on community bonding with SR. Many young women have described SR as a friend who constantly keeps "talking to me so that I can forget and overcome the problems of my day to day survival". Radio listenership which was less than 5% before the birth of SR has grown to over 30% now and this is a huge accomplishment of SR.

Innovation and Creative Approaches

As described earlier, Sangham Radio recognises every member of the community it addresses as an expert in many areas. Hence, the voices it brings to the broadcast are the voices that have never been heard or recognised before. They are all excluded voices. This is the primary strength of this community radio. Besides, when new and unheard people come on air, they bring with them dozens of new perspectives that are exciting. Getting rid of the broadcast notion of experts who normally come from formal educational institutions is a highly creative strategy of SR. Thereby, it refuses to consign its listeners to become consumers of media. All of them are now producers of media. By being a part of SR every member of the community develops a great confidence in herself and her ability to speak to a wide outside world. Thereby community confidence surges. This is a curative effort to make undermined communities to reinvent themselves and engage in the larger role of media; democratising a community.

What help do you further need?

Sangham Radio has enough inner strength and capability to look after itself. Hence, it does not feel the need for any external help.



Sangham Radio: General Narasamma at studio



SVFM CR @90.4 MHz: Serving the Tirupati Community and Collaborating for Change

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Background

The SVFM Community Radio Station was initially inaugurated at Tirumala; on behalf of SV Oriental College, Tirupati; by the then Chief Minister of Andhra Pradesh state Late YS Raja Sekhara Reddy on 8 February 2007. Initially the time of broadcast was 3 hours per day from 5.00 pm to 8.00 pm and later it was extended to six hours per day from 6.00 am to 9.00 am and from 6.00 pm to 9.00 pm. At present, the broadcast of the programmes through the station is limited to 12 hours per day from 6.00 am to 12.00 Noon and from 2.00 pm to 8.00 pm. The programmes are being broadcast through the station at 90.4 MHz.



SVCR CR: Engaging the students

In view of the hill shadows and other environmental factors the coverage at Tirumala was poor and the transmission did not reach expected regions. Thereafter the station was shifted from Tirumala to Tirupati and it started functioning from 12 November 2009 in the present place of location i.e main building of SV Oriental college, TTD, Tirupati.

The station is being run by the management of TTD and the officer in-charge manages the station as the representative of the Executive Officer, TTD, Tirupati. The coverage area of the programmes is within the radius of 5 Km from the point of location of the station. The localities/areas around the station such as Bhavani Nagar, Sripuram colony, Varada raja Nagar, Vinayaka Nagar and Ram Nagar Quarters, RS Gardens, TK Street, Reddy and Reddy colony, Muthyala Reddy palli, Bhairagi patteda and other such areas comes under the coverage area.

Sustainability

The station is being run by TTD and thus there is no scarcity/deficiency of the funds. At present there are no sponsored programmes broadcasted through the station. Further, no advertisements were collected so far through this station. However, advertisements pertaining to the programmes of TTD, local charitable institutions, local cultural organizations are being made on free of cost.



SVCR CR: Event

Programming Details

The different formats of the programmes broadcast through the station are relevant to the fields related to health, education, social welfare, community development and cultural programmes. The suggestions, like and dislikes of the listeners are collected regarding the usefulness of the programmes being broadcast and the programmes are designed according to their taste. Mostly, the college students of SVO College, are engaged in majority of the programmes designed and broadcasted through the station.

Experience Sharing

It is not so easy to sustain the radio station without proper planning. The CR Station has benefited by many renowned speakers sharing their experience with the community. There were volunteer experts as well as others who were paid remuneration. We are proud to say that eminent persons who were highly recognized among their fields hailing from all parts of Andhra Pradesh took part in the programmes broadcast so far.

Sri IV Subba Rao, IAS, Sri APVN Sharma, IAS, Smt Vanijayaram, Play back singer, Sri RadhaKishna, Movie Music Director, CSR Prabhu, Scientist, VSL Bhima Shankar, Scientist, Medasani Mohan, Scholar, Samudrala Lakshmaiah, Scholar, Dr Mailavarapu Srinivasa Rao, Scholar, Sri Garikapati Narasimha Rao, Scholar, Dr Vengamma, SVIMS Director, Sri VB Koteswar Rao, Retd Chief Engineer, Sri Hanumanthu Retd Chief Engineer, RV Jagga Rao, Retd Chief Engineer, Gajal Srinivas, Artist Prof Vishveswaran, Dr Dhara Ramanadha Shastri Scholars, Sri Kishore Kumar, IPS are some of the eminent persons who shared their valuable experiences with the community through their talks. Some of the exciting things and achievements are that the talks on personality development, preparation for competitive examinations, stress management, health and hygienic conditions which are exclusively designed for the benefit of the youth/ students have been broadcast through the station.



SVCR CR: Inauguration

These programmes have received good response from the listeners for the reason that majority of them derived maximum benefit. Like wise programmes are designed particularly to motivate the students.

Supporting the cause of other NGOs

Further advertisements made on free of cost pertaining to the programmes of local voluntary organisations, T.T.D institutions, charitable institutions resulted in increase of crowd gathering and made the programmes conducted by those organizations, successful.



SVCR CR: Cultural event

Training

The station manager underwent training for two times, first time in Chennai and for the second time at New Delhi and acquired sufficient experience for running the station successfully.

Challenges Faced

There are technical difficulties too, in running the station. But right from the inception, the station was setup under the technical guidance of Bharat Electronics Limited, Bangalore and if any complication arises, the rectification work/solving process will be carried out by the Engineers of Bharat Electronics Limited on payment basis.

Content Development focus

Regarding the content development, first of all the needs of the community relevant to the fields of Health, Education, Social Welfare and Cultural programmes will be taken up and later the content will be developed in the direction of its solution that too in a simple way so that the common man also understands easily. Reading the daily News Papers, and books, watching the media programmes and interaction with the representatives of social organizations and community groups improves ideas in designing good quality programmes.

Study/Impact Analysis

Usually the programmes are designed according to the feedback collected from the local community through letters, phone calls, and through other communication sources. Anyhow, strategies will be changed from time to time in designing the programmes according to the taste of listeners. Folklore is one of the aspect that motivates the people of Rayalaseema region towards work culture. Recently a set of audience requested repeatedly to broadcast the folk songs. Considering their request, the station is broadcasting folk songs on live three days in a week. Thus the desire of that particular set of audience was fulfilled through the station.



SVCR CR: Launch of publication

Further Assistance Request

Though there are three FM Radio Stations functioning in Tirupati, apart from this station, there is good response for the programmes transmitted through this station. But due to congested lay outs, being situated in hill station region, the transmission is not reaching certain localities even within the range of 5 Km. In order to cater the needs of local community, there is dire necessity for enhancement of the capacity of the transmitter from 50 Watts to 250 Watts. If the above requirement is fulfilled, majority of the community groups will benefit.



Vishnu CR @90.4 MHz: Towards a Knowledge Society

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Background

Shri Vishnu Engineering College for Women established by late Padma Bhushan Dr B V Raju in a semi-urban town Bhimavaram, AP, is a non-profit educational institution and its educational programmes also include socially oriented programmes in rural areas which culminated in the establishment of Radio Vishnu 90.4 MHz in the campus on 15 April 2007. Transmitting various infotainment programmes for 12 hours which includes 3 hours repeat programs, Vishnu CRS is serving nearly 35 villages in the surrounding area.

Broadcast Content

Radio Vishnu designed its programmes with a vision to give voice to the voiceless and is working with a motto – for the community and by the community. Morning programmes (6 am to 10 am) focus on devotion, personality development, health care, moral values, farmer's programme; afternoon programmes (from 12 noon to 6 pm) focus on important day to day information, children's programmes, story narration, women's special, information on various academic courses, knowledge-based programmes, how entertainment can be useful in different ways, students' talent, interviews, phone-in, letters from the listeners; evening programmes (from 6 pm to 8 pm) focus on great personalities, role models, science and technology. With women engineers at the helm it targeted the development of the community by bringing awareness in sanitation, health and hygiene, primary education, and other general information.



Vishnu CR: Recording at the studio

Enhancing the Reach - Multimedia Strategy

Radio Vishnu periodically transmits programmes on Eye Care, Eye Donation by Eye Specialist Dr U V Ramana Raju, Pedodontic Dental Care by Dr R Chandrasekhar, Preventive Community Dentistry by Dr Suresh, and Common People and Psychology by Dr Ramakrishnam Raju. In addition, programmes for pregnant women, lactating mothers, baby care, nutritious diet for anaemia and malnutrition. These programmes are of major focus to the community. Their interaction with the station increased and some of them became employees in the station and a few are working as reporters to the station.

Capital and Sustenance

Radio Vishnu 90.4 MHz began with an initial investment of ₹ 2,500,000 towards Equipment and infrastructure that includes Transmitter (1+1), Mixers, Microphones and Studio with acoustic treatment. Monthly recurring investment goes around ₹ 64,000 towards salaries to Programme Producer, Announcers, Technicians and it includes even remuneration to

the students under earn while you learn scheme. With maximum utility of the station and studio the monthly maintenance is ₹ 13,000 towards electricity and transportation. Yearly maintenance is ₹ 30,000 towards equipment service charges and gifts to the best contributors in the form of radios. Efforts to bring forth development in the community by disseminating essential and useful information in persuasive message forms and transmitting 12 hours per day Radio Vishnu etched a mark in the lives of people of Bhimavaram. Finalisation of DAVP rates and the ongoing process of DAVP empanment is likely to make the station self sustainable.



Vishnu CR: Event

Achievements/Success Stories

With four years of relentless services, Radio Vishnu made a spark in the community. They remained not just as listeners but developed into makers. It succeeded not only in bringing a change but in sustaining that change and moulding it towards the development of the society. Mutual assistance with the community strengthened Radio Vishnu and it readily takes up any responsibility towards the welfare of the people. A note worthy achievement is that Krishi Vignan Kendra 9 Km away from our station(KVK, Undi village) associated with seven scientists from different arenas of knowledge (rice, horticulture, fisheries, management etc.) is contributing half an hour programme every day which includes even outreach programme for the farmers. Another unique programme to be mentioned is *Bala Vinodini* - Children's programme which is encouraging and involving children from 24 Government schools in and around Bhimavaram. Today we feel proud to say that they are the creators of that programme. It stood exemplary to other institutions and became a guiding spirit for those who are looking towards participation in community radio programmes.



Vishnu CR: Action



Jnan Taranga @90.4 MHz: North East India's First Radio Station Creates Ripple Effect

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Background

'Jnan Taranga', the first community radio of the north east has been broadcasting programmes with a good deal of community development content combined with educational and entertainment programmes. Located in Guwahati, Assam, the station was launched on November 20, 2010, and has 20 hours of broadcasting per day. Though the station is run by the University, it has been actively engaged with community to draw talent, design content and reach out to the audiences.

Programming Focus

Community development programmes are based on the issues like health and hygiene, women empowerment, rights of the children, environment and bio diversity, career counseling, sports, legal issues, governance, youth programmes, agriculture and allied subjects, entrepreneurship, live presentation by the communities on the live issues, etc. Community based programmes constitute over 70% of the total broadcast of the 'Jnan Taranga'. Presentation of the drama - both by the adults and children, songs - folk, traditional and modern constitute the entertainment segment. Educational programmes including awareness on the RTE Act 2009 and RTI Act are broadcast almost regularly in between the community programmes.



Jnan Taranga: Engaging the community and ensuring action



Jnan Taranga: Public function

Capital and Sustenance

The studio has been set up at the cost of about ₹ 60 lakhs. Expenditure includes cost on various equipments for the studio, transmission equipments, training (including the in-house and on community), human resource, production and contingency etc. As the culture of volunteering for community radio programme is yet to take its roots in this part of the country, an amount of ₹ 40,000/- per month is being expended for running the CRS presently. This expenditure is expected to continue for some years. Though the university is committed to bear the expenditure, which comes to about ₹ 5 lakhs in all annually, 10% generation of revenue in the form of advertisement is necessary to sustain the expenditure level.

Engaging community ensures fast track success

KKHSOU is the first open university of the North East. It has been able to launch the first CRS of the North East within three years of its existence. The university has been able to increase the regular broadcasting time from six (6) hours duration within three months of its launch to 20 hours duration covering almost all community issues relevant to the inhabitants of its service area.

Way Forward

It is too early to write a success story within 4 months since its operation. The team behind the running of this CRS believes in the delivery of actual community service through broadcasting than projecting a larger than life image. However, it is worth stating that during this short period over 500 programmes of various durations from 15 minutes to 30 minutes have been recorded in the studio and around 1000 CDs of songs and feature programmes have been collected with the right to broadcast the same from the respective authorities.

Conservation of knowledge, culture and diversity is a key role that the radio station can play to ensure that this is truly a community radio serving its people. Archiving and documenting the people's knowledge will build a valuable repository for academic learning by students of the University also.

We look forward to learning from other stations to bring innovations in our new station, and also to continuously network with other initiatives across the country.



Jnan Taranga: Studio in action



Radio Luit @90.8 MHz: Transcending Identities, Reaching out for Education for All

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Background

Radio Luit, the Community Radio Station of Guwahati University was set up and stationed at the Institute of Distance and Open Learning (IDOL), Guwahati University. The station was launched on 1st March 2011 and operates at 90.8 MHz. The initial establishment cost of the Radio station was met from the IDOL, GU fund. Presently, the Station is manned by one full time Programme Executive and 25 casual announcers/anchors volunteers drawn from the students of the departments of the Journalism and Mass Communication and Electronics and Communication Science of the University.



Radio Luit: Field reporting in progress

The Radio Station covers a wide broadcast area including Guwahati University campus, Assam Engineering College, Government Ayurvedic College, Assam Police Radio Organisation, Assam Forest School, 13 affiliated colleges of Guwahati University, IIT Guwahati campus, SOS Village, Headquarters and residential areas of the North Eastern Frontier Railway, several schools and a major part of north-western Guwahati Lokhra, Changsari, Sualkuch, North Guwahati, Hajo, Mirza, etc. inhabited by different tribes and diverse linguistic communities. The Radio Station broadcasts for 12 hours every day.

The Journey So Far

The Trial Broadcast of the Radio Station commenced on 18th January 2011. Since then, it has been a constant effort on the part of the station to ensure maximum participation from the Community. The response has been overwhelming. During the last two months more than 100 community members (from the surrounding areas) have participated in production of various programmes. General awareness on environment, health, education, law and scientific temperament, etc., are some of the areas on which contents are generated. Many programmes have been produced on folk culture with participation of the members of the local community. A majority of the community members participating in the programmes are women.

One of the unique features of Radio Luit is that it broadcast programmes in five different languages (Assamese, Bengali, Bodo, Nepali and English).

The Institute of Distance and Open Learning, Guwahati University has planned to introduce two Certificate and Diploma level courses on Radio Journalism and Community Radio. These courses are aimed at generating some resources as well as capacity building for the future community radio stations in the region. Radio Luit also intends to apply for DAVP empanelment soon in order to qualify itself for Government advertisements.

Impact Analysis

Radio Luit is planning to conduct an audience survey after completion of its first three months of operation. The enormous response to the live phone-in programme conducted everyday from 6 pm to 7 pm testifies a wide acceptance of the station by the Community. The average number of phone calls received during the phone-in programme is 15 and callers include students, shopkeepers, taxi drivers and housewives.

Innovation and Creative Approaches

The live phone-in programme is an easy way for getting feedback from the audience. It also helps in increasing the number of audience. Radio Luit lays special emphasis on programming for woman and children. Programmes produced with involvement of the school children and housewives help in increasing the number of listeners.

Given the special linguistic and cultural composition of the community, Radio Luit broadcast its programme in five languages Assamese, Bengali, Hindi, Bodo, Nepali and English. However, 80% of the programmes are broadcast in Assamese language. Folk music and items contributed by the community are produced on priority basis.

Sustenance and Sustainability

The most difficult challenge for Radio Luit was to meet the recurring expenditure of the station. Radio Luit was able to overcome this problem due its strong social and community support. Students, teachers, employees and members of the community agreed to provide voluntary service in content production and running the station. The students from Mass Communication and University departments manage the anchoring and announcement in rotation. Teaching and non-teaching staff of the University, surrounding educational institutions and community members offer free services for content production. Students and faculty members from the Department of Electronics and Communication Science of the University look after the technical side of the station. Necessary training and support were provided by the Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi.

Members of the teaching and non-teaching community of the University, their family members, University students, school children from the surrounding areas are also motivated to contribute contents for the Radio. The teachers of the local schools are very enthusiastic in contributing contents for the radio. Guwahati University has 2000 students in its campus and students hostels are the major contributors of the contents. Women folk of the campus are equally enthusiastic in producing quality programme involving women and children of the campus and the surrounding villages.

In order to make the station self sustaining, the CRS does need some revenue that can come from advertisements. It also hopes to secure grants and advertisements from the Government.



Radio Luit: Studio



Radio Rimjhim @90.4 MHz: Tackling Local Issues through Dialogue and Awareness

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Background

Radio Rimjhim 90.4 MHz was launched on 5th January 2009. It was established by the non-government organization Ayodhya Lal Kalyan Niketan based in Gopalganj, Bihar. Our radio station has been serving the community for the last three years with a variety of local programming. We have a total of ten hours of broadcasting with 6 hours of original broadcast and four hours of repeat broadcast of our programmes.

Programming Focus

Radio Rimjhim 90.4 Mhz is the first Community Radio Station of Bihar. It broadcasts various programmes related to health awareness, precautions from manmade disasters, encouragement for education among women and youth. We also cover various Government schemes to reach the audience. Other key developmental issues relating to problems and its solutions are discussed by inviting experts. Since Gopalganj community is primarily agrarian in nature, we have special programmes that convey use of innovative ideas and techniques of agriculture. Special emphasis is also laid to identify and encourage local talent through our programmes broadcasting live performances.

Capital and Sustenance

The capital and sustenance of the Rimjhim CR has been borne through local support and membership of the NGO. We have been broadcasting DRDA related information for which the Public Relations Department and district authorities provide financial support.

Achievements/Success Stories

People of the area has been getting knowledge of various Governmental schemes, they are aware of issues related to health, taking precautions timely to be safe from epidemics, remedies of diseases through conversations with specialist doctors and domain experts, how to be safe from flood which largely affect the life styles of this flood prone area. We have been playing a pivotal role in providing updates through experts from weather officials and disaster management groups to spread awareness among people. Our role in encouraging local culture, glorious heritage and value of traditions has been very much appreciated by the audience. The most influential progress was seen in the field of education among youth and women, by encouraging them to opt for pursuing higher education. This is a remarkable achievement of our CR station.

It helped a lot to removed old superstition, prejudices and foremost among them being witch hunting hobbits from society, it had also encouraged national unity and integrity among the people. The CR station plays the role of an interface between community and Government Officials to address locally relevant governance issues.

Our CR Station has been focusing on the Male/Female gender ratio. Due to wide awareness on this concern, in Gopalganj district, ranks on top of the best ratio among the 37 districts of Bihar. This mile stone was achieved with a catalytic role of Rimjhim CR to spread awareness.



Radio Snehi @90.4 MHz: In Touch with the Community through their Volunteers

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Background

Snehi Lokotthan Sansthan has been actively working in Siwan district for many years. The opportunity to further reach a greater part of the community that we serve, with the application and approval of the CR license, Radio Snehi became fully operation towards the month of November last year.

The year 2009-10 has been a huge learning experience for all of us in Radio Snehi. We are committed to serve the community members of all ages in the under-developed region of Siwan. This is done by Community Radio Snehi through the creation of programmes developed locally by a team of volunteers who belong to the community that the CRS serves. Based on feedback from the community programmes are designed and created by the radio station.

The CRS broadcasts for 6 hours daily and was launched on 17 November 2010.

Broadcast Content

The programmes are designed and created with the community's needs in mind. Our volunteers who are based

across the different villages within the district of Siwan are in regular contact with the listeners. These field volunteers are able to get the pulse of the needs of the community and provide direct feedback about the requirements of the people.

The format of the programme is varied keeping the diverse interest of the audience. We ensure maximum participation of the people through interactive programming like discussions, interviews, drama and music.

Apart from this, we focus on healthcare, hygiene and education for the community and our programming reflects our commitment to the society. Programming is developed in the local dialects of Bhojpuri and Hindi.

Capital and Sustenance

We have made a capital expenditure of ₹ 6 Lakhs for setting up the CRS. The current recurring expenditure is ₹ 6 Lakhs per annum. The main source of funding for the CRS is loans, donations from the community and advance payments from projected advertisements.



Radio Snehi: Studio



Radio Snehi: Action

Since the day these members have been associated with Radio Snehi, their lifestyle has changed and they are committed to motivating and empowering the community around their immediate vicinity.

Achievements

Our community radio station has been focusing on developing local talent and to provide the right opportunity for them to become part of the radio station. We have been able to identify and select a team of 20 presenters from the nearby villages which fall within the reach of the CR Station in Siwan district. These twenty presenters were trained with the help of CEMCA, COL.

In addition, Women from our Self Help Groups (SHGs) are the main contributors to our programmes. Rinku, Reena, Renu, Pradeep, Ritta Devi, Satish Kumar, Shilpi, Tirloki Nath, Gulam Mohammad Rasheed are some of the members of the community who are actively associated with our community radio station.



Radio Snehi: Event



Uttam Radio @90.4 MHz: Edutainment for Students and Underprivileged

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Background

The Uttam Radio Community Radio was initiated by Indian Institute of Business Management, Patna as a medium for non-formal education for youths of urban and rural areas, women, common citizens and other interested audience to create awareness amongst them about the social issue essential for social, economic and educational development of the society.

As a medium for non-formal education, Uttam Radio is attractive, available accessible and available at no cost for common people. In partnership with similar resource organisations in areas of education, development communication and mass-media, Uttam Radio, presents information and education in a carefully structured way.

Our station began on 13 August 2004 and nearly six hours programme is broadcast from our station.

Programming Focus

Uttam Radio strives to create an agency for edutainment and useful mass-media centre with easy access to the masses to support the developmental cause of the common people, particularly the disadvantaged lot.

There are different programming formats that include radio talk, interview, panel discussion, edutainment performances, drama, etc. to sensitize audiences on social issues in an entertaining, involving and challenging way.

The Uttam Radio produces educational programmes related to comprehensive and integrated development of group of individuals consisting of school - college students, villagers, working persons, illiterate and semi-literates, rural and urban population with broader objectives of reducing poverty, ignorance by dissemination of various developmental alternative opportunities.

Uttam Radio stresses on capacity building of the disadvantaged and weaker sections of the society to inform them the developmental choices and chances, economic opportunities to improve livelihood and lifestyle. The overall multi-dimensional human resource development package covering, agriculture, rural development, health and nutrition, technical and vocational education, entrepreneurship, labour welfare and employment, human rights, IT literacy, child education and other welfare and developmental subjects and fields.

Experience Sharing

Uttam Radio produces educational programmes related to comprehensive and integrated development of group of individuals consisting of school - college students, villagers, working persons and illiterate and semi-literates, rural and urban population with broader objectives of reducing poverty, ignorance by dissemination of various developmental alternative opportunities.

Uttam Radio stresses on capacity building of the disadvantaged and weaker sections of the society to inform them the developmental choices and chances, economic opportunities to improve livelihood and lifestyle. The overall multi-dimensional human resource development package covering, agriculture, rural development, health and nutrition, technical and vocational education, entrepreneurship, labour welfare and employment, human rights, IT literacy, child education and other welfare and developmental subjects and fields.



Uttam Radio: Launch event

No Impact Study has yet been conducted.

Innovation and Creative Approaches

Uttam Radio Patna, with the help of academicians, heads of the school and colleges, NGOs and Government departments, has introduced few creative and innovative programmes to seek their regular involvement such as:

- Coverage of events, programmes, cultural and social in nature at schools, colleges, women organizations and public utility departments at local level.
- Organization of debates competitions for participation of children, youths and citizens at large.
- Production of short audio-visual programmes for advocacy and awareness related to subjects and fields such as Human Rights, Right to Information (RTI), Right to Education (RTE), Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), Sanitation and Nutrition, Disaster-Mitigation Pollution Control, Water Conservation, etc.
- Regular announcement of family welfare, health and nutrition, environment protection slogans.
- Regular information about the Public utility systems and services like Air, Railways, Public Transport Services.



Uttam Radio: Studio

Capital and Sustenance

The sponsoring organisation of the Uttam Radio, Indian Institute of Business Management, Patna has initially invested ₹ 6 lakhs in the establishment of Radio Station including machines and systems, license fee, interior decoration and other necessary infrastructural facilities and equipments. The entire recurring and non-recurring expenditure is borne by the institute.

What help do you further need?

We seek assistance for procurement of free audio, CD/tape related to public welfare utility, education and entertainment, science and technology awareness, environment protection, health and family welfare and advertisement support from DAVP. We also need consultancy for systems upgrade and regular information about new technological advancement, etc.



Uttam Radio: Engaging the voice of young children

Jyotirgamaya @91.2 MHz: Punjab University CR Creating Sustained Value for the Unreached

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Background

Jyotirgamaya was launched on 13 February 2011 and was set up by Punjab University in Chandigarh. The CRS broadcasts for 3 hours every day with 30 minutes of original programming repeated throughout the day. The times of operation of the CRS are: 8:30–9:00 am, 11:00–11:30 am, 1:00–1:30 pm, 5:00–5:30 pm, 8:00–8:30 pm and recorded music is played between 10:00–10:30 pm. The aim of setting up the CRS is to impart knowledge and information related to education, health, environment, social, cultural and local issues and announcements specific to the University and its affiliated colleges and to provide a platform for showcasing the talents of students and the expertise of the faculty.

Jyotirgamaya also serves as a platform for awareness generation, education and experience sharing with the community in the vicinity of the CRS which comprises of 30 villages.

Having been set up by the University's Department of Mass Communications, the CRS also acts as a training ground for the students of electronic media.



Jyotirgamaya: Union Minister of I&B, Mrs. Ambika Soni Inaugurates the CR Station

Broadcast Content

Content for the CRS is generated by the students of Punjab University and its affiliated colleges. 8 villages in the vicinity of Punjab University and the Post Graduate Institute of Medical Science and Research also participate in content generation. The content caters to the social, environment, developmental and educational needs of the community. Special features on health, patriotism, consumer education and sports are also aired. The CRS also broadcasts folk music, student talent shows, Q and A with the community, interviews with prominent personalities including university officials who give information about the University's programmes and facilities. Interaction with doctors, health care workers and members of civil society organisations are also aired on a regular basis.



Jyotirgamaya: Hon'ble Minister I&B, Mrs. Ambika Soni at the Studio

The management of the CRS is with the School of Communication Studies and the students of the School look after the programme production and content development.

Capital and Sustenance

The capital expenditure for setting up the CRS was ₹ 2,453,400. The recurring expenditure, as approved by the University budget for the financial year 2011-2012 is ₹ 604,200.

Jyotirgamaya is currently functioning on the budget provision of Punjab University but aims at becoming self sustaining by the next financial year. So far, no advertisements or sponsored programmes have been broadcast.

Experience Sharing

The challenge that the PU CRS is struggling pertains to content development. Efforts are being made to popularise the radio within the community. We were able to conduct a Q&A with Dr Kiran Bedi before the famous Lokpal Bill made headlines. Dr Bedi, being an alumnus of PU was here and ours was the only radio station where she gave an exclusive interview and discussed the Lokpal Bill issue. We have not hired any consultants so far.

As the Chairperson of a teaching department I have requested all my colleagues to come forward with their expertise and help us in panel discussions, interviews, talks etc. I have received full support. I cite two such examples below:

1. Jyotirgamaya played a special programme on Baisakhi involving students, faculty members, and members of the community bringing them together on to a common platform. The station provided an opportunity to the young folk artists who brought out the relevance of Baisakhi for the listeners. The students and teachers of the Music and Punjabi Departments of PU extended their support. This programme was appreciated by the listeners because the culture and tradition of Punjab was highlighted.
2. The station produced a special programme after the Japan earthquake and the ensuing nuclear crisis. Putting to rest all the confusion and panic that was spreading in the community about Chandigarh's location on the high seismic zone. The Professors of Biophysics and Geology Department came forward to clear the doubts and answered questions that were put to them by the students and the members of the community.

I have also written to all PU affiliated colleges who will begin helping with content development in the next academic session.

Innovative Initiatives

We have also been using the Radio for a variety of other applications that are of benefit to the local community in many ways. Apart from making important announcements and broadcasting special lecture series and programmes on career guidance, we have initiated phone-in programmes where students interact and debate among themselves and other academicians on topics within and beyond their curriculum. A phone-in programme is also underway where we conduct question answer sessions with industry alumni. The CRS is also used to provide information about the current research programmes at Panjab University.

For the community beyond the University, we have programmes for adult and continuing education and for technology awareness.

In addition to the above activities the PU Community Radio also uses its studios for the creation of audio books for blind students. Students of the school have been volunteering to lend their voices to these audio books. Many other departments of the university and members of the community are not coming forward to lend their voice to create these audio books. Moreover, blind students are coming forward to get their textbooks or study material turned into audio study material at the PU Radio Station free of cost. In this way, the studios of Jyotirgamaya are used to their optimum capacity even when programme production is not on.



Jyotirgamaya: Students in studio at PU

Study/Impact Analysis done

The station is only two months old and hence it is too early to conduct an impact analysis of our programmes. An audience needs analysis was done commencing operations of the station and the programmes are being produced keeping the results in mind. Presently a student level dissertation is being conducted, 'PU Community Radio: Needs, Access and Reach Assessment Survey amongst Punjab University Students'. The results will be out in a month's time. PU CRS is sustaining itself with the help of Panjab University and its students and faculty. However, we do need more help in content development in order to increase our duration.



Delhi University CR @90.4 MHz: Aapka Apna Radio

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Background

DUCR began its test transmission on 13 August 2007 with a message given by the then Vice Chancellor Professor Deepak Pental. DUCR was formerly started on 2 October 2007 with the inaugural message given by Shri Kapil Sibal, the then Minister of Science and Technology, Government of India. In the initial days DUCR used to broadcast for four hours which is now increased up to eight hours i.e. from 8 am – 1 pm in the morning and from 4 pm – 7 pm in the evening. DUCR continues its programme even on Saturdays, Sundays and other holidays.

DUCR Management Body

DUCR is operated by Delhi University officials and is chaired by the present Vice Chancellor Professor Dinesh Singh and Professor H C Pokhariyal as its Secretary. In addition, the Director of Centre for Media Studies, well known professors of Delhi University and two members from the community constitute its Governing Body.

Experience sharing

DUCR has a wide variety of formats of its radio programme:

- **Music:** It includes all genres of music like classical, *ghazals*, *bhajans*, folk songs bollywood songs, etc. In the programme *Ubharte Kalakar*, we showcase the talents of struggling artists with their interviews and exhibitions of their artistic talents.
- **Sahityik Patrika:** It highlights literature which consists of stories, poems, book reviews and interviews composed/written by the noted literary personalities and community.
- **Khelon ki Duniya:** A special programme on sports is broadcast once in a week.
- **Baatein Bollywood ki:** Activities of Bollywood personalities, ups and downs of Box-Office, flashback of old films and birthday wishes to the stars are the main attractions of this programme.
- **Hello Doctor:** Specialists are invited in the studio to discuss different health issues. At times this programme is organised in the slums situated near Timarpur and Sanjay Basti.



Delhi University CR: Action

- **Success Mantra:** Noted personalities from the field of Education, Media, Sports, Journalism, etc. are invited to share encouraging words for the community.
- **SOL calling:** A live phone-in programme, in which the educational and administrative problems of the students are solved by the University officials.
- **Mahavidyalaya ke Prangan se:** Various colleges of DU are given one hour chunk in a week to present variety entertainment programmes.



Delhi University CR: Event

Need Based Content Focus

As a University CR channel, we cover admission processes, counseling programmes during examinations, and live coverage of convocation and other cultural activities on campus and nearby communities. Programmes like *Anchhui Zindagi*, *Sanjay Basti se*, *Nai Dishayein*, *Meri Pasand Community se*, *Ek Pyali Chai*, etc., are the main attraction of this segment.

Collaborating with NGOs

DUCR also works closely with many NGOs, and broadcasts many of their programmes through discussions and interviews, covering Global Warming, Cleaning and Clearing of Yamuna River, Safety of Women, Education to Slums' Children, etc.

Other Capacity Building Activities

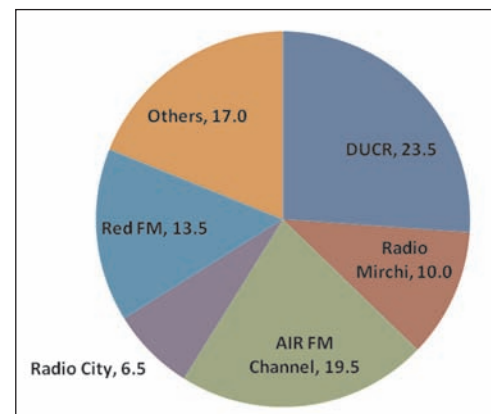
Voice-test and Training: DUCR conducts quarterly voice tests for potential broadcasters. They also have, in time, found career opportunities with other FM radio stations and TV media.

Internship: Many students are being trained free of cost for production work in radio. Students of any College, Mass Communication and Journalism, are taking part in this training. They are also taught the way of presenting a programme and a certificate, to utilise it for future endeavours.

Study/impact Analysis

1. A baseline study and capacity building workshop was conducted from 6th July -13th July 2009 with the co-operation of Centre for Media Studies for understanding Planet Earth for women and children project in which ten students each from Delhi University and the Community participated and collected 10,000 samples. The conclusion came out of these samples in the survey are as under:-

- 36% candidates are having radio sets with them and all most all sets were enabled with FM.
- 18% candidates listen to community radio programmes.
- About half of the candidates want to participate in community radio programmes.
- 48% candidates want to be RJ/Announcers after training.



2. Another listenership was recently conducted. Some highlights of the survey are:

- 65% candidates are having radio sets while 35% do not possess any radio set. 55% of those who are having radio sets have got FM facility. Most listeners use mobile sets with Radio to listen.
- The survey also focuses on this fact that 45% candidates listen to radio daily, 10% thrice to four times in a week, 9% five to six times, 4% once and 3% of them listen even less than once in a week.
- Out of the total listeners, 23% listen to DUCR, 19% listen to AIR FM GOLD and RAINBOW, 13% RED FM and 10% of the listeners tune into to Radio Mirchi.

- (d) 42% candidates listen to radios at home, 30% during journey, 9% at work and 3% candidates listen with their friends and neighbours.

New Steps towards Prosperity

1. Continuous attempts of DUCR are going on so that Delhi University comes up with the symbol of prosperity.
2. DU CR has earned a popular reputation. This has been possible due to active participation of all stakeholders including community, students, faculty and NGOs.
3. Our reach can increase, variety in production of programme will develop and its expenditure can also be minimized, if a number of colleges of the University could establish their own Community Radio and broadcast the programme by collaborating to each other.
4. We have initiated and trying to get associated with Gyanvani Channel of IGNOU too.
5. The attempt to link DUCR's content with Internet is in progress so that in coming times we can strongly associate with our students and the society with the help of advanced technology.

Sustainability and Funding of DUCR

DUCR 90.4 MHz is entirely funded by Delhi University. The expenditure incurred on the establishment and maintenance is borne by Delhi University.

We broadcast programmes with the help of National Literacy Mission, Ministry of Health and Family Welfare and a few NGOs like; JAGORI, Yamuna Bachao, Sanskari Welfare Society; NSS of the colleges, School of Social Work and other Colleges.

Project Planet Earth, supported by the Department of Science and Technology, Government of India and entitled ***Vigyan Hamare aas pas would enable us to*** produce and broadcast 365 programmes for a year.

Innovative approaches for engaging the community

We engage the Community in two ways. Firstly, volunteers of DUCR go to the community and record them and broadcast. In the next visit, we take the recording of the programmes to play amongst the community members. Secondly, we invite them in the studio and record and broadcast their own programmes. A few announcers from the community are also trained to broadcast and produce programmes in the studio.

Challenges faced and any support requested

With the increasing popularity and expanded broadcasting timings of the stations we require more technical support and manpower. This is despite the reach becoming limited by constructional hindrances like existence of powerful transmitters nearby, huge multistoried buildings and crowded area in the surroundings. Any help in this regard will be useful.



Delhi University CR: Studio

Jamia CR @90.4 MHz: A Voice of Voiceless People

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Background

Community Radio has tremendous flexibility in programming unlike other radio stations. Here radio goes to the people discuss their problems. Provide connectivity to agencies that can solve those problems or empower the community to find out solutions to their own problems. Community radio could also provide communication support to development activities. Further community radio can also provide a forum for community mobilization and articulate the community's cultural and artistic expression.

To create general awareness, scientific out look and over all development of the community surrounding Jamia, Jamia Millia Islamia (JMI) started a community radio in March 2006. This was formally inaugurated by the then Vice Chancellor Prof Mushirul Hasan. However our trial transmission began on 15th March 2005 with a regular transmission of 30 minutes. The duration of the regular transmission was increased to one hour on 26th May 2005 on all working days of JMI. Later it was enhanced to two hours.

In the month of September 2007 the transmission time was further enhanced to three hours. The same is repeated on the next day. As part of our expansion drive first we introduced Saturday transmission and last year we started Sunday transmission as well. In fact, two batches of students have completed their internship in 2009.

Jamia CR transmits for six hours daily, from 10.00 am – 1.00 pm and 2.00 pm – 5.00 pm, reaching 10-15 Km surrounding the campus of the radio station.

Programme Focus

The programmes on Jamia Community Radio also focus on education, health and hygiene, environment, horticulture, rural and community development, social awareness, civic condition, courses and curricula, enrichment, sports, science and



Raziya M. Khan, Divya Sahu & a community singer Sabir Ali presenting live programme in Jamia Community Radio

Jamia CR: Encouraging local talent and culture



Jamia CR: Razia Khan and Divya Sahu co-presenting a programme

technology, career and job orientation and entertainment. To cater to the ever increasing demands of the community listeners, Radio Jamia started several new programmes in addition to the already existing bouquet of interesting programmes including a talk series entitled Fair Trade, a series of health programme Safina, etc. Apart from this we also broadcast a weekly programme called Career and Guidance for the unemployed youths. The other programmes are: science talk, radio Jamia club presentation health, sports round up, Jamia nama, education zone, *Ek Duniya Ek Awaz*.

Reviving Local Culture

There is a daily programme on light music/*Qanwali* as well. All of these programmes have gained popularity amongst the listeners. Radio Jamia is utilizing the services of community members, students and faculty members

of JMI to run the show. As can easily be discerned our wide range of programmes relate to social, cultural and local issues. The format, presentation, and language, reflect and exude the local flavor and fragrance.

Students Interface with Community

Since Radio Jamia is an integral part of AJKMCRC, therefore, students pursuing different courses in the AJKMCRC are engaged for various community based projects. Students of M.A. (Mass Communication), M.A (Convergent Journalism) and Post Graduate Diploma in Development Communication have completed various projects/documentaries on Community Radio. Radio Jamia also acquires/exchange programmes with various NGOs working in different fields.

Creating space for other NGOs

NGOs Pratham and Butterfly contributed Radio Jamia by sending their children who performed for drama and other cultural programmes. We also acquired health programme *Ek Duniya Ek Awaz*, from NOIDA based NGOs and Diana Princes of Wales Health Education and Media Centre and broadcast 15 episodes on Leprosy awareness and Malaria awareness, etc.



Jamia CR: Catering to the youth sports programme



JIMS CR @96.9 MHz: Twin CR Stations for Catering to two Neighbourhood Communities in Delhi

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Background

Jagan Institute of Management Studies, New Delhi has established two radio stations in Rohini and South Delhi. We are describing our Rohini JIMS CR@ 96.9MHz Station in this description. The station obtained its license during the first phase of CR stations for institutions. It was launched on 14 January 2006. The duration of broadcast is for 8 hours daily, which includes original as well as repeat broadcasts.



JIMS CR: Studio

JIMS CR is operated from Rohini and our other twin sister station located in Vasant Kunj is called JIMS Raga @90.4 MHz. Dr (Cdr) Satish Seth is in charge of the station. Similar to our station, the focus is on engaging the local community.

Broadcast Content

We are describing below our JIMS CR, New Delhi's activities. Our broadcasts are divided into several sections covering interest of the community within the listening range of our community radio. Some of our programmes which we use in our daily transmission are:

- Thought of the day,
- *Naya Savera Nayi Raah* (expert interview on career based issues),
- Weather Report,
- *Pratibhayein Kaisi Kaisi* (talent from community interview),
- *Sabitya Sagar* (stories from literature, book, review, discussion),
- Radio Muni (new releases, flash back, celebrity news, and movie reviews),
- Youth Booth (campus life, trends, fashion, etc.),
- *Community Ki Aavaaz* (bytes of the community people and their problems),
- *Lok Tarana* (based on folk music and tradition),
- *Haste Hasaate* (jokes, comic story)



JIMS CR: Action

Capital and Sustenance

The entire cost of the setting up and operations of the station, including the honorarium and staff salaries are being 100% met by the institute. We have also received support for implementing the Science for Women programme being supported by CEMCA and Department of Science and Technology (DST), Government of India.

Achievements/Success Stories

Motivated by the community action that has been triggered by the CR Station's programming content, a number of women have formed their own small groups and have started small enterprises as home production of articles like food products (pickle, papad, snacks, etc.).

We have successfully completed Science for Women project in cooperation with CEMCA and Ministry of Science and Technology, GOI. Community representatives are actively participating in these programmes and many have taken good initiatives by getting inspired through JIMS Community Radio.

Capacity Building

We are providing four weeks training to community boys and girls from our CR to make them learn programme production and broadcasting under non customized programme of JIMS community college under Indira Gandhi National Open University (IGNOU). The recognition that IGNOU has accorded to JIMS has enabled the listeners of the community radio station to come forward to undertake several short term, distance learning courses, supported by JIMS faculty, thus addressing the capacity building needs of the local community.



JIMS CR: Event



MICAVAANI CR @90.4 MHz: Tackling Social Issues through Collective Wisdom

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Web: www.mica.ac.in Phone: 08980030745 E-mail: tarang10@micamail.in

Background

MICAVAANI was launched on 14 November 2005 in keeping with MICA's mission and commitment towards literacy, education, and the use of communication to improve the quality of life in our neighbouring communities. The station was launched with the joint efforts of faculty and students from various programmes at MICA, all responsible for the setting up and functioning of MICAVAANI. Currently, MICAVAANI is in its 6th year of operation and operates at 90.4 MHz. It covers the 4 neighbouring villages along with 2 small satellite towns of Ahmedabad. The station runs for around 6 hours every day with no repeat content. Out of this 1 hour is student generated content and the rest is generated by the community. The transmission starts at 1 pm every day and goes on till around 4 pm and again starts at 8 pm and goes on till the time the community generated content is available.



Micavaani CR: Event

Capital and Sustenance

The initial setup cost of MICAVAANI was completely borne by MICA and it also completely pays for all the capital as well as recurring expenses. Presently, MICAVAANI is not running any kind of sponsored programmes or collecting advertisements.

Getting the Community Involved

Getting the community involved is one of the biggest issues faced by many community radios across the country, the problem is further escalated for education institutional radios as the studios are based inside the campus and the outside community cannot have a free and unrestricted access to the studio because of various security constraints for the institute. MICAVAANI used a 2-pronged strategy towards solving this issue. MICAVAANI used call-in as one of the major sources of community generated content, initially when the phone lines were opened a huge response was not expected but 10 calls in the first hour helped the station bootstrap and continue with the approach.



Micavaani CR: Team

The present rate of call ins is over 60 calls per hour of operation and the present single line available is highly insufficient so MICAVAANI are looking at expanding the number of lines. The second approach was to recruit reporters and associates from the community who were provided with dictaphones to generate content and provide vital information about the community. For the first month the activity was handled by the students who went to the village twice every week to get content and slowly the interested participants from the village were given capacity building training with respect to the equipment and also the kind of content that need to be generated.

The Audience Research Survey

MICAVAANI conducted its annual audience research survey in the month of February 2011 which was a qualitative study of the community involved to figure out their major concerns and capacity building requirements. The research was conducted by different teams across age categories and genders separately and through group interviews the teams tried to figure out the major issues faced by the various sections of the society within the community and how MICAVAANI can be made more available and helpful to the community.



Micavaani CR: Philosophy

The survey revealed a whopping 99% + of captive listenership within the community with 100% brand recall with respect to the sample size interviewed. Apart from revealing deep rooted insights about the social structure of the community the survey also helped the team generate a lot of quality content about the various factors affecting the lives of the community. MICAVAANI decided to take up qualitative research instead of the quantitative one because of the relevance of the results produced by the survey. Following are some of the examples of insights that the research team produced:

- Girls are sent only to madarasas to learn to read and write Urdu so that they can read Quran and offer prayers
- Average age of marriage of girls is 12-13 while it 17-19 for boys
- A lot of folk songs talk about the social evils present in the society
- Youth is not clear about the options of higher education and thus prefer not to study
- Parents are vary of sending their kids outside the village hence most of the village kids study only in the village school which offers classes till 8th standard

Apart from such similar insights one of the major issues that the community faced was the lack of availability of information about various government schemes as well as some basic tasks like opening bank accounts etc. MICAVAANI is presently looking for sources to obtain accurate information about the same so as to act as an information centre so as to expand the content from solely bank and other office related matters to also work on the government schemes and include it in the part of their content.

On the Fielding Side

In the beginning of 2011, MICAVAANI decided to go beyond just being a radio station and be a more integral part of the community's lives. In February 2011 MICAVAANI held the first of its on-ground events aimed at getting the community together. Shela No Idol was a singing competition held for the community across age categories and had a proper voting process for the Popular Choice Award.

The event and the week leading up to it were filled with activations and various activities based around music for the community. This helped the MICAVAANI team to get a better understanding of the community and its social structure as well as gave a lot of insights about the operations of the community. It also acted as an ice breaking activity between the village community and the student community of MICA and they became much more available and forthcoming about MICAVAANI's Audience Research Survey.

The winner of the event was a lady who raised the various issues faced by the women of the community and which gave MICAVAANI a couple of leads about the raging concerns and helped the team design the content and activities accordingly. The other field of operation for similar events is movies, drama and sports on which MICAVAANI plans to hold similar events in the coming year.

Frequency Clashes and other Challenges

The major challenge for MICAVAANI was to get the student community involved and take time out of their busy schedules to work for the community. Effective marketing and knowledge transfer helped in achieving these goals to some extent. The next major challenge is the frequency clash with Rudi no Radio which is also operating in the same area and on the same frequency which leads to a major restriction on the time of operations of each station. Presently this problem has been taken care of through mutual consent but MICAVAANI would like the matter to be solved permanently by allocation of different frequencies to the 2 stations.



Rudi no Radio @90.4 MHz: Sewa Academy Focuses on Overall Development

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Background

The **Rudi no Radio** Community Radio Station (CRS) is located at Manipur Village, Sanand Taluka, Ahmedabad district, Gujarat. The programme is symbolically named after our first member of SEWA who worked to spread our association's wings to rural areas.

The popularity of "Rudi no Radio" on AIR evident from listener's responses and their demand motivated us to launch the Community Rudi no Radio Station (CRS) on 26 November 2009. The Community Rudi no Radio Station (CRS) is broadcast on 90.4 Frequency and reaches 40 villages within 10 Kms radius from Manipur Village, Sanand Taluka, Ahmedabad.

The programme is broadcast from 9 am – 1 pm and 4 pm – 8 pm daily. The CRS, run and managed by a team of community women, is the voice of villagers and women. Apart from daily broadcast from Manipur Village, we also initiated narrowcasting in 40 villages of Sanand, Dascroi and Viramgam as well as Ahmedabad City Slum Areas.



Rudi no Radio: Recording in field location

Programming Focus

The topics covered are employment, income, nutrition, health, organizing, education, self reliance, environment, agriculture, housing, etc. to generate awareness among communities. The 8 themes of our broadcast content are *Vadhamana*, *Saptrangj*, *Satvik Jivan*, *Aakash Mare Aambavu Chbe*, *Killol*, *Rudi no Radio*, *Rudu Upavan*, and *Vadlo Bole Chbe*. The *Vadhamana* segment covers best wishes for happy occasions. The *Saptrangj* segment covers folk music. The *Satvik Jivan* segment covers recipes on traditional and nutritious diet. The *Aakash Mare Aambavu Chbe* segment focuses on youth and related topics. The *Killol* segment covers child development and learning with fun. The Rudi no Radio covers current issues related to community, local occupations, festivals, organic farming, etc. The *Rudu Upavan* segment is dedicated to women where she can speak about health, recipes, beauty care, trades and anything they want. The *Vadlo Bole Chbe* segment presents talk with community elders, traditions, values, culture, history, etc.

Capital and Sustenance

The CRS Team requires operating cost of ₹ 25,000 monthly, which includes maintenance, transportation and electricity expenses because we also do narrowcasting. We received funds once but now we try to sustain ourselves by getting advertisements from local cooperatives, self help groups, and local community if they want to promote their products/services. We also rent our studio to generate income. Though, it is not 100% sustainable. We take funds for Equipment and maintenance. Besides, the CRS Team organizes workshops, seminars and trainings to generate income. At present, we have made a proposal and await funds to sustain the station.

Innovative Approach

We involve the community by inviting them and celebrating events, subject or age wise interests audience. Some of the programme we also provide to AIR. We also share our recorded radio programmes with the trainees in various trainings

that are conducted by SEWA, other NGOs. We also carry our narrowcasting of radio programmes for wider outreach and organise exposures and workshops for listener groups.

Experience Sharing

After listening to a programme on mass marriages and spending less on marriages as well as removing dowry pratha in certain communities. Avniben one of the listener requested her parents and went ahead for a mass marry.

In Saraspur Area, we organized narrowcasting of the Radio Programme based on Amla. The community learned about the benefits of Amla and its importance through our radio programme. The recipe used by the community

to dry Amla was wrongly done. They used to dry the Amla in sunlight, which changed the colour of pickle. Besides, they used to throw the liquid now they add lemon to it and store it in cool for guests. They prepared Amla Chutney the same evening of the narrowcast. They didn't know about the Amla that it high in Vitamin C and good for blood purification, reduces hair fall, prevents skin diseases, and is also beneficial for the eyes.

Village members were scared and clueless about HIV. After we narrowcasted programme on HIV, the myths like touching causes HIV were removed. They learned the cause of HIV and the precautionary measures.

In our series on addiction programmes, one of the listeners stopped eating Gutka. Similarly there were phone calls of some women who wanted to know where they can go for rehabilitation and addiction recovery treatment for their husbands.



Rudi no Radio: Studio in action



Rudi no Radio: Studio in action



CCS HAU CR @91.2 MHz: Catering to the Farmers' Community Needs

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Introduction

The transfer of agricultural information to the farmers in the shape, they want, has always been a challenge for all extension networks. However, a new ray of hope has come in the form of Community Radio Stations. The Government of India, vide announcement made in December 2002 has opened up vistas for educational institutions/organizations to have their own small power FM Radio Stations i.e. Community Radio Stations. Sense of connectedness and social networking are the vital force of any community. Driven by the sense to build strong social network for their own development, the members of community felt the need of a specific medium which would help them to share their own interest in their own way. No doubt the state sponsored media or any market oriented private media cannot serve that purpose. So they started using a new media which would be just for their community i.e. community media.

As a step forward in this direction CCS Haryana Agricultural University, Hisar, has started first Community Radio Station of Northern India, at 91.2 MHz exclusively for farming community. The Community Radio Station of CCS Haryana Agricultural University, Hisar was inaugurated by Hon'ble Chief Minister of Haryana, Dr Bhupinder Singh Hooda on 29th November, 2011. This Community Radio Station is the beginning of new era for extension activities for the University. It will not only revamp extension activities of the University but also strengthen them. It provides low cost, two ways, easily operatable and cost effective solution of linkage between University and farmers. The objective is to "provide radio coverage of programmes of farmer's benefits by involving them".



CCS HAU CR: CRS Inauguration by CM BS Hooda

This Community Radio Station will go a long way in reaching out to the farming community with programme content that shall not only be interesting, but also of great benefit to them. The farming community will find itself more involved in the happening around them in the areas of Agriculture, Animal Husbandry, Agricultural Engineering, Veterinary and Home Sciences.

Basic Information

The Community Radio Station of CCSHAU, Hisar broadcasts programme at 91.2 MHz. It covers an area of 15 - 20 Km radius around the university. On air-timing of it are 9 am – 11 am and 3 pm – 5 pm in winter and 9 am – 11 am in the morning only during summer. The six hour programming includes 4 hours original programmes and 2 hours repeat broadcasting.

Programming Details

The details of programme broadcasted are given below:

A. Agriculture related programme: It broadcasts agricultural informations on day-to-day, monthly and seasonal basis by experts of the university. These informations consist of *do's & don't*, knowledge of new researches about seeds, fertilizers, pesticides, package of practices for rabi and kharif crops, remedies of various plant diseases, etc.

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² Assistant Prof. (Mass Communication) O/o Joint Director (Extension) & CRS, CCS Haryana Agricultural University, Hisar (Haryana)

B. Veterinary and animal husbandry related programme: The experts of Veterinary & Animal Sciences provide information to the farmers regarding new species of cow and buffalo, solution to their day-to-day problems, safeguard against any disease outbreak, dairying, animal products, trainings on piggery, poultry, etc.

C. Farm women related programme: This CRS has great advantage of having experts of food and nutrition, clothing and textile from the University's College of Home Science. These experts give timely information to village women related to their fields and provide information regarding new technologies and skills for self-employment.

D. Metrological recommendation: The Community Radio Station in collaboration with Department of Agro-meteorology provides daily weather report to the farmers and recommendations for agricultural practices and for their animals, accordingly.

E. Market pricing and future trend: This CRS also provides '*Mandi ke Bhav*' and future trends of the agricultural produce. It helps farmers to sell their crop at highest available price.

F. Success stories of successful farmer: To motivate farmers, the Community Radio Station broadcasts success stories of farmers in their own voice. This helps the farmers to start work as an entrepreneur in their own fields. It not only tells about the problems faced by farmers in the beginning, but also tells about how various agencies help them to solve these problems.

G. Haryanvi cultural programme: The State of Haryana is very rich in its culture. The Community Radio Station has large collection of *Haryanvi Ragani, Kisse, Sang, Geet and Bhajan*. This whole collection is developed by the university taking the full support of local artists those who are not very well known. This not only provides opportunities to local community to show their talent but also increases involvement, which is the main focus of community radio.

H. Other activities: Besides these programmes this CRS also provides training to the students of university. Two trainings programmes on Radio Jockey have been conducted successfully at this CRS. The local community i.e. farmers, students, teachers of University, common people of coverage area are always welcome to CRS to say what they want to share with other members of the community.



CCS HAU CR: Studio



CCS HAU CR: Studio

Organizational Structure and Management of CRS

This CRS has been established in the Directorate of Extension Education, CCS HAU, Hisar. The in-charge of this CRS is Joint Director (Extension), supported by an Assistant Professor (Mass Communication) and one Technician. This small team in collaboration with local community prepares all the programmes to be broadcasted on it.

Financial Sustainability

The establishment costs were borne by the Ministry of Information and Broadcasting as it was one of the five pilots established, the University paid the license fees only. Using ₹ 5 lakh spent by the University, the initial programming of about 300 hours of scientific content was done at the beginning.

Future Planning

The University is planning to increase on-airtime from four hours to at least six hours per day. The University is also planning to start Phone-in-Programme for farmers. The process of making this CRS sustainable is in process as 'the case for permission to broadcast commercials as per guidelines of Ministry of Information and Broadcasting, New Delhi is in pipeline with the university authorities'.

The University is going to start very soon six more CRS at Rewari, Karnal, Jind, Ambala, Rohtak and Mewat districts of Haryana with financial support from State Government under ATMA and RKVY schemes. Two professional courses on Radio Jockey of three months duration are being proposed to be organised during next year. Overall planning is being made for '*more involvement of the community*'.

Conclusion

In this era of IT, Community Radio Station can play an important role in strengthening agricultural extension network. Survey conducted in India and abroad clearly shows that radio as a medium of entertainment and information is cheapest, easily operated and most widely used media. Despite the level of participation being not on the higher side, the smiles on the faces of the farming community, the joy in their voice, the sparkle in their eyes is enough to prove that they are thoroughly enjoying their radio experience! Having their own radio show is a matter of pride and also the fact that one's peer group looks up to you is a strong morale booster.

So, these qualities can be better used in a Community Radio Station as there is more involvement of listeners not only in content development but also in operation and management. These qualities increase the involvement and ultimately use of it as a media of infotainment. So, the theme – '*Radio Station of the farmers, by the farmers and for the farmers*' is being fulfilled by it and agricultural extension activities are being strengthened by it.



Gurgaon Ki Awaaz @107.8 MHz: Serving the Underserved Communities in Peri-Urban NCR

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Background

Gurgaon Ki Awaaz Samudayik Radio Station 107.8 MHz is the only civil society-led community radio station in the National Capital Region. A platform for and by marginalized community groups in Gurgaon, i.e. communities living in villages in and around this rapidly urbanising suburb of Delhi, the station resonates with the voices, songs, stories and struggles of millions of migrant workers and the inner city residents for whom the gloss and glamour of the malls and glass-fronted office buildings is simply a testament of the uneven development taking place in this town.

Launched on 1 November 2010, the station's 22-hour broadcasting (only in Hindi and Haryanvi) includes programmes



Gurgaon Ki Awaaz: SHG Group

on careers, entrepreneurship, migration, women's empowerment and health, civic issues, folk culture especially music, sports, community reportage by school-going children, and a daily phone-in programme. These are designed to connect the community members to experts and to each other.

The station is run by a team of community reporters, most of who are from these very target communities within Gurgaon. A Content Advisory Council consisting of community members from different walks of life advises the core team on programming. The studio's phone lines have received more than 18,000 phone calls since the station went on air, and continues to receive over 50 calls during work hours. The daily phone-in programme features nearly 20 callers every day in the short duration of 30 minutes. All these feed directly into programming and shape the focus of the station.

Capital and Sustenance

Gurgaon Ki Awaaz has been set up and is supported by The Restoring Force (TRF), an NGO that has been working in government schools in Gurgaon district for the past ten years, primarily in the area of basic school infrastructure enhancement. TRF has supported the set up and initial operating costs of Gurgaon Ki Awaaz. The station expects to be financially self-sustainable by end of 2011 with a mix of listener memberships, project-based funding, government advertisements and sponsored programmes and local advertisements.

Experience Sharing

The most exciting experience of running Gurgaon Ki Awaaz has been to see the overwhelming connect the station has built in 18 months with its niche listeners. Despite a contrarian approach to Gurgaon's 'Millennium City' image, the station has firmly legitimised the Hindi and Haryanvi voices of Gurgaon's original residents, local Haryanvis, whose culture



Gurgaon Ki Awaaz: Radio campaign childlabour

life without any trained sound recordist or radio ‘expert’.

Because of the station’s vibrant communication network with the community, rather than a shortage of programming ideas, we often suffer from a surfeit of ideas hampered only by our limited resources to flesh out every story into a radio programme. Enthusiastic listeners routinely call in to inform about community events that they would like reported on the radio, be it a *Ragini* performance, a health camp, or the visit of the Chief Minister.

Study/Impact Analysis

While Gurgaon Ki Awaaz has not done any impact study, we have maintained detailed phone records since our first day of broadcast. As we are slowly computerising these call records (which number more than 18,000 and gathers information like date, name, place in Gurgaon, phone number, occupation and feedback), a clear picture of our audience does emerge. Over 60 per cent of our listeners are drivers, a fact that has driven us to create a separate programme and platform for drivers to share their experiences and problems, to the extent that the local police administration has offered to do an on-air dialogue with a sample group of drivers to address some of the key issues impacting this community.



Gurgaon Ki Awaaz: Ragini in studio

Another cohesive group consists of local villagers, many of whom have benefited from the sale of their land to builders but seen a gradual decline in the civic amenities and social structures in their own villages. Ever since the station began its live segment, our most valuable community segment has shown a sharp increase in participation – women. We now have women calling us on a daily basis, especially in the live segment.

was increasingly being given short shrift by the city’s urbanisation, as well as the thousands of migrants from Uttarakhand, Bihar, Uttar Pradesh, Rajasthan and Bengal, who live and work in Gurgaon, and carry a small part of their home with them wherever they go. Today, when the local health authorities want a message to reach the last mile, the hardest to reach, they perforce turn to Gurgaon Ki Awaaz knowing well that where their posters and flyers cannot reach, a low power CR station definitely will.

From its initial set up, TRF was convinced that the station must be entirely community-based with community reporters handling everything from reportage to production. With training inputs from Ideosync Media Combine, in both technology and content, TRF was able to make a station come to

Innovation and Creative Approaches

Gurgaon Ki Awaaz draws upon the rich cultural pool that exists in every community in India. The station does not broadcast any film songs, nor does it need to. In the past 18 months, the station has built a bank of over 100 hours of music entirely from local *mandalis*, recording in Hindi, Haryanvi, Bhojpuri, Rajasthani, and even Oriya. The station's identity is closely linked to the music it plays, and listeners routinely give feedback that ever since Gurgaon Ki Awaaz went on air, they have stopped listening to other FM stations in Delhi. Delving into courtyards to record women's folk songs relating to weddings, childbirth, seasons and festivals, travelling into far out villages to record late night performances of *raginis* and *saang*, and keeping an open studio for local musicians has given Gurgaon Ki Awaaz an invaluable collection of folk music.



Gurgaon Ki Awaaz: Dhankot Darpan reporting

What help do you further need?

To build wider networks in the Gurgaon community, to open the studio to a wider range of community reporters, and to support the training of an ongoing stream of volunteers, trainee reporters and technicians, Gurgaon Ki Awaaz needs four fundamental things:

- A strong financial backbone that will allow the reporters to focus on the voices that are going on air.
- Ongoing communication between the Ministry of Information and Broadcasting and the district officials about the legitimacy of community radio and articulation of the need for block and district officials to engage with the CR station to communicate Government schemes to the public and to receive feedback about the implementation of these schemes via the CRS.
- Ongoing training and exposure to low cost radio technologies.
- Training in station management techniques, accounting, and writing of annual reports and proposals, which will go a long way in the station's sustainability.



Radio Manav Rachna @107.8 MHz: A Local Radio with a Big Impact

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Background

Radio Manav Rachna was launched on July 6, 2006. The community radio station has been set up by Manav Rachna Education Society in Faridabad, Haryana. The CRS broadcasts for 17 hours every day (from 6 am to 11 pm) and primarily focuses on the information needs of the people in and around Faridabad. The radio station has been allotted the CRS 107.8 MHz frequency. It is located at the Aravali Campus on Delhi-Surajkund Road.

Broadcast Content

The focus of our programming is to generate awareness among the community based in and around Faridabad. We air programmes that talk about the problems being faced by the community members.



Radio Manav Rachna: Co-organised CR awareness workshop

Apart from that, there are programmes where experts in health care, career guidance and psychology are invited to the studio to respond to problems of the listeners via phone-in programmes.

As part of a dedicated segment on women in our programming various issues are deliberated up on relating to the rights of women and about educating the women and the society in general about these rights.

Capital and Sustenance

The CRS was set up with a capital expenditure of ₹ 40 lakh and a recurring annual expenditure of ₹ 24 lakh is incurred. The CRS generates a revenue of ₹ 2 lakh per year through other means.

Achievements

Radio Manav Rachna has organised various health camps for dental care and nutrition, check-up of blood pressure as well as various campus related with adult education.

15 community members have been trained and are now working with the CRS as radio presenters. 250 students have participated in radio programmes for the CRS.

4,500 patients were examined during the health camps for dental check up, physiotherapy, diabetes and hypertension.

Community members were made aware of various laws including, labour, crime against women, child labour and RTI through special programmes that were aimed at educating the community about their rights.



Radio Mewat @90.4 MHz: A Clarion Call for Change

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Background of Radio Mewat

Radio Mewat was launched on 1 September 2010, in Nuh, by Seeking Modern Applications for Real Transformation (SMART), an NGO that has been working in the region since 2001. The station, managed by Surinder Kumar, is entirely run by the locals. The transmitter for the station was provided by UNESCO through NOMAD and reaches over 500,000 people in a radius of 25 Km. The broadcast timings are two hours each in the morning and afternoon and has gone up to six hours everyday starting 1 April 2011.

Apart from the support for the antennae and transmitter, the entire set-up and functioning of the radio station is being funded through the NGO's own resources. We have received two ad campaigns for a month's duration each - one on Sarva Shiksha Abhiyaan, the flagship programme of the Department of Education, Haryana and the other on Total Sanitation Campaign, Mewat.



Radio Mewat: Studio

Understanding the locale

It is important to understand the region. Mewat is a backward area, faring very low on all the social indicators, with the literacy rate at an abysmal low at 24 per cent. It is an extremely obscurantist society determined largely by the clergy.

Women are subjugated and deprived of any form of entertainment – even radio. Only 5 per cent households have a Television set. However, Mewat has the highest penetration of mobile phones. This has served as an advantage for Radio Mewat, as most of the phones these days have a FM radio.

We have been very active in interacting with the local community. Our field workers regularly visit the villages for stories and also to engage with the communities. SMART is also working on an education projects in Nuh and Punhana block, this gives us the added advantage of having 40 locals who are actively engaged in creating a buzz about the radio station. Moreover, we have two dedicated phone lines for the radio station for feedback and requests.

Our programmes are need based. Besides regular programmes on education, health, women empowerment, safe drinking water, small family norms, administrative schemes for development, NREGA, microfinance, Public Distribution System (PDS), etc. We believe that information is an important tool for empowerment and it is the lack of information which has been a major reason for the backwardness of this region.

We run an exclusive programme called *Gaon gaon ki baat* - which gives an opportunity to every village to talk about their own problems, achievements, unique heritage and their leaders. We use all formats including jingles, songs, interviews, anchors and narrations depending on the subject.

Emerging Successful: Fighting Against All Odds

Educating people about the very concept of a community radio was a Herculean task indeed. From the bureaucracy/possible advertisers to the local community - no one was aware of how this was any different from the AIR. Secondly, we had a tough job popularizing the radio station in a Muslim predominant district where the elders are suspicious of any new idea and are very protective towards their women. Thirdly, there are power outages for days together.

So, we operate through a diesel generator which increases our expenses. Moreover, being in the interiors, it is difficult to get experienced people or consultants to work on a regular basis. With limited resources and all possible constraints we have been broadcasting everyday, on time and on schedule. We get 50-60 calls a day requesting us to play various programmes. We feel that if we can increase the music component our listener ship will increase further. Despite their interest and keenness to work for the CRS they are reluctant to volunteer, as they are used to being paid for every little thing. Also, our staff is yet to receive formal training which was promised to us.

Study/Impact Analysis

We are yet to do a formal impact study. However, the feedback received through phone calls, visits by Commissioner, District Collector and several others including the locals who come from distant villages to learn about the radio and opportunities, is an evidence of the influence and reach of the radio station. We get maximum calls from women during the afternoon transmission. The programming is an evolving process. Based on feedback received the programming is modified. For example we have learnt that brick kiln workers are a huge constituency for our radio. We are now working on programmes which can educate them about their rights, etc.



Radio Mewat

Innovation and Creative Approaches

Our biggest success has been in the revival of the dying art form of Mirasis. Mewat is well known for its Mirasis, the Muslim folk singers who can narrate epics like the Mahabharata. These Mirasis can be the symbols of religious tolerance. Radio Mewat has contributed effectively in promoting this dying art form and has given space to the Mirasis from all over Mewat in several programmes. In fact they have also prepared songs on education, health, hygiene and sanitation, etc. which indeed is an indication of the success of the radio.

We are now working with different segments of society as this is not an integrated society. Here women, children, youth and men have to be targeted separately. Thus we have engaged children for developing programmes relating to child issues: These are basically on education, dreams, ambitions, etc. For the youth: skill development, employment opportunities, admissions in colleges, Government schemes, etc. For the women: health related programmes, nutrition, hygiene, water, immunization, pregnancy, microfinance, etc. For the men: tobacco consumption, need to send children to schools, culture, schemes of government, banking, loans, agriculture, etc.

We are also targeting the captive audience of self help groups and propose to give them a 15 minute slot everyday which will increase their stake in the radio station.

What help do you further need?

We would like to have access to the content prepared by other radio stations. We want the DAVP and DIP to release regular advertisements as any form of financial help would go a long way in sustaining the radio stations. There are a number of promotional messages like on disaster preparedness, safety measures, sanitation, immunization, Panchayati Raj, which would benefit our listeners, but don't reach us.



Sirsa CR @90.4 MHz: Extends its Reach to a Global Audience

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Background

People of Sirsa city in Haryana and over 60 surrounding villages have access to the programmes of Radio Sirsa. The station was set up by the Department of Journalism and Mass Communication, Chaudhry Devi Lal University, Sirsa, Haryana on 2 August 2009. The community radio station has been producing 8 hours of original broadcast each day. It caters to the interest of all sections of the community that it serves, reaching about 10 sq Km of the stations radius.

Broadcast Content

Its programmes focus on edutainment and promotion local culture and talent. Health, environment, women empowerment, agriculture, local governance and redressing of the day-to-day problems of local residents are the key areas in which programme content is generated. Most of the programmes are extremely interactive as we have installed phone-in consoles in both of our studios. Video-conferencing and Web-conferencing are also used for producing programme content for Radio Sirsa. Educational and cultural events taking place in the region are recorded and radio-reports based on these are regularly broadcasted on this station.

Enhancing the Reach-Multi-Media Strategy

For example, our hugely popular daily programmes 'Hello Sirsa'. It is a call-in programme in which Government officers, elected representatives of Municipal Council and the Panchayats, educationists, medical practitioners, lawyers, social workers and other eminent local citizens are invited as guests/experts. The listeners are informed about the guest of the day in advance so that they are ready to ask their questions on phone during the live-interview of the guests. This programme has emerged as an effective platform where Sirsa residents can discuss their collective problems and seek solutions.

The interaction with the dignitaries who come as guests in Hello Sirsa is transcribed and released to press in Hindi and English daily. About half a dozen evening newspapers, some news portals on the web and some national dailies publish these reports frequently. In this way the voices raised in Hello Sirsa and the commitments made by those who matter reach to thousands of residents by way of print and cyber media too. Apart from this select episodes of



Sirsa CR: Action campaign

the programme are also uploaded on our own news portal and distributed online through our podcast service. In this way issues raised in Hello Sirsa often attract attention of the concerned authorities and alert citizens on social media sites like Facebook.

Capital and Sustenance

Radio Sirsa being a station run and managed by the Journalism and Mass Communication Department of University, it is fully funded by the University from its own resources. Efforts are on to frame rules and regulations for generating revenue from the commercial airtime of five minutes per hour available for local advertisements. Finalisation of DAVP rates and the ongoing process of DAVP empanelment is likely to make the station self sustainable. The Department is planning to start a course in Radio Production from the ensuing academic session. This course would also contribute in making the station financially self-reliant.

Achievements/Success Stories

Being first radio station to broadcast in the district, Radio Sirsa has revived radio as a medium of edutainment in its coverage area. Radio-enthusiasts among the listeners have formed Samudayik Radio Shrota Sangh, a forum that actively contributes in making the programmes of radio more and more people oriented.

Radio Sirsa as a CRS is using Internet extensively in various ways. The outreach of the programmes to the non-resident Haryana people has been possible through podcasting of selected programmes through the Internet. Its selected programmes are available on www.jansanchaar.com and www.hellosirsa.mypodcast.com. The same can be subscribed by Internet users using the feed www.hellosirsa.mypodcast.com/rss.xml.

Apart from functioning as a powerful tool for training of would be media-professionals, it is successfully re-orienting them towards issues of development, preservation of local culture. It has emerged as a platform where local residents get lots of information packed with entertainment on one hand and they can raise their voice seeking solution to their collective problems on the other hand.



Sirsa CR: Studio collage



Hamara MSPICM CR @90.4 MHz: Towering High in Solan, Himachal Pradesh

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Background

Setting up of a Community Radio by MS Panwar Institute of Communication and Management (MSPICM), a media and management institute, in a small hill town of Solan with a population of 50,000 was a historical moment for Himachal Pradesh. **HAMARA MSPICM 90.4 MHz** is the first community radio station in the state of Himachal Pradesh. It was 41st CRS of India and was inaugurated on 13th March 2009 by Ms Aasha Swaroop, Chief Secretary of Himachal Pradesh coinciding with the 7th Consultation on Awareness on Community Radio for the North West Region organized by MSPICM, Solan and CEMCA in association with Ministry of Information and Broadcasting in which representatives of 100 NGOs and educational institutions participated.

Overcoming Teething Troubles

Test broadcasting was started for the period of two hours regularly from 7 am – 8 am and 6 pm – 7 pm. Unfortunately from 6th April to 20th April, 2009 CRS could not broadcast any programme due to some technical problems in the tower and antenna. From 21st April broadcasting was restarted and duration of broadcast hours was increased from 2 to 3 hours per day. One hour was added from 1 pm – 2 pm. From July we were on air for six hours every day from 7 am – 9 am, 12 pm – 2 pm and 6 pm – 8 pm. With time hours were consistently added and today CRS is functional for 14 hours from 7 am – 9 pm. We hope to keep on increasing the hours in future until the radio is able to meet its maximum potential.

Programming Focus

Programmes on different issues are broadcast on HAMARA MSPICM 90.4 MHz. Issues covered include health, nutrition, problems of community, sports, local talent and women oriented programmes. The main focus of programmes is on health and women related issues. Health issues such as - health tips for senior citizens, tips for reducing maternal mortality rate, nutrition for women during pregnancy, discussion on different types of health and remedies, etc. Women related programmes like home management, cooking, beauty tips, women's health tips, new born baby tips, Government schemes for women and children, etc. Programmes related to creating awareness on issues like female feticide, career counseling, tips to rural youth, etc.

At this stage, students of the institute and local students from the community are the main participants, but we are involving Nehru Yuvak Kendra and Department of Rural Development and Panchayati Raj. Many volunteers from the nearby communities have come forward to join the radio as performers and presenters.

Learning All the Way as Toddlers do

HAMARA MSPICM is still a new initiative and has been functional for only a short period of time. The vision that the institute has for its future is however ambitious and comprehensive. We also plan on a greater engagement from the community as participants by tying up with the many educational institutions in Solan. The students from these institutions will be encouraged to participate in our youth oriented programming addressing issues by the students and for the students.

Planning for the future

We encourage our staff to undergo training so as to improve our presentation. We also want to improve the infrastructure of the radio by constructing a bigger studio with more advanced equipment which will enable us to provide better services as a CR. The radio station will hunt local talent and abilities in order to create interest in community issues and use the medium of the radio to address them.



Tashi Delek CR @90.4 MHz: Finding a Voice in the Himachal Pradesh Hills

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Background

Tashi Delek Community Radio was launched on 1st June 2010. It has a daily broadcast duration of 15 hrs, serving the community in Dharamsala, Kangra, Himachal Pradesh.

Broadcast Contents

The programmes that we do at Tashi Delek are mostly educational programmes for the student community. The Tashi Delek CR station encourages cooperation with other NGOs working in the area to bring the best value to the listeners in the community. At the same time, we undertake social programmes such as those on health and also provide a platform for Jagori to promote awareness about the rights of women. We also provide live broadcast of special functions so that especially older members of the communities who are not able to attend are able to listen to the broadcast through the radio.

Capital and Sustenance

At the moment, Tibetan Childrens Village School is the sole source of capital which enables the radio station to operate. Also, we receive donations from the community in terms of equipments. In terms of sustenance, since the students of the school are interested in this, the student volunteers in the long run would be able to sustain the project in terms of content. When the community ownership is there, and people are ready to volunteer, the costs are also minimized.



Tashi Delek CR: His Holiness the Dalai Lama inspires the station



Tashi Delek CR: Studio

Achievements/Success Stories

The highlight of the project was the inauguration of the Tashi Delek 90.4 MHz by His Holiness the Dalai Lama. On the occasion of a public discourse in Buddhist Philosophy by His Holiness, we were able to time our launch with this and the first programme was by His Holiness. This is very well appreciated by the local community, at the same time, was the most auspicious start that all of us involved in the project could have hoped for.



Tashi Delek CR: Out in the field airing people's voices



Radio Active CR @90.4 MHz: A Sustainable Community Radio Station in Bangalore

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About Radio Active

Radio Active CR 90.4 MHz was launched on 25th June 2007, by Jain Group of Institutions, Bangalore. It is an urban community radio catering to heterogeneous and diverse groups, where people from different communities are encouraged to make use of the station for their development.

The radio stations caters to different interest groups, and by geographical locations, with the main aim of enabling local community members to talk about their issues and concerns, drive social change, educating communities and the public towards socially responsive behaviour.

Broadcast Hours and Public Engagement in Programming

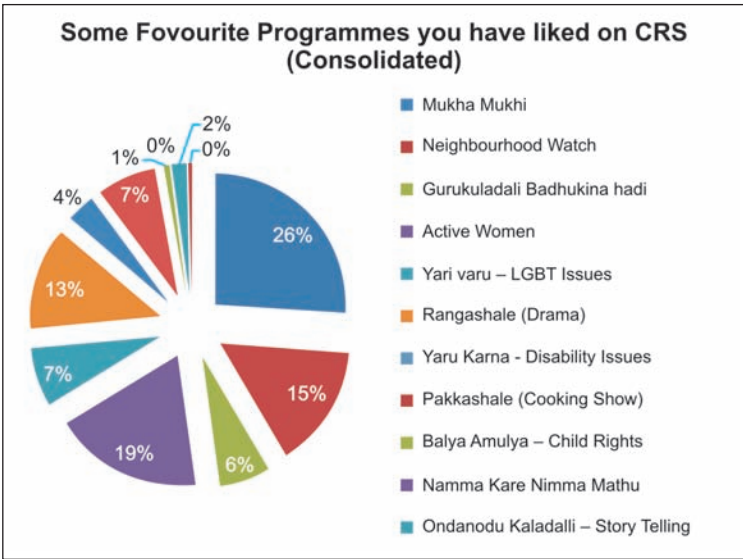
It began transmitting programmes for 8 hours in 2007, and has now become 24 hours station. This has been possible because of its excellent network with the different communities across Bangalore.

The station encourages common man to make use of the station to solve common civic problems. The most popular show is the weekly Saturday show, Mukhi Mukhi which is hosted by an auto-driver RJ Auto Shiv Kumar-live. The programme addresses civic issues faced by the community (e.g. auto woes, harassment issues, water problems, garbage issues, etc.) The show has a listenership of 26% (CEMCA survey).

Many groups by interest like the LGBT community, the Disabled group, People Living with HIV/AIDS, Environmentalists etc. slum women in various areas like Srirampura, Dasarhalli, Magadi Road, JJR Nagar, etc. NGOs, Community Based Organisations and various Self Help Groups contribute to the daily programming.

Some keys programmes include *Yari Varu* by RJ Priyanka, *Aashitaru* by RJ Jaydev, *Neighbourhood Watch* in the Vox-populi format; *Active Mabile*, *Active Srirampura/Dasarhalli*, *Story Telling*, etc.

They use various formats like interviews, debates, panel discussions, drama, features, reports, Vox-populi, phone-in, documentary, PSAs, feedback show, etc.



A survey was undertaken by CEMCA on behalf of DST for the project "Understanding Planet Earth for Women and Children" October 2010

Community Based Initiatives

Radio Active has launched a number of community based projects which makes the station viable and sustainable.

Spotless Bangalore

A community based environment restoration project, spread over 2010-15, looks at recycling dry waste and composting wet waste for manure to cultivate kitchen gardens and mini nursery. Money is generated through recycling and community members are empowered as their livelihoods improve.

Street Animal Welfare and Management

A 5 year project to encourage adoption of community dogs in the city, Income is generated from adoption camps, street animal arts, dog related merchandize.

Radio Active Life Skills Programme

Radio Active Life Skills Programme is a highly flexible and interactive programme for the young minds. It helps children to increase self-confidence and self-esteem, develop health attitudes, to encourage positive personal development. Income is generated through training programmes and workshops.

Prerna- Empowering Community Members in Business Skills

This project spread over 2010-2012 seeks to work with potential micro-entrepreneurs to build on business skills and promotes potential revenue generation source. The project receives income through exhibition and sales; and by incubating businesses and promoting entrepreneurship with ACCION International.

Fast Track Learning: Converting Challenges to Opportunities

When the station was launched content was a problem, as was community mobilizing. However a workshop by CEMCA in October 2007 paved the way in involving community for radio programmes and from then on there has been no looking back. We did have a problem with transmission as our station clashed with Gyan Vani. However after we got our Frequency changed to 90.4 MHz there have been no problems.

We did not hire any consultants, but networked with various NGOs and conducted capacity building workshop in the slums to involve local communities, building a fleet of trained community RJs who conducts shows, does announcements, produced programmes and does the post production work. This is a station, for and by the community.

Community Champions

RJ Auto Shiv kumar an auto driver, RJ and philanthropist having gained a big popularity through his show: live discussion between general public and concerned authorities, with the aim of finding solutions to common problems faced by the community members.

Shantamma, member of Radio Active is a resident of Srirampura. A social worker, she coordinates with the community members in programme production and outreach activities, focusing on empowering women in business skills.

RJ Jaydev, is visually impaired and in a position to switch on the station by himself, without any assistance. He co-ordinates programmes on all disability related issues and is presently working on the production of a Radio Serial on sensitizing people on disability issues called Beyond Affliction.

The radio station also works with sexual minorities. RJ Priyanka from the LGBT Community (Transgender) helps in broadcasting programmes to contribute towards the development of her community and society. She is instrumental in coordinating capacity building workshops in radio production and feedback collection. Priyanka and her team of volunteers highlight issues of sexual harassment, unemployment, lack of housing, etc.

Another interesting campaign launched by Radio Active is the Story Hour - with the main aim of inculcating reading habits among children living in the slums.

Study/Impact Analysis done

A recent baseline study conducted in two areas – Dasarahalli and Srirampura, under the supervision of CEMCA appointed experts using the students from the educational institution as well as women from the community for a DST project on Understanding Planet Earth for Women and Children in October 2010 revealed 45% of the respondents have heard of Radio Active and 43% have participated in Radio Active programmes by way of phone-in programmes, and outreach events. One woman was drawn from each household, bringing the total number of households covered in the study to 1000.

Impact can also be judged based on the following criteria:

- Emergence of community role models like RJ Auto Shiv Kumar, RJ Jaydev and RJ Priyanka, who inspires auto drivers, LGBT and Disabled community and like-minded people for being on air, RJ Shantamma who is sought after by NGOs, Government officials and people alike to counsel families in times of dispute, assist institutions on projects and community mobilization and network, etc. (Resident of Srirampura)
- Success in the community based projects like – Street Dog Management – Urban Waste Management – success stories through the formation of a Solid Waste Round Table and successful conversion of over 17,000 households till date.

Innovation and Creative Approaches

Radio Active has been actively working in addressing local development issues and impacting further through outreach activities like Eye Camps, Awareness Drives, Film Festivals, Quiz Competitions, Street plays. This is the only model of an urban community radio station located in a campus, with community participation in a heterogeneous environment.

The uniqueness can be judged in the following criteria:

Diversity of the participants

The first auto driver RJ Auto Shiv Kumar in the country, the first fulltime RJ and Programme Executive who is visually impaired is RJ Jaydev; The first fulltime Transgender in the State is RJ Priyanka.

Community based projects to achieve sustainability

Radio Active is the only station in the country which is involved in community based projects which ensures livelihood opportunities and sustainability for the station.

Network with different NGOs and institutions, social groups, etc.

Radio Active is the only station in India, to have successful partnerships with various NGOs, institutions, and social groups, who actively support programme production, intervention activities, and outreach and training programmes.

What help do you further need?

I think it is important for radio stations to network to share music. We need to create repository for the same, so as to share folk music across. The other ministries must also be involved in making available community based radio projects like the Ministry of Science and Technology's Science for Women's Health & Nutrition and Understanding Planet Earth. A common forum for Operational Community Radio stations is needed. Radio Audience Measurement Survey should be commissioned and should include CR to give a true picture. A separate benchmark for urban and rural community radio stations need to be evolved, rather than comparing campus and NGO run stations. It will help radio stations grow better.



Antarvani @90.8 MHz: Promoting Communal Harmony in Gulbarga

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Background

Antarvani was launched on August 24, 2009 and was set up by the Sharana-basaveshwar Vidya Vardhak Sangha in Gulbarga, Karnataka. The CRS broadcasts for 4 hours every day (6 am – 8 am and 4 pm – 6 pm) with 2 hours of original programming and 2 hours of repeat broadcast. The aim of the CRS is to educate and enrich the population of 15,000 people who reside within 20 Km of the CRS.

Broadcast Content

The CRS broadcasts programming on agriculture, health and hygiene, programmes of social relevance, etc. Our CRS also broadcasts a variety of music programmes like *Sangeetvani* which features *vachanas*, hindustani music, folk music, *bhavgite*, devotional songs and the *mabadasoba sutras* of Lord Shree Sharanabasaveshwar.



Antarvani: Studio

Mabilavani programmes (programmes for women) familiarize women about their rights, health and hygiene, cooking and beauty tips, interior decoration, etc.

Interview programmes like *Vishesh Vykati* where we invite eminent personalities to share their experiences with us. We have interviewed people like Shalini Rajnish, Secretary, Karnataka Development Board and Shanti Desai, Social Worker.

Negilyogi (Agriculture) programme is a special programme for farmers where information is given about the use of new technologies, recent developments in the domain which benefit the farmers, plant and seed varieties. We invite resource persons and experts to share their knowledge with the agrarian community residing within the broadcast area of Antarvani.

Arogyavani is a programme on health care where we invite various specialists to inform listeners about different health issues and diseases. Specialists like nephrologists, pediatricians, etc., have also been invited often to talk about specific health care issues that the population might face.

Capital and Sustenance

The initial capital cost incurred was ₹ 1 crore (includes cost of the building) whereas the annual recurring cost in ₹ 6 lakhs.

Achievements

The Sharanabasaveshwar Vidya Vardhak Sangha founded in 1903 has set up many educational institutions imparting Science, Commerce, Management, Arts, Vocational, Engineering and Technical education where they encourage learner-centric education. Students of the Godutai Arts and Commerce College are encouraged to redraft the lectures they attend in the college and then reproduce it in the form of a radio programme as a group.

The Radio Station, belonging to a religious institution also focuses on social and inter-religious harmony in the region. Communal problems are tackled through inter-faith dialogues.

Challenges

A major challenge being faced by Antarvani is the competition for listenership from mainstream FM Radio Stations and therefore to keep the interest of the listeners alive.



Antarvani: Action



Antarvani: Event



Krishi CR @90.4 MHz: Dedicated to the Service of Agriculture – India’s Largest Economic Growth Sector

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Background

Krishi CRS launched on May 17, 2007 by the Department of Extension of University of Agricultural Sciences (UAS), Dharwad for the vast agrarian community in Dharwad in Karnataka. Krishi Community Radio Station (KCRS) is currently broadcasting for 6 hours daily with programming focused at serving the farmers around the University.

Broadcast Content

Content is designed and created specifically to serve the farmers around the University. Some of the popular programmes are *Varada Basanna Charche*, *Krishi Chintana*, *Krishi Patagalu*, *Arogya Salabe*, *Vachanagalu*, *Chinnaraloka*, etc. As in the case of various extension activities, effort is to recognize that it is important to make the content locally relevant and of value to the listeners.

Interviews with agriculture scientists and experts, discussion between farmers and experts, showcasing innovative technology for farmers, phone-in programmes, agricultural news, weather and market forecasts, etc. form a major bulk of programming for the CRS. Apart from them, Krishi CRS also broadcasts entertainment programmes like folk songs, drama, reports about festivals and fairs, beauty tips, etc.



Krishi CR: Action

The radio station has not only raised farmers' voice but also created the awareness of KCRS programmes to the tune of 54 per cent. It has been noticed that programmes that showcase farmer to farmer experience sharing is more popular and a majority of farmers are very interested in shows of this kind.

Capital and Sustenance

Capital expenditure for setting up the CRS was ₹ 8 lakhs. The KCRS is supported by the University Development Grants. Additional funds are also raised from the Department of Agriculture, Government of India, Department of Science and Technology (GOI) under the Science for Women Scheme. Additional amount from the input agencies and projects of UAS scientists are also raised as per the guidelines.



Krishi CR: Event

Achievements

Krishi CRS, UAS, Dharwad is of recent origin. It is meant for the overall development of the farming community in the area immediately surrounding the University. KCRS organised three State-level and two national-level trainings on CRS and four workshops for the community members. The KCRS has produced and broadcast more than 2,550 programmes.

Under the DST's 'Science for Women' programme, 296 programmes were produced and broadcast on health and nutrition by generating information through participatory method. 20 phone-in live programmes and 15 awareness programmes were conducted where in more than 2000 people actively participated. The study conducted by a post-graduate students during 2010 revealed that 39.47 per cent of women and 36.84 per cent of men have medium level of awareness. However 81.58 and 89.47 per cent of women and men have awareness about *Krishi Chintana* programmes respectively.



Krishi CR: Studio



Multilingual Radio Manipal @90.4 MHz: Of the People, By the People, For the People

K Shyam Bhat, Coordinator, Radio Manipal, Manipal University, Udipi-576 104
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Background

Radio Manipal started functioning from 12th September 2008. This is the first community station launched in the coastal district of Udupi, Karnataka state by Manipal University. The studio setup and transmitter are located in the campus of Manipal Institute of Communication (MIC). At present fresh programmes are being broadcast every day between 5-7 pm.

Objectives

The main objective of this community radio is to promote people's participation in the development process, strengthen Panchayati Raj institutions, support formal education, create health awareness, and promote traditional knowledge, folk, art, culture, local language and also empower people with scientific knowledge in agriculture, fisheries and allied activities.



Multilingual Radio Manipal: Student presenting at the studio

Community groups like Self Help Groups, Youth Clubs, Anganwadi centres, schools and colleges, Grama Panchayats, Sangeeth Sabhas, Health Clubs, NGOs, Yakshagana centres, Krishi Vijnana Kendra, Bhajan Mandali, self employment training centers take part in the programme activities. Local advisory committee has been set up with representatives from the community meets at regular intervals to decide the content, make necessary changes in the programme schedule.

The main language of broadcast is Kannada. Equal importance is given to Tulu and Konkani languages being the local dialect. The coordinator looks after the entire responsibilities with the help of the students of Manipal Institute of Communications. The major portions of these programmes are OB based. Major radio programme formats are interviews, talks, discussions, jingles, radio features, phone-in programmes. We have a rich tradition of folk music and *Yakshagana*.

We are conducting regular training programmes for students and community volunteers in content generation and they are



Multilingual Radio Manipal: Shyam Bhat action yakshgana

allowed to produce radio programmes. Awareness programme was held at local schools and colleges at Udupi, Doddanagudde, Brahmavar, Parkala, Manipura, and Udyavara. Nearly 250 students took part in this training programme. Mangalore University through its NSS programme have supported this. The trained students help in local coverage of local festivals, cultural, literary events in their respective places. Experts are invited to studio occasionally.

The infrastructure like studio and other equipments are provided by Manipal University and for the last two years there was no major breakdown in the transmission as there is uninterrupted power supply arrangement. The sound lab of the Manipal Institute of Communication is utilized for the recording of programmes. Digital field recorders are also made available for OB recording.

Challenges Faced

Even though we have a transmitter of 50 Watt power, the radio signals are not reaching even 2 Km distance. The listeners complain about the quality of reception. In such conditions we have to have a higher power. All the programme activities and advertisements are dependent on this lone fact that how far the reach is. There is also another point to be mentioned here that the training the youth and community volunteers should be carried out at regular intervals as these trained personnel go away leaving the job. There should be few persons working on salary basis.

For the last two years we are broadcasting **Talent** programme by the children and Youth artists has gained popularity among the listeners. Syndicate Bank has been providing necessary support for this. This particular programme has made children as well as their elders to listen.



Multilingual Radio Manipal: Nagesh Nayak Thenkapete

Vikasa – every day programme for 30 minutes will be on developmental issues where in the successful entrepreneurs and self help groups will share their experiences. Senior citizens are the people who regularly listen our programmes and share is being aired to fulfill their needs.

Radio Manipal has already made an effort to record music recordings of local artists both folk as well as classical. Spoken word and music programmes share equal proportion in the total duration. I am a small businessman and having a shop at Udupi. I am a regular listener of community radio station Radio Manipal. This is the only medium I depend for entertainment. The local programmes like *bhajans*, interviews on health, education and agriculture are quite interesting. I listen to the programmes everyday in the evening and make others also to listen around my shop. I wish the community radio station will extend its transmission time till 9 pm.” says Nagesh Nayak a small shopkeeper from Udupi.



Multilingual Radio Manipal: School girls participate in event



Namma Dhwani CR @90.4 MHz: A Sustainable and a True Community Managed Entity

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Background

Myrada¹ and Voices² with the assistance from UNESCO introduced community radio at Budikote village in Kolar District, Karnataka in the year 2002 to explore the possibility of improving local communication channels with regard to education and awareness, developmental and cultural needs of the community. 'Namma Dhwani' (our voice) a village level forum was set up in Budikote Village to ensure the ownership of the community in managing and promoting the community radio programme and to improve and strengthen the flow of information whose content was locally generated and which responded to local requirements and interests.



Namma Dhwani CR: Event

Myrada's interventions in this region for several years and the SHGs promoted (especially of women) have ensured that the target for the information outflow have been women to a great extent from the beginning. To ensure active participation and community involvement, Myrada and Voices jointly decided in 2001 that a village level forum called 'Namma Dhwani' Community Information Centre (NDIC) would be in charge of the overall promotion and management of the programme.

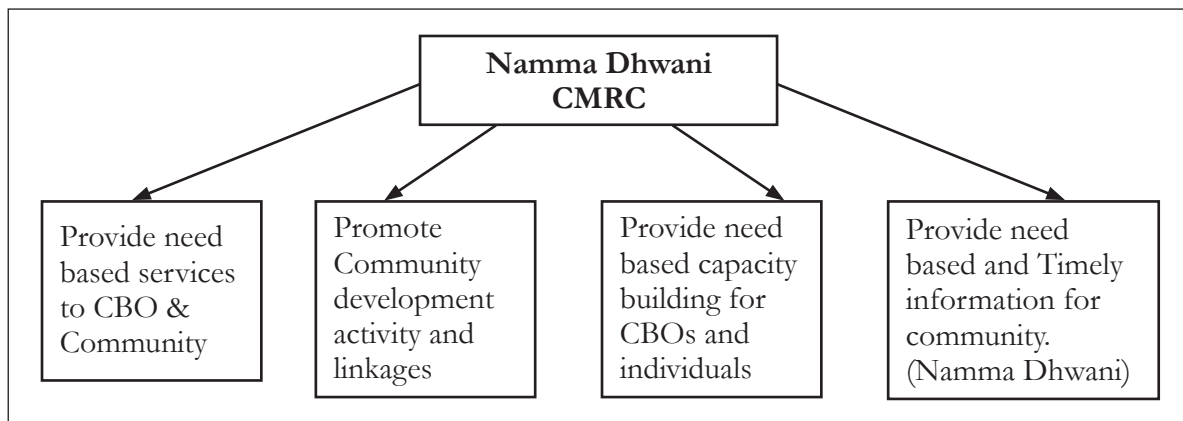
¹ **Mysores** Resettlement and Development Agency (MYRADA) was founded in 1968 to assist the Government in resettling Tibetan Refugees. Mysore State has since become Karnataka. The Tibetan programme ended in the early 80s. By 1982 Myrada moved out of resettlement and began to focus entirely on the poor and marginalized in the rural areas. Myrada at present is directly managing 18 projects in 20 backward and drought prone Districts of Karnataka, Tamil Nadu and Andhra Pradesh. There are other States where it works in collaboration with Government, Bilateral and Multilateral Programmes, by contributing to programme design and supporting implementation through regular training, exposure and deputation of staff. Myrada's mission statement is **"Building institutions of the poor and marginalised which are appropriate to the resource to be managed and objective to be achieved"**

² **VOICES** a unit of Madhyam Communications, was registered as a public charitable trust in late 1991. As a media advocacy organisation, VOICES has organised consultations at the national and regional levels, been on expert groups and used these experiences to popularise the cause of community radio. VOICES also advocates for community radio legislation and encourages the promotion of community media through consultations (at national and regional levels) and support communication material.

This forum consisted of to large extent representatives of the women SHGs . Towards the end of 90s and the beginning of 2000 Myrada saw the emergence of the Community Managed Resource Centres (CMRCs) which are a federation of Self Help Groups with the capability of taking up the activities of Myrada after its withdrawal from that particular project location. The CMRCs were built on a revenue generating model as it collected a small fee for the services it provided. In a strategic and well thought of move NDIC was integrated into the CMRC in Budikote village from the beginning to ensure sustainability in the long run and make it community owned from the beginning.

Objectives

The diagram which follows represents the objectives of the Namma Dhwani CMRC clearly:



Management Committee of Namma Dhwani CR

Namma Dhwani CR is managed by an Executive Committee. The Executive committee comprises of selected representatives from the SHGs and one or 2 Myrada staff. This executive committee has 80% women representation from the SHGs. These women have been trained by Myrada on management, administration, finance, accounting and skills required to run a radio station. The Station Manager has been deputed from Myrada.

Broadcasting Details

Namma Dhwani CR received its broadcasting license in the month of December 2008. Namma Dhwani Community Radio Station covers around 12,872 families in 152 villages belonging to the Bangarpet and Malur Hoblies of Kolar District. A survey conducted has established an active listenership of 3224 families. The programme is broadcast for eight hours each day. The timings are: 6 am – 9 am, 12 pm – 2 pm and again in the evening between 6 pm – 9 pm.



Namma Dhwani CR: Studio

Programming Focus

Namma Dhwani CR disseminates information on wide and varied topics which are relevant to the community it caters to. Some of the topics covered are agriculture management, animal husbandry, health with special focus of women and child health, insurance, Education, local governance issues, legal issues, etc. The content is developed by the identified staff at the radio station based on the needs and feedback expressed by the community. Feedback and suggestions are collected through direct interaction with the community,

³ 95% of SHGs promoted by Myrada are women groups.

Community Based Organisations (CBOs), federations, letters, interviews, phone calls, etc.

Experience Sharing

The transition to broadcasting the programmes from narrow casting and cable casting has been an exhilarating experience for Namma Dhwani. The reach of NDCR now is much wider. This poses a challenge to NDCR in terms of ensuring the listenership, the quality of content disseminated, the need for innovation in programming especially with the competition posed by the mushrooming private and commercial FM radio channels. NDCR is trying to overcome these challenges through constant innovation in programming, building capacities of its staff and the management committee to meet up to the challenges, by listening to the needs of the people, by being upto date on information and by ensuring the quality of content being disseminated.



Namma Dhwani CR: Office building

Namma Dhwani has completed over 4000 hours of successful radio programming since the June of 2009. It is one of the very few completely community owned and managed radio stations in the country. This has not happened by accident but through a conscious decision from all the stakeholders concerned. The ownership issue was crucial. The intention was clear that the community would own it and they did own it by contributing to the sustenance of the radio station. Namma Dhwani Community Radio by involving the community not just as beneficiaries but as participants, managers and decision makers has created a true and sustainable Community Radio.

Broadcast Content

Namma Dhwani CRS content are responses to the communities own needs. Programme produced and broadcasted by the people, to the people and for the people. It thus creates opportunity to provide 'Voice to the Voiceless'.

1. **Women Related:** Women rights, personal hygiene, female foeticides, girl child non-formal education and awareness to the adolescent girls, pregnancy care and child care, dowry related, effect of early marriage and women success stories self help groups.
2. **Farmers related:** Department schemes, water management, benefit of crop rotation, marketing information, variety seeds, preparation field before the season, new technology in agriculture, rain water harvesting, and organic farming, crop insurance, sericulture, livestock management, etc.
3. **Children related:** Career guidance, non-formal education, preparation for examination, bonded labour, child rights.
4. **Others:** Good governance, legal awareness, superstitious beliefs, different Government schemes for the differently abled, senior citizens and, widows, banking system and benefits, village histories, place for the talents, cultural preserverce and seasonal programmes, family values, environment related, income generation programmes, home based medicine, public concern through public service announcement.

Capital and Sustenance

Initially UNESCO supported to set up the studio with MYRADA. The MP's Local Area Development fund and NOVIB supported to establish the Namma Dhwani CRS. It has been the integral part of



Namma Dhwani CR: Action

the Community Managed Resource Centre (CMRC), providing the information and services to community based organisation and general public on cost based. Community Managed Resource Centre provides the relevant information timely and dependable basis. Government departments and banks are also channelizing their information to the public through CRS and it is also beneficial to CRS. Capacity building to community radio technical and managerial aspects also creates opportunity to mobilize funds.

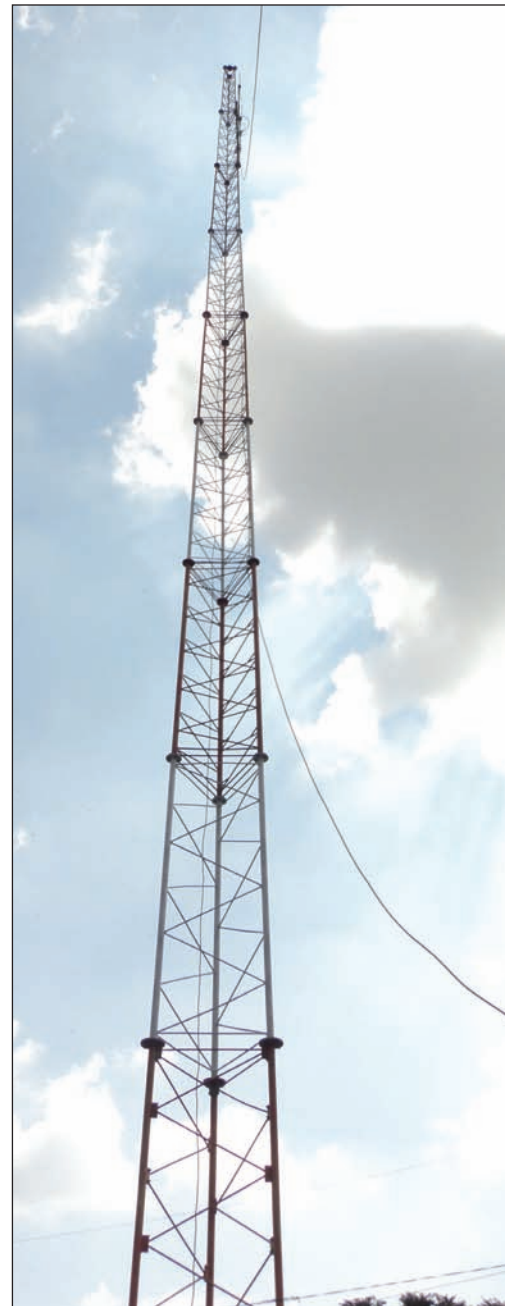
Technical Support and Learning

The CR has received support from several organizations and individuals over the years. From the beginning UNESCO has been one of its major donors and has supported NDCR both financially and technically through Voices and Maraa. It has received support from Oxfam, Novib through Myrada for studio up gradation and from the MP's Local Area Development Fund for infrastructure creation. It has also received support from CEMCA on several relevant and crucial areas. As NDCR is routed in the CMRC which is based on the revenue generating model financial sustainability is ensured to a great extent.

Achievements/Success Stories

Local governance: Namma Dhwani CRS has always focused their intention to support good local governance. During the local Panchayat and MLA elections the CRS produced series of programme like a package introduction of the candidates, their service background, their future plans, etc., and also provided a platform for the public to voice their choice of a quality of the representative. After the election, Namma Dhwani broadcast the live result announcements for 12 hrs continuously which enabled the community to get immediate information.

Health information: This is one of the highlight programmes of Namma Dhwani CRS. The area is located at the border of two states. There is inadequate access to other relevant media to depend on health information at a reliable and timely interval. Health information dissemination, especially among adolescent has been very effective. As per the local Medical Officer, the number of patients visiting them has come down drastically since programmes on the importance of personal hygiene started airing on Namma Dhwani's programmes on health care information.



Namma Dhwani CR: Tower



Ramana Dhwani @90.4 MHz: Community Radio By and For Persons with Visual Impairment

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Background

Shree Ramana Maharishi Academy for the Blind (SRMAB), works to ease the challenges faced by People with Disabilities (PWDs) and the rural community, through its education, vocational training and livelihood empowerment programmes. TV Srinivasan is the Founder President of the Ramana Dhwani CR Station. The Community Radio Station (CRS) was launched on 5 October 2008, and now the CRS broadcasts in Kannada from 8 am – 8 pm, which varies, depending on the active participation of the community and resources. It is the first CR station focused on people with visual impairment.



Ramana Dhwani: Action

Programming Focus

- The first campus community radio station centred on people with different abilities.
- It will also address issues related to the local community needs pertaining to education, health and income generation.
- Information on traffic and weather conditions, coverage of cultural events and festivals, information on academic events, public announcements pertaining to utilities like electricity and water supply, disaster warnings and health alerts.
- Awareness camps (1 camp every month) in the slums of JP Nagar, 9th Block Jayanagar and Banashankari. Covering 1500 households and 2 Government schools with 1640 children.

Ongoing Activities

Ramana Dhwani focuses on making programmes on health, disabilities, and laws for the disabled, schemes by the Government departments. The strategy includes engaging with community, working with the students of SRMAB and capacity building activities. The details are as indicated below:

- Community mobilization - Women Self-Help Groups (SHGs) from rural areas are trained and involved in programme production.
- Recording of programmes by the students of SRMAB, which include *bhajans*, classical music as well as talk shows.
- CRS offers a 10-day Internship course, in collaboration with IGNOU. The first batch of 5 from Gulbarga has successfully completed the internship programme.

CRS and Community

The CRS is now networking with women and children from a local urban slum with an estimated 1500 household. Regular radio programmes are now being produced by the slum women and volunteers on local issues in the slums such as sanitation, health, employment avenues for women.

The CRS works with the Department of Women and Child Welfare, to spread awareness about the schemes available to support women and girls for their education, training/income generation and employment opportunities. The CRS works with the Municipal Health Department in spreading awareness on Malaria/Dengue, in 3 prominent localities in the vicinity.

In order to have larger impact and reach the CRS through narrowcasting – we air few programmes in South Bangalore rural areas. These are areas where we work with the community in addressing the rehabilitation needs of rural persons with different abilities and the families.

Sustainability of CRS

Community Radio is able to sustain its activities with the support and financial support of corporate bodies. The 2010 annual budget was ₹ 500,000.

Success Story/Experience

The story of Kumar, a severely disabled young man portrayed through a narrow casting radio programme supported by Dr R Sreedher of CEMCA. This story was broadcast over All India Radio and it generated considerable impact from the larger community, on the plight of a disabled person.

Among other things, it enabled Kumar to setup a livelihood, Telephone kiosk, Now Kumar has set up a fully equipped Computer Training Centre at Kanakapura Taluk. Like Kumar, several other people with disability have pledged their support to the Community Radio Station. This motivated us to have a CRS by and for them.



Ramana Dhvani: Event



Ramana Dhvani: Studio



Sarang CR @107.8 MHz: Tuning the Sarang for Communal Harmony

Dr Richard Rego SJ, Founder and Director, CR Sarang, Managalore-575 003

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Background

Community Radio Sarang is managed by the Mangalore Jesuit Educational Society (MJES) and is run by St. Aloysius College (Autonomous), Mangalore, a coastal town in the southern part of Karnataka, India. Dr Richard Rego SJ is both the founder and director of this campus based community radio. Though Sarang 107.8 MHz is a campus radio, it is more of a community-participating radio than educational institution radio.

Quantitatively, approximately 95% of the content is produced by and with the local community or by health and legal workers. Since 15 June 2010, Community Radio Sarang 107.8 MHz broadcasts 14 hours non-stop, from 6.30 – 20.30 hours.

Building a momentum of communal harmony

Sarang is an Indian word meaning 'harmony of colours', thus signifying various social, religious, linguistic communities. It reflects an ethos of their peaceful coexistence at coastal Karnataka. Mangalore community is a melting pot of cultures, religions and languages. Hence, it was felt that Sarang would be the most appropriate name.

The radio (inauguration) brought together people of all three major communities and their leaders together on a single platform - Hindus, Christians, and Muslims. That is at a time when Mangalore was just recovering from communal strife!



Sarang CR: Bengre community speaking to Roshan



Sarang CR: Community Lady Recording

Celebrating and broadcasting diversity of languages and cultures

We continue to try our best to foster harmony among all communities. Give much importance to local cultures - broadcasting folk songs/stories/wisdom in local languages. We work closely in association with many groups representing these communities thus creating a keen interest among the diverse audience that the CRS serves.

Community Radio Sarang 107.8 MHz broadcasts in Konkani, Kannada, Tulu, and English languages daily, besides broadcasting in Malayalam, Beary (mother tongue of local Muslims), and Hindi languages on weekly basis. In addition, Community Radio Sarang 107.8 MHz also broadcasts in Punjabi, on the request of the local Sikh community.



Sarang CR: Event in Action

Audience and Contributors

Community Radio Sarang programmes with, for and by local people such as farmers, fisher-folk, patients, vendors, students, medical and legal experts, service providers like bicycle mechanics, small vendors, cobblers, and people with different abilities. The local communities contribute regularly to this radio. The radio also spreads messages of peace and harmony among people through programmes based on the need for the same especially during celebrations and when such need is felt.

Campus to community keeps the local development focus

The programmes are produced-mostly-by the local community and also by staff, students of mass communication (MCMS or MS Communication, equivalent to MCJ with specializations) and other students of St Aloysius College and neighboring schools and colleges.

Subjects of Radio Sarang programming include health and hygiene, sanitation, agriculture, education, fisher-folk issues, road safety, water conservation, rain water harvesting, folk culture and life, and women and children's rights. Original entertainment by locals is the hallmark of this radio. The programme formats include talks, interviews, phone-ins, songs, poetry, stories, and chat-shows.

On 15 August 2010 (India's Independence Day) Community Radio Sarang 107.8 MHz created a new record by broadcasting live for 14-continuous hours. Currently, Radio Sarang has four live shows per week:

- *Kaanoonu Kacheri* (Legal Cell) phone-in in collaboration with a local law college and advocates
- *Arogya Sparsba* (health live phone-in with a medical centre)
- *Arogya Sarang* (live phone with another medical centre)
- Three-times daily "*Maadhyama Harate*" (live media review programme)



Radio Siddhartha @90.8 MHz: Focus on Learning Needs of Community at Tumkur

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Background

Radio Siddhartha, the first Community Radio Station in Tumkur is a campus based radio station. The trial transmission began on 12th June 2008. The main aim of Radio Siddhartha is to help the neighborhood community which includes media students, women and children, and farmers. The station was launched on 16 January 2009. It has been broadcasting for 6 hours in two slots. The morning slot operates from 6 am – 9 am. In the evening the broadcast is from 6 pm – 9 pm.

Radio Siddhartha would serve as a friend, guide and philosopher to Tumkurians. Radio Siddhartha is the ground for the media students of the institution (SSCMS) to receive practical experience in the art of radio broadcasting.



Radio Siddhartha: Studio

Readiness of Infrastructure at par with any Radio Station

Radio Siddhartha airs a variety of programmes in the frequency 90.8 MHz which would be heard within the 10-15 Km radius of the campus. A 50W Transmitter is used for broadcasting. Latest Audio Editing software Sony Vegas Pro 8 is used for production activities. The community radio station is on par with any commercial radio station in terms of the equipments used. Radio Siddhartha is equipped with the latest gadgets like, On Air Audio Mixer, Digital Audio workstation, Professional CD player, Microphones, Headphones, and Audio Monitors.

Broadcast Content

Siddhartha Radio station has a wide variety of programmes designed to suit multiple age groups and interests. The most popular ones are Radio English Grammar Classes and Health related programmes. The following description would provide an idea of the diverse and valuable content to serve the community of Tumkur rural belt.

Two children's programme slots, entitled, *Putani Prapancha* and *Chinnara Jagattu* are very popular among the audience. A specialized programme on Psychiatric Counselling is conducted by Dr Lokesh Babu, Sneha Mano Vikasa Kendra. The slot for devotional programme includes discourses by Basavananda Swamiji Discourses by Swamy Veereshananda.

Students participate actively in the development of local content. The programme designed to create community awareness is through skits created by the Media Institute students.

A regular feature programme is also aired on traditional medicine, convened by Dr Gurusiddharadhyia.

To make the content most useful and relevant, thus attracting the community members to listen to the radio, useful content about various government schemes and Government Social Awareness Announcements including Zilla Panchayat programmes are broadcast regularly.

Horticulture Department is invited to share knowledge and tips to local farmers as well as to provide local crop information.



Radio Siddhartha: Action

Students and learners are an important audience of the Siddhartha Radio Station. Two very popular programmes being run on the radio include: Pre University Board Exams Coaching Classes and CET-Common Entrance Test Coaching Classes.

Capital and Sustenance

Capital, maintenance and sustenance of our CRS Radio Siddhartha 90.8 MHz is being met by the institute. The Institute does not have any resource constraint to continue to sustain the operational costs of the community radio station.

Achievements/Success Stories

Our English teaching classes have enhanced the Basic English skills among rural students and Tumkur community. Our Sri Siddhartha Community Health Centre is actively involved in giving health related awareness programmes to the public.



Radio Siddhartha: Event



Radio Universal @106.8 MHz: Terrain Uncharted

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Background

Radio Universal, managed by the staff and students of Universal College, in association with the local neighbourhood, is in its infancy. Launched from 1st December 2010 to mark the World Aids Day and to signify the cause of our CRS as a medium in the service of societal service, is on 106.8 MHz frequency for a three hour duration daily as a beginning.

Covering a big populace of urban poor living in scores of slums of the neighbourhood along with the middle class population, we are delving on areas of health, literacy, hygiene, women's empowerment, and children's welfare, etc. Resources from local community are abundant for management, content development and for any programme apart from generating feedbacks. Our core team develops the community team and the backward engineering helps in delivery model for our broadcast programmes.

Financial Support structure

Being novice in the field of CRS and struggling to firm our feet, we seek support to sustain our activities. The core team of our radio station is involved in engaging the local community and other programme related activities. We continue to face the challenge of revenue generation and to develop a sustainable model for our radio station activities.

Key Challenges

In the run up to being on air, is in itself a saga story. It all started in 2006 when our organisation decided to optimise the offer by Ministry of Information and Broadcasting, Government of India to involve NGOs for setting up community radio stations. We applied and waited, as the terms of agreement was getting redrafted, meantime sourcing infrastructure requirements and resources. It was at this point, we got bogged down and drifting away from the task, as it was not the core activity of our organisation and posting a person to keep the interactions with various agencies and to explore funding. Without any sponsored or advertisement funds, we are struggling and managing the show with spirit. We are fortunate to be in the city proper nestling the old areas and the new settlements of a most happening city in the world.

Courtesy the officials of the CRS wing of Ministry of Information and Broadcasting (unlike any other Government Departments) and CEMCA, the spirits of our team was never allowed to die and finally our dream day came true on the First December 2010, when we finally were on air. The strained voice of a senior woman citizen of 75 yrs was reverberating in our neighbourhood received with bated breath on 106.8 MHz.

Our Future

Armed with an unbelievable 'asthra' and state-of-art technology in progression, it definitely is an ultimate tool in societal service. We feel very proud to be a custodian of this empowering tool. Yes, we at 'Radio Universal' are devising means and methods for optimising this wonderful medium through the community and our student mass by anchoring and highlighting various issues to a better social and world order, with sustainable development. In short, future beckons 'Radio Universal'.

Expectation to learn from other successful CRS

It will be of great help if your celebrated organisation can help fledgling CRS like us to overcome this and then behold the 'Terrain Uncharted' are ours in the service of society for development and emancipation. Establishing the CRS alone is not enough. All community radio stations must learn several other skills. We hope to learn to manage a whole lot of organizational development skills in the coming years. We are also looking forward to mentoring and support.



Benziger CR @107.8 MHz: Promotes Health Care

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Background

Community Radio Benziger started broadcasting from Kollam in Kerala on 7th November, 2010, catering to a population of one lakh, living in a radius of 15 Km. Kollam is the fourth largest city in Kerala. The CRS broadcasts educational programmes, entertainment programmes along with other community programmes, in regular as well as in irregular formats for four hours a day.

Broadcast Content

Community Radio Benziger generates content as a relating tool in order to create understanding, facilitate work, and to strengthen collective living among people. By having access to information, the community is empowered and self-reliant. Another major function of the content

is to socialize the members of the community to bring about greater interaction among them. Radio Benziger's content provides a fund of knowledge, expertise, and skills that enable people to operate as effective members of community.



Benziger CR: Action

Working for the Community

The Community Radio Benziger has been working for safeguarding rights, promotion and development of marginalized communities of Kollam. The Community Radio Benziger has undertaken the responsibility to sustain community radio movement for increasing people's awareness about alternative ways of communication and access to information, stimulating democratic participation, protecting public interest, respecting human rights and promoting good governance. The Community Radio Benziger through its extension wing seeks to involve the participation of the the Bishop Benziger Hospital, the premiere mission hospital in Quilon and Quilon Social Service Society, an NGO engaged in developmental activities, as partners in the projects. They will undertake the responsibility of developing the regional resources and linkages required to implement the projects.



Benziger CR: Event

Study/Impact Analysis Done

Kollam, lying on the shores of the Arabian Sea and surrounded by the Ashtamudi lake where a large number of fishermen live in a surrounding of filth, wastage and in utter unhygienic condition. One-half to two-thirds of the households have no protected water supply and sanitary latrines and diseases of gastro-intestinal system contribute to the largest proportion of diseases. A study conducted revealed that diseases like diarrhea, dysentery, typhoid, worm infestations, and infectious hepatitis are rampant in the coastal belt. Kollam district is one among the four districts with the highest rates of

diarrhea mortality in the state. Poor housing, lack of protected water supply, inadequate toilet facilities, the density of dug-wells in coastal areas, poor environmental conditions, unhygienic behavioral practices, open defecation, water-logging environment, poor drainage facilities and unscrupulous dumping of domestic wastes has resulted in the deterioration of life in the area. One of the major activities of Community Radio Benziger is to fight this menace.

Finances and Sustainability

The station was operationalised (capital expenditure) by investing an amount of ₹ 25 lakh which was mobilized through donations and loans. The Community Radio Benziger has hired coordinators, technicians, and other crew members to coordinate and implement of the extension projects. Currently, the entire operational expenses are met from donations and advertisements. We are still to break even for the running of the CR Station.

Success Stories

A health promotion campaign by Community Radio Benziger in which community members are involving the service of trained science communicators and development communicators was a land mark in our journey. Instead of experts giving prescriptive sermons, we could engage peer groups in educating members of the community to encourage healthy behavior. By recruiting members of the 'target' community to serve as peer communicators and training them in relevant health information, we could develop their communication skills. These media volunteers then engage the community about the issue of concern, seeking to promote health-enhancing knowledge and skills. The achievement is that, familiar people, giving locally-relevant and meaningful suggestions, in appropriate local language and taking account of the local context, are able to promote health-enhancing behavior change. The peer communicators are supported by regular meetings and training, and continue their work without formal supports.

Community Radio Benziger's programmes function as an integrating tool and make people appreciate the way of life of other people and to develop tolerance between each other. Critical appraisal of life presented through discussions and debates help the community to be better informed and interested in public issues. Our content provides opportunity for local culture to be preserved and promoted and to stimulate members of community to pursue and fulfill their creative urges. Training the peer groups, organizing workshops for community members in producing health programmes, establishing information kiosks are some of the challenges to be faced in immediate future.



Benziger CR: Studio



Radio DC @90.4 MHz: Serving Learning Needs of Students and Local Communities

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Background

The Community Radio Station at DCSMAT was inaugurated on 6th January, 2005 as a non-commercial, non-profit organisation. The Radio DC 90.4 MHz transmitter will cover a radius of around 15 Km air distance. It is the first CR station of Kerala. It covers 8 hours of fresh broadcast each day.

The DC School of Management and Technology (DCSMAT) is a professional education venture situated in KINFRA Film and Video Park at Kazhakkootam in Kerala State. One of the elements of the academic curricula at the Management School is broadcasting techniques. The students, the local community members and the public receive a unique opportunity in this area through close association with our CR station.



Radio DC: Action

Our Mission

The aim of DC CR Community Broadcasting is to focus on different target groups especially women and children. The essence of our functioning therefore is to penetrate into the social consciousness of the masses through excellent means of variety edutainment. With this mission we are dedicated to join hands with multi interest groups to bring out the desired mandate of the DC CR.

DCSMAT facilitates a unique convergence arena for creative group of students, local community members and professional programmers to continually produce various genres of programmes to educate, inform and entertain the listeners.

Management Committee

The management committee of DC CRS includes four community members. The Management Committee members include the following representatives License holder, programme coordinator, project coordinators (2 faculty), content coordinators (2 faculty) and four local community members.



Radio DC: Household survey

Target Group

Our coverage area is unique in many ways. Radio DC broadcasts to an audience ranging from the relatively poor daily wage earners to the lower middle and middle income groups in a geographical area comprising many villages and many *gram panchayats*.

We are also broadcasting to a sizable population of listeners from the fishermen community spread almost along 20 Km of shoreline. Besides there are many lower primary, upper primary and high schools, a sizable number of local arts and sports clubs, many voluntary associations for women, regions with economically or caste wise disadvantaged population.

DC CR's Infrastructure

The Radio station is equipped with the most modern equipments with digital sound recording facilities. The studio has excellent infrastructure for both in house production and for air transmission with a 50 Watt FM stereo transmitter and low power antenna. The transmitter was installed in the radio room and the feeder cable was routed to the radio room and connected to the transmitter.

Capital and Sustenance

The capital cost was ₹ 601,836 (₹ 542,836 for transmission equipment and installation charge). The whole expenditure in respect of operational and maintenance cost is met by the DC Kizhakkemuri Foundation, Kottayam. The recurring expenses are ₹ 35,000 per month.

No advertisements or sponsored programmes are run by DC CR. Revenue is generated from DC Kizhakkemuri foundation for OB recording, featured programme production, etc.



Radio DC: Studio

Challenges Faced

The problems of the target community group can be highlighted further if duration of the programmes extended more than the present one. This could be achieved if outside agencies are made to involve with additional financial support from commercial wing.

Programming Focus

Radio DC Community FM is committed to design, develop and broadcast programmes of immediate relevance to the community, primarily women and children of the fisher-folk community.

- (a) **Developmental** – *Kudumbasree and Ayalkkootam* from our target community are invited for variety programmes. A programme called '*Nattukootam*' and '*Grama Mukham*' being aired on Tuesdays are well received at the community level. Voices of local talents are incorporated in such programmes.
- (b) **Radio Alaikal** – A series of programmes based on fishing community and with participation from a local fishing community was aired successfully.
- (c) **Agricultural** – Agriculturists from the locality have been invited for debates, and talks on seasonal products. Series of programmes like '*Krisbi Paadam programme*' and '*Mula Nalathe Vila*' (A specific programme on bamboo cultivation/handicrafts) are being aired on Fridays.
- (d) **Health** – '*Arogya Rangam*' is a programme that comprises interviews with reputed doctors of disciplines of modern medicines as well as traditional systems of medicine. Radio DC also invites health workers from our target area for discussion, symposia, interviews on epidemics, safe living practices. They also help in knowing local and traditional health tips, etc.
- (e) **Educational** – Educational institutions from the target area are invited for presenting various programmes like '*Vidyabhyasa Vedhi*' on education, cultural and entertainment. School students are brought to the station and programmes which include maths, puzzles, quiz, etc. are recorded. Other topics that are discussed in this segment include computer technology, IT, research developments in various phases, etc.
- (f) **Environmental** – '*Paristhithi Rangam*' is our popular programme on environmental protection and natural resource preservation. Interviews with Scientists of Centre for Earth Science Studies (CESS) situated nearby our coverage area are included in this chunk.
- (g) **Social welfare** – Programmes like '*Naattidanazhiyile Yuvatharamgam*' (rural youth development programme), '*Veettiloru Doctor*' (local health tips), mother and child development programmes, '*Naattipaattukaal*' and various social welfare programmes are included in this chunk.
- (h) **Community Development** – Radio DC endeavors to maintain proximity to the community by airing programmes based on the topic related to the developmental and cultural activities and of immediate relevance to the local community.
- (i) **Cultural** – Individuals, local arts clubs, young talents of the coverage area are invited for presenting variety cultural programmes. Eminent artists from different fields are interviewed.



Radio MACFAST @90.4 MHz: The Trend Setter in Education

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1. Background

Radio MACFAST 90.4 MHz (Reg. No. PR0268) - a social service arm and community radio of MACFAST (Mar Athanasios College for Advanced Studies Tiruvalla) is the first on campus Community Radio in the State and 46th in the country which was launched on 1st November 2009. It broadcasts for 16 hours (5.40 am – 10.30 pm)

It believes that the emergence of a knowledge society is possible through focused work at the grass-root level. It realizes that transfer of knowledge happens in both directions - from the urban society to the rural one and vice versa. It ensures its extensive presence in the Central Travancore (parts of Pathanamthitta, Alappuzha, Kollam, Idukki and Kottayam districts) as a catalyst by bridging the knowledge divide in people. It has almost five lakh listeners from different parts of these five districts. Now Radio MACFAST is a trendsetter in community radio segment through its wide range of diverse and interesting programmes, which airs 16 hours a day. It has a key position in the hearts of people by closely serving the community by reflecting vital community issues and focusing specifically on their needs.

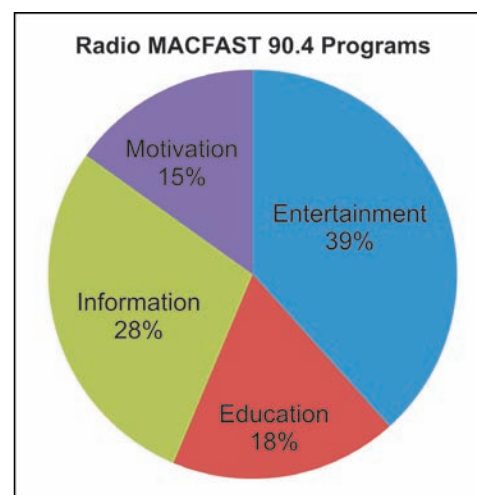


Radio MACFAST: Community Radio

True to its punch line - 'Nattukarku Kuttai' (Community's Companion) - it strives to achieve exactly the same: 'a partner friend in all the endeavors of the local populace'. It is located within its founding philosophy - to give a voice to the voiceless. It acts as a centre for religious, social, cultural and national integration. It intends to work towards creating a civil society with a growing sense of community values, irrespective of caste, creed, age, gender or discrimination based on level of education. But at the same time, it also realizes that as community stations are the pulse of their community, so the community is its lifeblood, and it needs to be fully a part of it to allow the station to grow. RADIO MACFAST now becomes the coordinating centre for uniting the knowledge from all sources of information and knowledge, thus facilitating positive transformation in the society through community development, reconstruction and national integration.

2. Radio Programmes

Radio MACFAST offers a multitude of programmes for the community which is informative, educative, motivating and entertaining. Around thirty nine (39) programmes are broadcasted through this radio which dedicates 4-5 hours for telephonic programmes. Utmost importance is given by Radio MACFAST in educating people along with entertainment. It telecasts special programmes on days related to national, environmental and community importance. Additionally



Programme distribution pattern of Radio MACFAST 90.4 MHz

Radio MACFAST encourages people by conducting various seminars, exhibitions, shows and competitions. Radio MACFAST aims for bridging knowledge gap in society through its variety in programming.

3. Radio MACFAST 90.4 MHz - an effective Participatory Model

This unique initiative, which envisions bridging the knowledge gap, is looking forward to valuable contributions to make this a highly successful venture within a short span of time. People from all walks of life participate and contribute towards its efforts to bridge knowledge gap by:

- Production of programmes
- Letting know people's expectations
- Forwarding suggestions
- Voluntary work as reporter, script writer, promotion of radio literacy in a new place
- Contribute to the RADIO MACFAST charities

3.1. Clean and Green Tiruvalla Project

It is an initiative of Radio MACFAST in association with Tiruvalla Municipality to achieve the aim - Clean and Green Tiruvalla. The concept put forward is NIMBY (Not In My Backyard) Syndrome to IMBY (In My Back Yard) habit i.e. waste management at the source itself which is an initiative to practice micro level decentralized waste management. The project gives utmost importance to schools and colleges (65 units) for awareness. Additionally, the project works in government offices and housing colonies to attain the target 'zero waste centres'. In short, the project focuses on awareness and technical support to make a paradigm shift in the attitude of community towards waste management. Here, Radio MACFAST acts as an effective tool for continuous awareness.

3.2. Radio MACFAST School Clubs

Radio MACFAST School club is one of the novel initiatives of this community radio. Almost 15 schools in and around Tiruvalla participate in this programme. They have the opportunity to perform their programmes on every Fridays and Saturdays.

3.3. Radio Macfast Charities (RM Charities)

RM Charities finds the poor and the needy in the community who are financially deprived and provides financial and labor help towards building houses for the houseless and for treatment to the terminally ill.

3.4. Hridayaspandanam (Heart Operation Programme)

This heart operation programme 'Hridayaspandanam' is one of the Social Responsibility activities of Radio in association with Pushpagiri Medical College, Tiruvalla and different stake holders of Radio MACFAST. One operation costs around ₹ 50,000. It envisages offering 50 free heart operations for those who are in need. So far 5 persons were successfully treated under 'Hridayaspandanam'.

3.5. Participation from the Students

As part of Industry Interface initiative, students are participating with Radio MACFAST programmes. They can not only expose their talents but also get an exposure to explore the unlimited opportunities of community radio. Additionally, radio offers them fair remuneration to exercise the concept of a self sustainable campus. Students have the opportunity to work with radio from evening 5 pm - 10 pm every day and on all holidays.



4. Financial Sustainability

The capital investment is ₹ 30 lakh and annual turnover is ₹ 20 lakh. Radio MACFAST now becomes a model for self sustaining service. Starting with an investment around ₹ 30 lakh, it invariably proves that community radio has unlimited opportunities for people empowerment if it sticks to its basic and founding notion - knowledge is never lost on sharing - it only multiplies. With its most sophisticated studio and innovative professional team, it enhances its pace in the hearts of people. It has an annual turnover of ₹ 20 lakh with annual expenditure of ₹ 18 lakh and around 40 successful clients.



Radio MACFAST: Studio

5. Success Stories

Radio MACFAST ensures its extensive presence in the Central Travancore Travancore (parts of Pathanamthitta, Alappuzha, Kollam, Idukki and Kottayam districts) as a catalyst which bridges the knowledge divide in people and gives voice to the voiceless. It makes certain its presence in community by initiating a novel venture, *Clean and Green Tiruvalla* which gives impetus on micro level decentralized waste management. Now it becomes a helping hand to people by launching '*Hridayayaspandanam*' which provides 50 free heart operation to the needy.

6. Conclusion

MACFAST (Mar Athanasios College for Advanced Studies Tiruvalla), Kerala, India is a post graduate and research institution started in 2001, with the objective of offering specially designed courses in Business Management, Information Technology and Biosciences. MACFAST is owned by the Corporate Educational Agency of the Catholic Archdiocese of Tiruvalla. Radio MACFAST 90.4 MHz has indeed started its journey to bridge the knowledge divide by triggering a knowledge revolution among the people in and around Tiruvalla. Many golden feathers add to this in each and every pace of its pursuit. Above all, it has a precise position in the hearts of people. Its unending passion towards community, urge to revive people, efforts to raise religious, social, cultural and national integration, social and environmental consciousness make this race a never ending frisson.



Radio MACFAST: Action



Radio Māttoli @90.4 MHz: A Clarion Call for Change

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Background Information

Community Radio Māttoli (90.4 MHz) is an undertaking of Wayanad Social Service Society, established as an NGO in 1974, in Kerala State. Radio Māttoli CR Station was launched on 1st June 2009, it has 16 hours of broadcasting now, from 6 am – 10 pm. Our radio signals cover 85% of Wayand District, having a population of 816,558 lakh. Around 2.5 lakh people listen Māttoli at a given point of time, especially in the morning hours. Management of Māttoli vests with a committee consisting of people representing different section of society.



Radio Māttoli: It's our radio...children at studio

The Content

Māttoli focus on different communities living in Wayanad, through programmes that are of immediate relevance to them with special emphasis on education, culture, development, agriculture, health, environment and social welfare. Our programmes are aired in the local language and indigenous dialects. Community volunteers are given training for radio programme making. Due participation is given to marginalized communities for self expression through their engagement in planning the content, developing the script, deciding the format and broadcasting the programme.

Programme Innovation

Māttoli School Clubs' open up avenues for school children to express their concerns, hopes, aspirations and talents.



Radio Māttoli: Voice of the community

'Jan Vāni' programmes help the neglected and the victims heard aloud and compel the duty bearers for interventions. Daily broadcasts on historic importance of the day (*Dina Vrihantbam*) and special programmes on national and international commemoration days/weeks are widely listened to. *'Letter Box'* is a fortnightly episode that broadcasts feedbacks received from listeners. *'Vanitha Māttoli'* a programme of women is prepared by women from local community. *'Thudi Chetbam'* is a daily programme in indigenous dialects prepared and broadcasted by Adivasi volunteers themselves. Cultural diversity and rich experiences of Adivasis are given prominence in this.



Radio Māttoli: Action on field

Capital and Sustenance

Capital investment of CRS Māttoli was about ₹ 50 lakh. Sustenance of the service is through project funds from NABARD (₹ 9.86 lakh), ATMA (₹ 24 lakh), Indian Coffee Board (₹ 3.60 lakh), Kerala State Council for Science Technology and Environment (₹ 2.2 lakh) and National Human Rights Commission (₹ 50,000). Wayanad being the most backward district in Kerala with no industries and big business, we succeeded in raising only nominal commercial revenue. We look forward to advertisements from DAVP and Public Relations Department of Kerala State for sustainability, as our monthly expenditure for Staff salary, Incentives to Volunteers, Administration and Routine office maintenance comes to around ₹ 1.5 lakh.

Impact Assessment

- (a) **Greater visibility to tribal identity:** Radio Māttoli is the only electronic media in Kerala airing programmes daily in indigenous dialects. It has given greater visibility, recognition and respect to tribal dialects, culture and identity. As a result, for the first time in the State's history, electioneering was done in Adivasi dialects also in Wayanad District, during the Panchayath Raj elections of 2010.
- (b) **Posters denigrating women removed:** In one of the *Jan Vāni* programmes, we aired a written complaint from one of our regular listeners who was justifiably agitated against cinema posters in bus waiting sheds and on the walls of the Panchayath Bus Stand. This brought in pressure on authorities concerned and the grievance was promptly redressed, with compliance report to Māttoli in writing. All the posters were removed and walls were repainted.
- (c) **Small farmers get Rubber Board subsidy:** Eight revenue villages in Wayanad district was denied Rubber Board subsidy for re-plantation of rubber. When *Jan Vāni* took up the matter in public interest, quickly came the response from the Rubber Board, extending the scheme to the deprived too. We had a pleasant surprise when a farmer having received a grant of ₹ 25,000 came to Māttoli for thanking us.
- (d) **Reshma, a living testimony Radio Māttoli:** Wayanad district faced unabated farmers' suicide in the last decade, mainly due to crops failure and price crash. A radio drama we broadcasted instilled new hope and motivation for this young lady to hold on to life despite heavy odds. In an anonymous letter to the Station Director she said: "*The very day I planned my suicide, Māttoli broadcasted that radio drama, and it is only because of Māttoli, I am alive today*". After exactly an year later she wrote again partially revealing her identity, saying that now she is happily married and is employed as a teacher in the neighboring district. She requested us to repeat that episode in a week specified, as she had planned home holidays then. We repeated it not once, but thrice; to make sure that Reshma did not miss it.



Radio Bundelkhand @90.4 MHz: Giving Voice to the Voiceless

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Background

Radio Bundelkhand is the first community radio of Madhya Pradesh, situated in Bundelkhand region where poverty, illiteracy, drought, lack of livelihoods and other socio economic degradation is visible in all around the place and in every section of the society. Radio Bundelkhand was launched on 23rd October 2008 as a new initiative of Development Alternatives, and situated in TARAGram Orchha at the border of MP and UP. The channel currently has five hours of transmission and increasing up to 8 hours in a day from May onwards. The current broadcast timing is 10 am – 12.30 pm and 4 pm – 6.30 pm and on special days, festivals and occasions radio broadcast for full day (from 10 am – 7 pm) with live phone-ins. It reaches in the 10-15 Km radius about 120 villages of Jhansi and Tikamgarh and 1.5 lakh people. The main target audience of the radio is women, youth, farmers and vulnerable groups of community.



Radio Bundelkhand: Reporters

Programme's Issues and Formats

The programmes of the channel are on infotainment format, 50% entertainment and 50% developmental and other issues identified and demanded by the local community. The main focus of channel is to preserve, conserve and regenerate the culture and history of the region and to create awareness which is based on the

behavioral changes of the audience. The channel is covering the issues of natural resource management, health and hygiene, women, entrepreneurship, education and employment, environment, climate change, access to entitlement, micro credit and finance, basic needs and cultural heritage delivered in different radio formats including discussions, interviews, radio talks, radio drama, story telling, radio magazine, folk songs, as well as live phone-in programmes.

Finance and Sustainability

The financial sustainability is always a challenge for Radio Bundelkhand. Due to the lack of business from the local market and the lack of initiatives from local government, it has been surviving on funding from its mother NGO Development Alternatives. It tried many other alternative methods and possibilities amongst which are renting the studio for recording musical programmes, providing a platform for research projects from funding agencies like UNESCO and COL. It also has been working as trainer for new groups and individuals interested to learn the production and establish community radio. But these are very nominal and unsure and not dependable earning which can not sustain the channel on its own.

Management and Community Participation

It is a participatory model and jointly managed by community and Development Alternatives. The channel engages community through its Management Committee and Public Advisory Council. The members of management committee are from different sections of community and they meet at every two months and public advisory council two times in a year. Direct programming, FGDs, live phone-ins and narrow cast and competitions are the other mediums to engage the community.

Content Development and Feedback

The content development of channel is based on field recordings, specialist's view, research on the subject and sometimes issues of content based on small surveys conducted directly by community reporters that brings in 80% of the content

with the help of community. The desk research, packaging of content is the main activity of studio and radio library. Different musical groups are recorded their folk songs in studio.

The channel collects feedback from community through letters receive from direct post or feedback boxes put by channel at different places. The feedback also collected directly from field by reporters, through phone calls and narrow cast meetings is an effective medium. Freelance is another new initiative, which is increasing the community participation. Many of community members call us to take their stories or tell their stories on phone for programmes.



Radio Bundelkhand: Management committee meeting

Our Experiences

In the initial stage, it was a big challenge to collect the folk songs for musical entertainment, to engage women and to get support from local governance. But in the past years, it has built a repository of over 1000 folk songs from the local community singers. Getting the representatives of local governance (Sarpanch) is still a challenge, especially women sarpanch to engage with.

The issue of sustainability is also a big challenge for the channel. Due to terrain of the area and stormy weather, the channel is facing technical difficulty with its reach and connectivity of phone, internet and transportation. We faced the challenges of fixing of antenna of transmitter because we have used locally fabricated telescopic type GI poll. The channel neither received any training and support nor hired the consultant for it.

Impact and Success Stories of Radio Bundelkhand

Though the channel has not conducted any study on the impact of programmes, the engagement of the community is evident from its regular feedback and active participation. After first base line survey conducted during the process of establishment of radio, many of needs identified and through direct interactions with community. The field volunteers enhance the inputs through observations, interactions, small surveys and directly asking community from radio.

The channel's popular chunk *Aas-paas* is an open forum programme. In this programme, many of local problems are highlighted and some of those solved. The impacts of the radio programmes are known much later when volunteers meet the community.



Radio Bundelkhand: Prachi, a community reporter during field reporting

Stories of Change

1. Sitapur (8 kilometres away from Radio Bundelkhand Station) village had piling waste near school premises inviting many diseases on the health of students. Due to collaborative efforts of our reporter and village youth, public attention to get rid of this danger was drawn.
2. Community members raised issues of Pratappura water hoarding problem, Jijora village water scarcity problem, Ajadpura's unavailability of wheel on well. This resulted in action by authorities. In Maharajpura community got back their job cards after learning about it through radio programmes. In fact NREGA is a big success story, of impact of radio in the area. Some listeners also purchased radio to get aware the information.

3. *Khet khaliban* is another successful programme. The channel has collected a number of case studies and success stories where the community applied suggestions and solutions, broadcast from radio. Letters of impact of its programmes and folk songs were sent in by listeners, where issue based folk songs and programmes were composed, inspiring and motivating the community to take action.
4. The channel regularly receives requests for programmes related cultural heritage.

Impact of Radio Bundelkhand is measured on the basis of several other success stories that speaks itself on bringing participatory awareness. During election campaign of *Humara sarpanch kaisa ho*, channel received tremendous response from listeners that include not only youth who just turn 18 year old but women in veil also willing to share via phone calls their opinion on the ideal face of Sarpanch.

Innovation and Creation

1. Since radio started, Channel took innovative and creative approach for programming, engaging the community, enrich its entertainment part and also built capacity of its reporters.
2. To engage women and identify the issues of women in the area radio started a biography based programmes *Istri...ek kabani meri bhi*. It was difficult job because there was no decided format of the programme but just a story telling, but got very popular. Similarly, *Ek din zindgi ka* and *Hamara Sarpanch kaisa ho* are some other innovative type programmes.

Bundeli Idol was a great innovative and creative programme aimed to collect music and identify the local talent the channel through a competition of local folk music. Over nine months and four phases, it registered 200 community singers and collected 400 folk songs in radio folk bank. Radio is on the way to organize Bundeli Idol-II. It was a successful effort.

The Way is not so Easy

The channel still needs financial support to ensure its sustainability and make field job little easy for community reporters. The channel needs experts' support to systematically develop content, manage the feedbacks and develop good radio drama. To interact and exchange the experiences channel requires support to organize exposure visits of community reporters frequently with other stations. For all this funding support is essential. To ensure uninterrupted broadcast and to reach more and more people (who are interested to listen their local channel) the channel needs support and permission to increase its range and be permit to increase transmitter power to help more people.



Radio Bundelkhand: Community singers performing in studio



Chanderi Ki Awaz @90.4 MHz: Empowering the Weaver Community

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Background

Chanderi Ki Awaz @ 90.4 MHz was launched on March 27, 2010 and was set up by the Bunkar Vikas Sanstha in Chanderi, Madhya Pradesh. Before the launch of the CR Station, the organisation has been engaged in learning and training on community radio programme production and sharing that through the Internet and narrowcasting among the community members. Our organisation is a cooperative of the Chanderi Weavers.

The CRS broadcasts for 4 hours every day (from 6 am to 11 pm) and broadcasts programmes that cover all sections of the community in Chanderi.



Chanderi Ki Awaz: Action

Broadcast Content

Our all the programmes are collectively planned by the community members. Our CRS broadcasts programmes for all segments of the community with special focus on audience segments like children, women and daily wage workers.

We are trying to empower women, children and other weaker sections of the society through our programmes by making them aware of their rights and also inform them of the various schemes/programmes that the Government is running for their benefit.

Content Format

We use all formats of broadcasting (e.g. drama, interviews, phone-in programmes, music, etc.) and cover all aspects of socio-economic life. Information regarding all the government schemes is also provided to the community through our programmes. Community participation is ensured in all our programming.

Capital and Sustenance

The initial capital cost incurred was ₹ 40,000 which was collected by community donations. In January 2011, BECIL provided us with a fully-equipped studio including a solar power generation system. The annual recurring cost is ₹ 6 lakh that is being met by community contributions, advertisements and support provided by other agencies like Bunkar Vikas Sanstha and Apna Kosh. Efforts are on to get more projects for sustenance. Support to the Project in the pre-establishment phase was obtained from One World South Asia and UNESCO's IPDC funds. This enabled us to prepare the community and establish the need for our own radio station, owned, and managed by the community.

CEMCA has also provided us with capacity building opportunities and training support.

Achievements

We call our community radio functionaries *Radio Mitra*. They hail from different sections of community and render their services on a voluntary basis. For the last 3 years the entire team is functioning selflessly. Initial training was provided by One World South Asia and later on by CEMCA.

Hailing from the marginalized sections of the society, our volunteers have, within a very short span of time picked up the technical and programming skills that are required for broadcasting and are now running the CRS successfully. Some of our presenters from the community are Seema Sheikh, Nisha Sharma, Pooja Samaiya, Shabana, Mahesh Sahu, Rahul Yagnik, Insaf Ali, Salma Sitara and Mahjabin.



Chanderi Ki Awaz: Studio

The hidden talent among the community members has brought forth contemporary issues to the forefront using innovative formats like drama and folk songs adapted to raise these developmental concerns.



Chanderi Ki Awaz: Event



Radio Dhadkan @107.8 MHz: Campaigning for Child Rights

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Background

Radio Dhadkan @ 107.8 MHz, Shivpuri, Madhya Pradesh was launched on 8th October 2010. It has been broadcasting for three hours daily. Support for setting up the community radio station was mooted by Sambhav Social Service Organisation and United Nations Children's Fund (UNICEF's) commitment to further the objectives of a clear cut communication strategy.

Broadcast Content

The content being broadcast on Radio Dhadkan is a mix of education, health, livelihood and entertainment. Programmes provided by UNICEF, which include *Meena*, *Kyonki Jeena Isi Ka Naam Hai*, and content created based on BCC Toolkit are recreated and broadcast as a part of the Behavior Change Communication Strategy of UNICEF. It focuses on the following key behaviour issues, namely:



Radio Dhadkan: Studio

- Exclusive Breastfeeding,
- HIV/AIDS,
- Girl Child Education,
- Hand washing along with Diarrheal Control, and
- Complete Immunization.

The livelihood programming contains information on emerging trends of employment in India, and career guidance for youth, as well as skill upgrading. The content programming also revolves around providing information of various Government schemes, and services to the rural communities. Since entertainment plays a critical role in infor-

mation dissemination local folk music along with a blend of urban music is played at the station.

Capital and Sustenance:

The radio station has been supported by UNICEF to cover the capital costs. Radio Dhadkan is completing the first six months of implementation. After the initial support, we have come up with a business plan for sustenance of the Radio Dhadkan. This includes a careful funding plan, developing proposals and fundraising activities besides improving the performance of the CR through more engaging community participation.

The sustenance plans of the Radio Station include support from National/International NGOs, empanelment with DAVP and promotion of local business houses.

The radio station will also soon be providing recording/production facility to local artistes and cultural groups.

Achievements/Success Stories

Behavioral and attitudinal shifts for education of the girl and safe hygiene and health practices is seen in the Radio Dhadkan team itself. “I have moved forward. I am deprived of formal education, but next generation should not suffer on this count. Through using programme on girls’ education I try to convince the people that if the children are not sent to school, they will end up as menial workers. I also tell expectant mothers to go to hospital for delivery,” says Ramwati, a proud radio reporter.



Radio Dhadkan: Event

Parobai, 65 years old Saharia Adiwasi woman from Nohari Kala changed her attitudes regarding institutional delivery and early initiation of breastfeeding. She also became a change agent for others.

Sonabai, 45 years old Saharia Adiwasi woman, from Nohari Kala is inspired by community radio programme on breastfeeding and motivated her daughter-in-law for early initiation of breastfeeding to her baby.



Radio Dhadkan: Action



Kisan Vani @90.4 MHz: Farm Extension through Community Radio at Sironj

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Background of Radio Station

The Indian Society of Agribusiness Professionals (ISAP) established a community radio station (CRS) for farmers at Sironj village, district Vidisha in the state of Madhya Pradesh. ISAP, a not-for-profit organization incorporated in 2001, has grown into a large of agriculture and allied professionals comprising over 15,000 members, 5000 Experts and 475 Partner NGOs.

ISAP started its development initiatives in the Madhya Pradesh region with farm-extension activities. While working at the grass-root level with farmers there, ISAP realized the increasing need for an effective information and communication technology (ICT) medium to bridge the huge information gap between institutions and the farmers. Radio was considered as an economical yet effective mode which the farming/rural community could extensively use in order to understand and establish links with the world outside their village/town. This will also help them in updating their knowledge and learn about new technologies and other advancements.



Kisan Vani: Kavi sammelan in studio

Against this backdrop, ISAP established its community radio station called *Kisan Vani* on frequency of 90.4 MHz in Sironj village of Vidisha district. Support of the state government of Madhya Pradesh was taken in setting up the CRS. The current duration of daily broadcast is 6 hours (original 3 hours and 3 hours repeat) ranging from 7 am – 10 am and the same is repeated from 4 pm – 7 pm.

Kisan Vani CR Team

ISAP's full-time staff members comprising of a station-in-charge, 2 technical personnel and support staff are currently managing this CRS. A large number of ISAP's extension workers, local lead farmers and other members of the community are working as volunteers at the CRS. The response of the local community to ISAP's *Kisan Vani* has been phenomenal.

Programing Focus

The broadcast from ISAP *Kisan Vani* covers the entire gamut of information typically required by farmers such as advisories on plant-protection, irrigation, Integrated Nutrient Management (INM), market prices of agricultural commodities, market linkages, credit and finance, bank schemes, etc. In addition, it also broadcasts programmes covering health, education and social issues.

Experience Sharing

ISAP *Kisan Vani* did have initial difficulties in grounding the project, though it did not experience any issues on the technical front. Response of the local community has been very good since inception. Many local artists of Sironj and its surrounding villages, who earlier had no opportunity to showcase their talent, find this as an effective medium to reach out to their people. The feedback of the audience has also been found positive and there is affiliation towards these kinds of programmes.



Kisan Vani: Event

ISAP has been working for over 4-5 years in this region and has developed its network with the local institutions, thus gaining access to the local community and its resource personnel. CEMCA has also been very supportive in the grounding of this project. ISAP-CEMCA partnership extends beyond the CRS project in that, ISAP personnel participate in most of the workshops/programmes organized by latter.

Study/Impact Analysis

Though ISAP has not conducted any impact analysis study till date on this project, many of programmes broadcasted by ISAP Kisan Vani are highly interactive in nature such as 'phone-in programme' exclusively for the farmers. In this programme, farmers with farm-specific queries call into (telephone call) experts at the ISAP's Kisan Call Centre, who, in turn, advises the farmer

appropriately. Such programmes have the advantage of real-time impact, wherein, the farmers/audience call up to give their feedback as an outcome of the broadcast. Further, the call centre experts also visit the fields of the farmers as and when required to resolve the problem. This also helps in building a positive network with the farmers.

Innovation and Creative Approaches

ISAP conducts local events like *mushaira/kavi sammelan*, quiz competition amongst students, folk-song competitions from time to time. This helps in generating interest from the local community members. There is a continuous effort by the ISAP staff engage with the local community in order to understand their interests, aptitude, issues, culture and tradition.

At 'examination' times, a special programme is scheduled for students wherein local school teachers are invited to the studio. Over an interactive session, students call up the teacher posting their queries/doubts, etc. Issues such as coping up with examination pressure, methodology of study, trends in teaching/learning practices, etc. are dealt with exhaustively. The answers are suitably edited before airing it so as to adapt it to the level of the students. For this, frequently asked questions with appropriate answers are also developed to enable the CRS build for forthcoming similar educational programmes.

During harvest time, awareness camps are held in the CRS premises, wherein representatives from various marketing department of respective Boards inform farmers on seed variety solicited, procurement status, standard specification of products that would be procured by government agencies and related information. Broadcast of such programmes are very useful for majority of the target audience of ISAP Kisan Vani.



Kisan Vani: Action



Radio Popcorn @90.4 MHz: Career Guidance in the Heart of India

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Background

Radio Popcorn was launched on 14 February 2008 and was set up by RKDF Institute of Science and Technology in Bhopal, Madhya Pradesh. The CRS broadcasts for 10 hours every day and primarily focuses on providing information about educational opportunities and career guidance.

Broadcast Content

Our focus primarily is on the student community and for them we have a lot of programmes that provide career counseling, English language tutorials, personality development and detailed information on engineering, pharmacy, homeopathy, medicine, management and computer science education.

Apart from these, we also have programmes on inspirational stories for children, home remedies, legal advice for women and special programmes on tourism, the environment and health care.

Capital and Sustenance

The CRS was set up with a capital expenditure of ₹ 15 lakh and a recurring annual expenditure of ₹ 8 lakh is incurred. The CRS is able to generate about ₹ 15,000 through advertisements annually.

Achievements

Since Radio Popcorn has started functioning, we have been able to employ the technical skills of students studying in technical colleges coming under the community radio. The CRS has been able to unite people on issues like education of the girl child and has been able to mobilize people against female foeticide.

Programming on Domestic Violence

Near Bhopal, the women of the Jatkhedi village in the poor households are living a very difficult and challenging life. They are the breadwinners of the family. But they are also victims of domestic violence. We spoke to these women, understood their challenges and shared with them their rights to tackle domestic violence. These women, who could not utter a word in front of their husbands found their voice through the radio station, where they came in, shared their experiences and insights, and with the help of experts also got free legal advice.



Radio Popcorn: Studio



Radio Popcorn: Event



Radio Popcorn: Action



Radio FTII @90.4 MHz: From Rags to Riches, From Merchants of Dreams to the Common Man

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Background

Film and Television Institute of India (FTII) was established in 1960 and has truly lived up to its avowed objective in the field of imparting training in film making and television programme production. FTII is located on the premises of Prabhat Film Company well known to Marathi and Hindi Cinema in the 1930s and 1940s. Today the FTII is considered as a Centre of Excellence. Films made by the students of the Institute are entered in festivals both in India and abroad, and won them many awards.

The alumni of the FTII have penetrated all corners of the Indian Film and Television industry and have excelled in all its fields. The FTII is an autonomous body under the Ministry of Information and Broadcasting of the Government of India. Its policies are determined by a Governing Council. The Appointment Committee of Cabinet (ACC) of Government of India appoints the Director of the Institute.



Radio FTII: Studio

Background of the Radio FTII 90.4 MHz

FTII applied for a CR station in 2002 and got the permission, however, the actual commencement of Radio FTII started in 2006 in the New Film Sound Building.

Radio FTII was officially inaugurated by Gyanpeeth Award winner Dr UR Ananthamurthy by releasing its signature tune on 29 Jan 2007. At present we are broadcasting for 8 hours from 10 am – 6 pm. The coverage area mainly includes the old Pune which is densely populated, Part of Kothrud, Shivaji Nagar, Sinhagad Road, etc. The signal is available over the diameter of 12 – 14 Km with some shadow zones due to hillocks, etc.

Funding and Operational Costs

From the last three years, the Station is being managed by Sanjay Chandekar and run only in the budget of ₹ 5 Lakhs per annum given by the Institute funded by the Ministry of Information and Broadcasting. We are not collecting any advertisement as we have not yet signed the new GOPA.

The Studio Set-up

State of art Digital Sound Recording system of ProTools for the professional is available and for the FTII students as we are running a 3 years Diploma in Audiography. Open-source free sound recording software is available also for the community.

Experience with Common Folks

When the Radio FTII started very ordinary people also started coming in the world of the media especially since the last three years. We are also encouraging the volunteerism. From the last three-four years due to the inception of the Community Radio the premises of FTII has really became a Dreamland for the common man. FTII is therefore open for Rags to Riches – for Merchants of the Dreams and also for Common Man.

An exciting experience was when we conducted the 8th State Level Consultation with the help of CEMCA in February 2010.

Another enthralling professional experience was when Radio FTII recorded 9 Marathi songs in a professional manner for All India Radio, Pune while working with the reputed music director Shri Anand Modak. As he has seen the 'Community Radio Spirit' with us, he has always been a helpful for our various activities.



Radio FTII: Training programme for mass-communication students & grass root women together

Other exciting things were the live broadcasting of the programmes arranged by us and the Golden Jubilee celebrations when honourable minister of MIB Ms Ambika Soni visited Radio FTII.

Content Focus

Radio FTII provides informative and educative programmes on several topics. Our cinema enthusiastic listeners are getting programmes on cinema in the form of interviews, lectures and interactions with noted film makers. Our alumni share their experiences of the campus.

Indian Institute of Education, Pune, State Resource Centre, Pune have provided audio material on education. We are giving information on different streams and institutes available for students to pursue higher education. Other issues like health, environment, local concerns, etc. are covered in different formats.



Radio FTII: Discussion and song of health programme

DST Project and Engagement with CEMCA

Another such experience includes when Radio FTII trained a mixed group of 45 people which included grass root level women, mass communication students, a few social workers, two doctors and a few writers in order to go for making 365 episode projects on the women health and nutrition issues which will be funded by DST. CEMCA has always been a great support and help to give guidance in order to run the Radio FTII along with the authorities of FTII. The most exciting part was the base-line survey of 1000 households.

Key Challenges

Sustainability issues are the key challenges related to the financial as well as the human resources. We have to run the complete station only in ₹ 5 lakh which includes the salary of three hired multi-skilled associates also.

We also faced difficult situations when almost for the 4-5 months our antenna was airing the signal only for the one Km radius. Due to this we were not able to conduct the outreach activities within and outside the campus.

The success story with the impact measurement is working with Municipal school children. The K Si Thackray School, situated at 6 Kms away from Radio FTII is an English medium school for the grassroot level children and adopted by a social initiative. The Children/school have set up a 'Saturday Radio Club' and they listen their own programmes which were made by them at Radio FTII under our and their school's skill development activities. Up till now more than 50 children have actively participated with us.

We are also grooming to the 'Community Jockeys'. By identifying the talents within, we are associating with one such woman Neeta Tupare who makes her appearance as an 'Activist Radio Jockey'.

New and creative ways to attract people to the community radio can be coined in many ways. In spite of all our possible efforts, many people still do not know the concept of community radio. Very recently, we recorded and broadcast the 'Retirement Farewell Ceremony' of one of the FTII's popular employee. On this, one of my sound recordist friend in the Institute wondered and exclaimed that how can we go for such things and whether such things are permissible, etc. while the general staff members applauded this idea and the general secretary of the staff association announced that he will route all such farewell functions through our community radio!

Future assistance needed

We need clearer guidelines of and about functioning of the CRs especially for the community radios being run by the Government Departments, Universities, etc. and for the Administrators. If we can get the clear-cut instructions from the MIB what the community radios are supposed to do, and are allowed to encourage volunteerism, it will be helpful to run the station.

Even though we sought the approvals for all our activities/special programmes/events from the Director or Registrar, in spite of their support, we face the difficulties in implementing and completing the tasks. Of course we always try to create the interest and to build the support system amongst the people but the insensitivity often hampers the creativity and efficiency.

Administrative bottlenecks are also faced. For example, giving the bus-pass for the deserving community members who come for the content creation is not encouraged. Even though the Head or Director of the organization approves the matters of the community radio, it hampers the true spirit of the CR. The bureaucratic rules tend to hamper creative needs of community radio, especially in a Government run Institution.



Radio FTII: Capacity building workshop



Jago Mumbai @90.8 MHz: Radio By the People and For the People in the Megacity

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Background

Jago Mumbai started its broadcast on Maharashtra Day, ie, 1 May 2010. The Community Radio started with an initial broadcast of 2 hours/day and progressed to 4 hours by month end, and by June was broadcasting for 8 hours. Jago Mumbai now broadcasts to the suburbs of Bandra, Khar, Santacruz, and Vile Parle in the western suburbs and to parts of Dharavi and Sion reaching out to a population of 20 lakh people for a total of 12 hours (8 am–8 pm) per day since 1 February 2011.

Programme Focus

A large percentage of Jago Mumbai programming incorporates Environmental, Educational, Social and Civic issues and is aggressive about engaging local talent in active participation to produce around 70% programmes in local languages (Hindi, Marathi, Gujarati) and thereby living up to its name of 'Real and Relevant Radio'.



Jago Mumbai: Event

Shows like Home Minister, *Hum Honge Kamayab*, Sixty Plus No Fuss, *Umang*, JM Desi Trax Live and Alive which are a mix of popular and customised content. The CRS encourages citizen ownership and seek contributions to the project from the community in terms of time, resources, talent and money. The CRS has been surviving on donations until now and are gearing up to reach out for advertisements and corporate associations.

Experience Sharing

Initially excited with the prospect of setting up the community radio station, the team behind Jago Mumbai soon found itself facing the even bigger challenge of running the radio station, creating content, and working through technical challenges and involving members from the community. They hired Radio Active as consultants and Erica D'souza along with Brian Tellis helped the team get started by sourcing the right people and solving technical issues.

The Union Park Residents Association (UPRA) team along with Radio Active brainstormed regularly to decide on the content and the kind of shows that would appeal and empower the community. With the population within the broadcast reach of Jago Mumbai being a mix of people of various economic and cultural backgrounds it was a challenge to always create shows that will appeal to the listeners.

Study/Impact Analysis

Jago Mumbai has always been focused on programming that is real, relevant and doesn't just entertain but empowers citizens in a metro city like Mumbai. Jago Mumbai conducted an initial survey to understand the composition and needs of various communities residing in the area. Marathi, Hindi, English and Gujarati were found to be the prominent languages

spoken by the people. The economic and cultural differences were also found to play a powerful role amongst communities since Mumbai is a migrant city; based on the above conditions the shows of the radio station are designed to appeal to this vast spread of people.

Focus group discussions with the core team and the various organizations that they work with like NGOs, ALMs, colleges and schools help us formulate our content. Regular feedback from within the community acts as a guideline of the pulse of the people – all this helps design their programming strategies.

Innovation and Creative Approaches

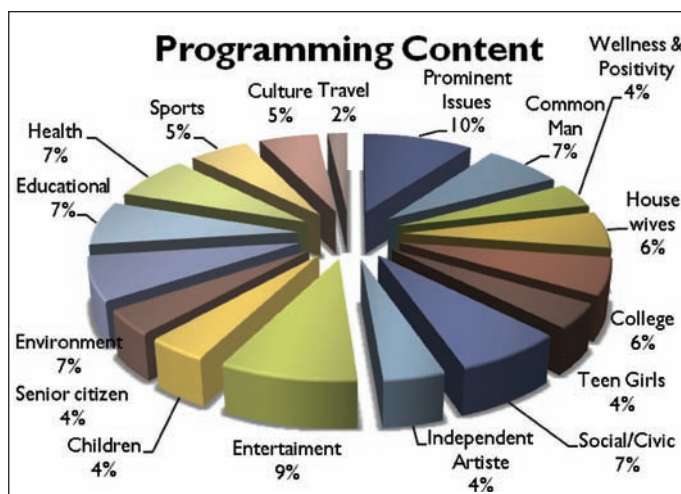
Jago Mumbai is on the constant look out for innovative ways to appeal to the community and engage local talent. As music policy they promote independent artiste and local home grown talent in a big way and have around 25 bands from all over the city on board. The CRS has connected with Municipal schools and prominent NGO's in the area. Through them they are able to capture the diversity and cultural activities that happen regularly. Jago Mumbai has also teamed with various colleges as the official radio partner that helps them connect to a large crowd and increase listenership. The huge slum population on the periphery of Bandra is connected to the CRS through their NGO partners like Navjeet Community Health Centre and Yuva Parivartan to name a few.

The Radio Jockeys also work as brand ambassadors and reach out to people at regular intervals to engage them with the radio station and also to understand the need which is then documented to be utilised for future shows. They work with Environmental and Social Activists, Municipal Corporation and Government authorities as their unofficial mouth piece and hence get regular updates of things happening around town and ensure that those updates are incorporated in the shows.

Rigorous research, professional training and regular feedback from within the community is the basis of all shows. The radio station has also employed the Internet as a tool for people to connect to them through our Website, Facebook page and Twitter.

The Challenges

The CRS will soon complete one year of operation in the city, which has been possible by the generous contributions of the community they serve. Some of the challenges faced by Jago Mumbai are in the form of obstruction from high-rise buildings, density of population, low wattage, etc. which limit their reach to within 3-5 Km. High costs of rentals and the basic costs of operations in a city like Mumbai add to the challenges faced by this CRS. Advertisements have started to trickle in but weak to absent signals in various areas act as a deterrent to prospective clients. The team behind CRS hopes to that the Government steps in to help them and other CRS in similar locales on both the financial front and policy front. Higher power is the need of the hour if CRS's in metros needs to continue to make an impact.



Jago Mumbai: Involving film personalities



Jago Mumbai: School kids involved in radio programme



KVK Pravara CR @90.8 MHz: Promoting Agricultural Innovations

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Background

Krishi Vigyan Kendra (KVK) Babhaleshwar, in Ahmednagar District, Maharashtra, is one of the leading KVK in the country due to implementation of various innovative concepts and models. This KVK started in 1992 and received National Best KVK Award during the year 1998-99. The major mandate of the KVK is technology assessment, refinement and dissemination as per location specific situation in the district.

KVK, Babhaleshwar has adopted different concepts like use of applied biotechnology in agriculture to reduce agro chemicals like fertilizers and pesticides. Use of group dynamics for faster technology assessment, refinement and dissemination by involving rural youths and farmwomen are mostly neglected by the conventional extension system. This KVK is working on use of Information Communication Technology (ICT) for development of agriculture from last ten years. Video conferencing, online advisory services, market information, weather information, events in agriculture, different schemes of Government are some of the important services provided through the ICT. Similarly from last five years, this KVK has initiated mobile alert system on daily basis to give the messages to farmers about the weather, market and practices to do in his farm.

Community Radio is part of larger ICT focus

Knowledgeable community achieves greater progress. KVK, Babhaleshwar has also started own radio station i.e. 90.8 MHz KVK Pravara Community Radio FM on 1st October 2009. The mission of integrated rural development by empowering the rural masses by providing the information through radio and developing the strong relation with the soul of the soil has been started through this radio. KVK has developed the on air studio, production studio, RJ room, transmitter room as well as administration office. Facilities are developed for production and online relay of more interaction and live programmes for which advanced equipments and machineries are purchased. Daily four hour programme is being broadcasted through CRS of which evening (18.00 to 20.00 hrs) programme is regular programme and next day morning programme is rebroadcast.

Engaging the local youth and tapping their potential

For the development of the content as well as daily relay of the programme, local rural youths were identified and given one month training for 44 youths KVK also conducted second batch of the training for 15 days duration in which 27 youth were trained as Radio Jockey. From the two batches more than 10 youth are working for this radio. All these youths are working as free lancers for the programme development.



KVK Pravara CR: Studio discussion

These youths are developing the content as well as broadcasting the programmes. Out of two hours, one hour programme is dedicated for agriculture and one hour programme is equally distributed for health, education, rural development and local culture. While designing the format of the programme all the class and members of the rural community is considered so that the programme will be benefitting to maximum rural population.

Needs Assessment Survey is Precursor to Good Content Planning

While developing the programme need assessment survey was conducted. Similarly, regular feedback of the community is also taken so that the programme will be developed based on their needs. As this CRS is run by KVK, more focus is given on agriculture programme. Out of 60 min programme, 30 min programme is Krishi Vani programme where agriculture technology and success stories developed by KVK and other line departments are the focus area. Another 30 min programme is reserved for live interactive and dramatic programme on agriculture.



KVK Pravara CR: Field interview in progress

Special programme of 30 min. is being developed like Hallo Yashwant (successful farmers), Hallo Scientist, serial, discussion on recent/current burning issues, weekly review of the agriculture activities and agriculture technology dissemination through local culture. All these formats help to develop the programme more interesting and the listeners are giving very good response to these programmes. Maximum programme is being recorded by the representatives of the CRS in the village due to which the programme gets the real touch of the society.

The CRS is covering about 214 villages from 5 tehsils in the district. Total 8.56 lakh population is covered in the radius of 20-25 Km. from KVK. It is expected that at least 10 to 15 per cent population are the listeners of CRS programmes through which KVK is reaching more than one lakh population directly. CRS helped to disseminate the technology, inputs and services like weather information, market information, disease forecasting and other advanced services among the community. KVK Pravara Community Radio has become the important tool and media to serve for the people.

Community Radio is a Catalyst for Action

The actual programme development and broadcast is being done by separate human resource development from the local community. The actual concept of CRS i.e. development of the local programmes by the local people for the local community by involving and increasing the participation of the local people is being achieved. Slowly this CR station is being owned by the local people, focusing on their livelihood security concerns. There is need to develop more CRS and interlink these CRS for development of the national development which will be bottom up sustainable development.

Funding Support and Sustainability

Agriculture Technology Management Agency (ATMA) Ministry of Agriculture, Government of India is financially supporting this scheme for the initial three years. Later on this radio should become the financially self sustaining. KVK is getting few advertisements, however, during the initial years the response for the advertisement is very less which is increasing slowly. There is need to develop maximum CRS and the coverage of the CRS can be increased to more area by giving permission to install higher capacity of transmitter and tower height. At least every district should have two to three CRS based on agro climatic condition.

One Year Down, and Growing Strength to Strength

On the eve of the first anniversary of the CRS, KVK organized the interactive programme with the important stakeholders of the CRS. In this programme, community appreciated the programme and content of the CRS and demanded an increase of the broadcasting time. KVK is also conducting the survey about the listener's response to various programmes. Interactive, phone-in and dramatic programmes are mostly appreciated by the community. All the class of the society is being benefited by the programmes of CRS. First publication of documentation and success of the CRS was released by the KVK on the 5th National Conference of the KVK held at Udaipur in December 2010.



KVK Pravara CR: Event

Manndeshi Tarang Vahini @90.4 MHz: The Harbinger of Change for Agrarian Community

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Background

Manndeshi Tarang Vahini @ 90.4 MHz was launched on 17 November 2008 and has been set up by Mannvikas Samajik Sanstha, which is a Non-Governmental Organisation (NGO). The CRS broadcasts for 4 hours every day and primarily focuses on providing knowledge and information to the large agrarian community that is based around its broadcast area.

Broadcast Content

We broadcast programmes that inform the farmers about organic and sustainable farming systems as also on maintaining soil health, seed varieties, irrigation methods for crops and proper use of pesticides. Apart from agriculture, we also broadcast programmes on veterinary and animal husbandry wherein interviews are conducted in the field and studio with experts as also phone-in programmes that help the farmers learn and share knowledge and information directly with the community and experts.



Manndeshi Tarang Vahini: Action

We also air programme for children wherein story-telling, music, humour, competitions, poetry-recitation, debates, etc. are the mainstay. Competitions are arranged in co-ordination with local schools.

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Programmes for women usually showcase folk music, cultural activities like, *abhangas, bhajans, kirtan, ukhana*, etc. Special programmes are also aired where information pertaining to the rights of women is shared. Through a special programme broadcast on property rights for women, nearly 600 women were able to secure their just rights in household property.

Healthcare is another focus of the CRS and we conduct regular interviews with doctors about various health related aspects. Tips on how to avoid common diseases are regularly provided by experts as also the importance of having access to clean drinking water by purification. Manndeshi Tarang works with the district health department and since the advent of the CRS, cases of malaria have significantly reduced.

Capital and Sustenance

The CRS was set up at a cost of ₹ 9 lakh and a recurring annual expenditure of ₹ 2 lakh is incurred.

Achievements

Mann is a drought-prone area and water is a critical resource for agriculture. Due to special programming on the efficient use of water for irrigation the pattern of water usage has changed in the area. This was possible because experienced farmers came to studio and gave interviews. Use of drip irrigation has increased.

Mahswad is very remote and the youth in the area have always found it difficult to get information about higher education and career options that are available to the youth of today. The CRS has been able to provide regular career guidance to its listeners. As a result, more and more children are going for higher education.

Through its special programming for women, the womenfolk in the area have been encouraged to take active part in the local economy and to set up their own business. More and more women are now coming forward for start new businesses.

Financial literacy programmes on radio has brought hundred percent financial inclusion. In Mahswad hundred percent household have bank accounts.

Information on safe drinking water has helped reduce incidence of water-borne diseases as they have been taught how to purify water in the most economical ways possible.

Mann taluka has rich in traditional folk music and the CRS has been able to preserve this. The studio itself owns traditional music instruments like *dbol*, *tasha*, *tablas*, *harmonia*, *tambura*, etc. This has indirectly helped in preserving indigenous arts and music.

Future Plans

Manneshi Tarang aims to provide voice Short Messaging Service (SMS) service on weather for farmers in co-ordination with BSNL and Airtel, the two major mobile service providers



Manneshi Tarang Vahini: Event



Manneshi Tarang Vahini: Studio



MUST Radio @107.8 MHz: Empowering Slum Children with Radio Jockeying

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Background

Mumbai University's community radio station MUST (Mumbai University Students Transmission) is all about infotainment. The station was launched on 29 February 2008. MUST radio is one of its kind of community radio which always had a holistic approach towards education and community work. With a 13-hour transmission (8 am – 9 pm) daily, the CRS reaches out to a highly populated area in and around Kalina which is located in central Mumbai. The programming is in Marathi, English and Hindi.

Programme Focus

Unlike a private FM channel, this community radio provides different types of society's needs, discuss pivotal issue, educational topics, announce examination dates and update students with the various happenings in and around the colleges affiliated with the University.



MUST Radio: Classical music performance

The programmes include educational, career-oriented as well as cultural programming. MUST radio has tied up with various NGOs in the surrounding areas which work in the field of health, child labour, sex workers, animal rights, disability, housing societies, ALM's, HIV/AIDS awareness, local urban folk artists, college bands and musical groups, etc.

Community Involvement

MUST radio has tied up with various orphanages and old age homes and regularly makes shows that include children and people from these organisations. We have also tied up with various administrative agencies and help them to reach out to the people via our radio, this includes the local corporators, police station, traffic police, etc. we also have been organising various seminars with these agencies.

Also as a part of community service, regular blood donation camps, health camp are organized for the listeners. Recently we organised a cycle rally on world environment day, also an open singing competition was organised and the oldest competitor for a 72 year old person for the area.

MUST radio has begun giving first-hand experience to slum children from the areas around the Kalina campus in radio jockeying. Being a community radio, it is our duty to reach out to people in the neighborhood. When we came across a

few slum children, we realised that they have good voices and if given an opportunity, they can be Radio Jockeys. Gautami Chaure, a school dropout hosted a show on Independence Day along with RJ Blessy, a third year diploma in computer science student.

This station is open to all, anyone with good ideas can walk in and record their show and, if found suitable, it will be aired. So from an eight year old child reciting poetry to local bands promoting their shows; from an interview with an HIV+ girl to exploring the forts of Maharashtra - anything related to infotainment finds a spot here. The station also shares content with www.childrenworld.com, which broadcasts shows to Europe, Latin America, Africa and Asia. We also share content with other community radio stations across the country.

Survey Conducted

Last year a rough survey was conducted by the students in the surrounding areas in and around the campus. It was an attempt to estimate the areas where the transmission was available and what kind of listenership patterns were available. There were certain issues regarding the transmission in certain areas with high rises and clustered buildings. This shows that in an urban landscape 50W transmitter can be somewhat less effective. A high powered transmitter may help in getting the clarity in the required areas rather than the distance.

Also about 60% people were aware of the radio but 75% people were aware of the frequency.

About 60% of the students asked for more career-oriented programmes. Majority of the women asked for more women-oriented programmes which lead to the concept of ladies special hour daily from 4 pm – 5 pm.

Many senior citizens requested for classical music and poetry recitation programmes. Majority of the slum dwellers and areas nearby asked for more health/sanitation related programmes and hospital/health services details. Accordingly the programming is being reviewed and modified.

It also came out from the findings that more visual presence was required in the areas to make people aware about the radio station.



MUST Radio: Studio programme recording



MUST Radio: Studio

Radio Nagar @90.4 MHz: Promoting Entrepreneurship and Livelihoods Opportunities in Ahmednagar

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Background

Launched on 13 January 2011, Radio Nagar operates for 18 hours daily (5 am – 11 pm) and intends to reach out to every member of the community it operated in. Community radio station, Radio Nagar has been established by Snehalaya.

Efforts are made to keep the programming an interesting mix of different formats and one that promotes a lot of community action and engagement. The topics are also chosen to be relevant to the community. The thrust of Radio Nagar is to identify local talent, enable promotion of entrepreneurship and encourage the beneficiaries of the NGOs various projects to learn more about schemes and opportunities that exists.



Radio Nagar: Studio

Broadcast Content

We have programmes which are designed for nearly every aspect of the community. They are as follows:

- *Nagari Misal* deals with the local current affairs and representatives from the common people as well as experts from various fields interact with the community RJ.
- *Sneb Varta* is a show which broadcasts the happenings in all the different projects which are going on under the Parent NGO Snehalaya.
- *Ghadavu Nave Kabi* tells the success stories of the first generation entrepreneurs in various fields.
- *Gavakadcha Goshti* brings the stories of individual villages, the information about various govt. schemes and representatives of self help groups for the community.
- *Prakashachi Beta* is a show in which interviews of living legends in Ahmednagar from various fields are broadcast so that their example is brought forth far the community.
- *Sanvad Doctaranshi* is a show which brings awareness in the community about personal hygiene, specific diseases, and treatments according to various medicinal systems by interaction with doctors.
- *Nagar Diary* is an interview based programme in which people from different fields are interviewed.

- *Radio Katta* is a youth oriented programme which deals with various subjects related to the welfare of the youth.
- *Kavi Katta* is a show in which poets from the local community recite their poems for the listeners along with a background of the situations in which the poems have been written.
- *Manna Sajjana* is a show which satisfies the spiritual needs of our community. Briefing about the teachings in the Dnyaneshwari and some devotional songs are the contents of this programme.

Reaching all Members of the Community

Radio Nagar tries its best to reach all the members of the community irrespective of age, gender, caste, religion, etc. Thus, we as a media, touch the lives of every member of the community.

Capital and Sustenance

The capital expenditure incurred in setting up the CRS was approximately ₹ 1,600,000. It is expected that with a recurring expenses of ₹ 60,000 (approx), this can be met by various support and sponsorship activities. The CRS also began generating funds through commercial activities as per the guidelines of the Ministry of Information and Broadcasting.



Radio Nagar: Action



Radio Nagar: Event



Swaranant CR @90.4 MHz: A True Friend of the Rural Community

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Background

Swaranant CR is truly a community radio run and managed by the community, the Krishi Vigyan Kendra (KVK) and staff of the Swaranant CR station. Karda is a small rural community where the KVK is located with a population of 2000 people, and a Km from the Risod Taluk and 42 Km south of the District Washim headquarters. This place is dry, and farming is possible for only one season a year, the hardships driving many a farmers to suicides. The need of the hour was to serve this distress stricken community with information and direction of how to improve their livelihoods and enhance agriculture productivity. The Suvide Foundation has been aiming to serve this community, both farmers, and women. The need to address their self-confidence was felt by Antarrao Deshmukh, the founder of the SF who set up the KVK 15 years ago for training farmers on improving the agriculture. The Swaranant CR was set up on 1st June 2010 to extend the outreach and expertise of the KVK to a greater number of farmers in the area.



Swaranant CR: Discussions at the studio

Programme coordinator of the Swaranant CR @ 90.4 MHz is also the KVK coordinator, and it used to broadcast, since its launch, for four hours. Since 17th October 2010, the broadcast time changed to have both morning (5.55 am – 10.00 am) and evening repeat broadcast (4 pm – 8 pm). Thus, the broadcasting duration is a total of 8 hours and 5 minutes daily.

Capital Costs and Sustenance

The CR station's capital expenditure and operational expenses are covered by funds received through the ATMA Scheme of the Department of Agriculture and Cooperation, Government of India.

Through this support, since the launch of the radio station, we have broadcast in total 1378 hours of original content and 808 hours of repeat broadcast (up to May 6, 2011).

Programming Focus

Programmes cover a wide range of issues including farming related information, weather forecast, women's issues, health, horticulture, veterinary issues, small enterprises, etc.

Experience Sharing

One of the biggest challenge is to ensure the community's participation. During the occupation hours of farmers and small traders who are busy from 7 am – 7 pm, thus becoming very difficult to pull them out to become part of the radio. Our CR team thus works up to 1 am in the morning to ensure community participation.



Swaranant CR: Experts Interview

Our station in charge, AR Parvez and Agriculture Programme Coordinator, RS Davre participated in the 3 day CR Awareness workshop organised by MIB at Mumbai. However, we require further training.

The team is further supported by a computer programmer and electrician.

Since KVK regularly organises district level training programmes, this opportunity is used to extend the participation of these people in the Swarnant CR programmes, thus enhancing the content quality and diversity of the various rural precincts. This also helps to document success stories.

Challenges Faced

Being in a rural setting, the CR station has faced a number of challenges, foremost being electricity, due to nearly 12 hours of load shedding a day. This results in difficulties for programme content development, and broadcasting. We have overcome these challenges by appropriately planning for generator, UPS, AVR, Phase Changer, etc.

We also face technical glitches within the studio and its equipments. Due to rocky structure, earthing is also a difficulty.



Swaranant CR: Field recording

This creates layer and echo effects, affecting the quality of the sound broadcasted. Technical expertise from AIR broadcast engineering staff helped to overcome some of these technical challenges. However, the fees being very high, we cannot use their services often.

Study/Impact Analysis

The CR team has interacted with the community from 80 villages to encourage listenership to switch on the radio, during broadcast hours, to write back, call back, etc. There are listeners clubs in each village. Demand for phone-in programmes and entertainment ranks as the highest expectation

among the listeners. *Aap ki pasand* has been demanded by the listeners as a format of programmes. *Jhalkiyan* and *Krishi Samvad* are phone-in programmes that were put together as per the audience demand. This is recorded and broadcast.

Innovative and Creative Approaches

Due to the high level of interaction among various sections of the rural community that it serves, we have been able to record a number of programmes from the rural hinterland. These include social, cultural and religious events and practices, folk songs, sports and arts. Thus, the Swaranant Radio serves as an important documentation repository of local talent, knowledge and culture. The innovative approach has been that the CR station organises special events, sports and cultural activities to promote and support local talent. Focusing on improvement in quality in education among schools have created a competitive spirit for excellence, through these activities organised by the CR station.

What further help do you need?

For outdoor live broadcasting and recording we need IC recorder, laptops, 4 set mike mixers, and other equipments. We also require a regular technical support to ensure quality broadcasting. For sustenance we need sponsored programmes and advertising, for which we need guidance, and encouragement by way of DAVP ads. Due to low wattage, the residents are not able to hear the radio in the inside rooms, and higher wattage transmitter will provide an impetus to this successful station to reach a wider audience. Youth who own mobiles are unable to receive the CR's frequency. For us to fulfill this social mission, we need support from all quarters.



Swaranant CR: Studio



Vasundhara Vahini @90.4 MHz: Setting New Standards of Excellence in Agriculture Knowledge Sharing in Baramati

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Background

Agriculture has been in mainstay of the Indian's economy and over 70% of its population lies in rural areas. As much as 49% of the land area is cultivable. Timely availability of the reliable information on climate, plant nutrition, production, seeds, fertilizers, new trends and water information, integrated with infrastructure and socio-economic factors is essential for land users to exercise the best choice among options in using these resources to achieve sustainable level of food production and developing in an increasingly complex environment. The information needs in local language - the solution - for the farmers in rural areas, right at their doorsteps and affordable. Hence, we at VIIT established the Vasundhara Krishi Vahini 90.4 MHz – a community radio for agricultural information dissemination.

This community radio is a broadcasting organisation established to provide communication support for the social, economic and cultural development of community within geographical location and owned and operated by the community on a non – profit basis. This community radio is catering exclusively to farmers and other communities within a 30 Km radius of the tahsil Baramati. This is a state of art radio station which has standard recording, editing and transmission facility.

Vasundhara Vahini CR programmes are in the local language-Marathi. At this moment, the station is operating twice a day, in shifts of four each in the morning and evening. It covers around 30,000 farmers in the region.

Profile of the Station

Vasundhara community Radio Station started in the month of April 2004. It is situated at Vidyanagari, VIIT campus, Baramati, District Pune. The transmitter capacity is 50 Watt and a transmission range of about 30 Km, covers an area of about 1.5 lakh population. It is a well equipped station with facilities for recording, editing and transmission. In addition, there is a good waiting and conference hall, for a capacity of about 150 listeners, audience.

Community radio is a social process or event in which members of the community associate together to design programmes and produce and air them. It is the best medium through which community helps community, and being independent of government, donors and other institutions, is able to be a people's CR station. Agriculture information varies after every 40-45 kms, due to environmental changes, climate, crop pattern, soil condition, etc.

Focus on Agricultural Information - Locale Specific Realities

Our Vision

Secure freedom of expression, voice to the voiceless, the right to information and democratization of communication using Community radio and ICT for participatory governance and social changes. Provide people for:

- Right to Life
- Right to Information
- Right to Political rights
- Right to Social Security and Eco, Development.
- Right to Social Audit
- Right to Governance
- Right to Transparency



Vasundhara Vahini: Action

- Right to Land
- Right to Education
- Right to Food Security
- Right to Health

Programming Thrust

Vasundhara Vahini CRS broadcasts programmes in two sessions - morning and evening. The radio station also provides information on the Baramati, its local environment, traffic rules, and national events; Programmes are broadcasted on issues related to women. Doctors are invited to talk about various diseases and their treatments. Music broadcast is also part the format.

As most of the villagers are involved in agriculture, programmes are produced and broadcasted for the benefit of the farmers. Through this CR station, farmers are provided important and useful information on various agriculture related aspects like - new varieties of seeds, update commodity rates, weather forecast, various pesticides and medicines, animal diseases and information on research done by the scientists from various Agricultural Universities. Day by day this community radio is becoming an integral and essential part of farmers' life and its popularity itself shows its success. Many students also from the college are involved in programme production, presentation and management of the radio station. As Vasundhara Vahini CRS is the only community radio in the region, community members are encouraged to participate in the programmes. The programme schedule is also a good mix of diverse content, format and catering to different interest groups.



Vasundhara Vahini: Encouraging cultural preservation

Important Achievements

- April 2004: Vasundhara Vahini started with fundamental goal of agriculture and community related information dissemination
- The radio station broadened its scope by organizing various community related events/workshops during year 2004-06 by joining hands with Krishi Vigyan Kendras, Local Agricultural Institutions, Farmers Clubs, etc.
- During the baseline survey of 1000 community members and capacity building workshop conducted by Commonwealth Educational Media Centre for Asia (CEMCA), it has been evaluated that out of total community within the broadcast area, 72 % people listen our community radio programmes daily
- Fourth Regional Community Radio Awareness consultation , organized by Ministry of Information and Broadcasting, Government of India in association with Commonwealth Educational Media Centre for Asia (CEMCA) was held at Vidya Pratishthan's Institute of Information Technology (VIIT – Vasundhara Vahini – CRS) during September 08 and 09, 2008
- Vasundhara Vahini 90.4 MHz community radio station Certificate Course in Community Radio, sanctioned by IGNOU.

Innovative approach to programming

The important and informative programmes such as Chala Engraji shikuya (Lets learn English) and Agriculture based programme provide more knowledge to the students and farmers below poverty and the community interacts with the radio station by writing letters or through phone calls about various programmes broadcasted. We also have live phone-in programmes to promote community interaction. It also provides programme in entertainment and cultural activities.

Ours is the only radio station operating for rural Community in Maharashtra.



Vasundhara Vahini: Encouraging cultural preservation

Sustainability and Revenue Generation

In year 2007 Department of Science and Technology (DST), Government of India sanctioned project called – Atmaja – Science for Women's health. In this project, the DST, GOI has sanctioned funds for developing and broadcasting 365 episodes on contents related with women's health. Proposal has been submitted for another project on 'Planet Earth' being sanctioned by Department of Science and Technology, GOI.

Innovative advertising have also been tested and tried. Our community radio station was selected by the Agricultural Departments, GOI for conducting Model Training Course on developing community radio stations. Class one officers from various states' Agricultural Departments GOI have attended these workshops. We are constantly reviewing the way the CR Station is managed and administered and due to its popularity, have not faced many challenges.



Vidyavani CR @90.8 MHz: Extending Academic Experiences For and By the Community

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Background

University of Pune, 60 years old, had initially visualized 'Teaching' and 'Research' as the prime objectives of Higher Education. However, after realizing the role and responsibilities of the educated people towards the society, the University of Pune has included 'Extension' as the third and an important dimension, equal to 'Teaching' and 'Research'. Extension involves transmission of knowledge, skills and values to individuals, groups or the community at large.

University of Pune's Objective is: 'Social Commitment of Higher Education for Betterment of Community'. The concept of Community Radio and the extension activity of the University furthers the above objective. University of Pune started Vidyavani Community Radio on 5th May 2005 as new modern tool for extension for the community.



Vidyavani CR: Field reporting in progress

Some distinct features of Vidyavani Community Radio (VCR) are as follows :

- Participation of students, teachers, colleges/universities in community development radio programmes
- Using knowledge bank of University to solve various issues related to community
- Vidyavani community radio by the community for the community
- Personality development of students for better achievements in life
- Increasing cordial rapport between society and University
- Bridging the gaps between University and society for the development of society

Broadcast Content

Vidyavani CR broadcasts programmes for community as realizing commitment of the University of Pune towards the society. With the participation of community members in VCR programme production helps communication with the, and in the community. Various programmes are designed with help of community members and experts in various departments of University.

VCR broadcast programmes is a mixture of education, information and entertainment. Programmes can be broadly divided in to four parts. Those are:

Education – includes programmes includes lectures by experts, information about different faculty, career guidance and business opportunities, various schemes and scholarships, etc.

Culture and Identity – includes programmes like folk songs, classical songs, *Jatyavril Gaani*, poetry, functional songs presented by community members, *Bharood - Bhajans*, different instrumental music, etc.

Gender Empowerment – includes programmes like women empowerment, female foeticides, laws related to dowry and violence against women, women's right to education, health related issues, etc.

Social Programmes – includes programmes like street plays, dramas, programmes on equality, discussion on various social issues, *Bharood*, talk by social workers, right to information, energy saving, environment, disaster management, non-conventional energy sources, etc.

For all programmes production we have human resources available in University. Community members also participate in various programme production. Experts from various departments help to solve issues related to community. Students work as radio volunteers for outdoor programme production as well as studio programmes. Students work under earn and learn scheme for daily transmission, recording indoor and outdoor, editing, production and participation. NGOs provide information on various issues related to community.



Vidyavani CR: Engaging the univeristy teams in an event

Format of the Programmes include straight talk, interviews, discussion, street plays, drama, phone-in programmes, debates, feature, views, musical programmes, etc.

Capital and Sustenance

For any CR there are four main factors to sustain:

1) *Human Capital*

As VCR is run by University of Pune, we use human resources for VCR from university as well as from community. For technical issues, technicians as well as related Professors help. We use experts from various departments of university like health science department; for women's empowerment *Savitribai Phule Stri Abhyas Kendra* and Social Science department. Other departments of the 50 odd departments and Chairs, including Environmental Science, Law, etc. also contribute. We have large strength of colleges and students. We use students from Earn and Learn scheme as anchors, for transmission, as artist, for outdoor recordings also. We have programme committee which includes professor HOD of departments like Extension, Journalism and Mass Communication, Sociology and rest of the members are drawn from NGO and community.

2) *Social Capital*

It is important for every CR to prove itself as a social entity. With the help of Extension department we have started to work with groups in the community like *bachat gat*. Some NGOs are supporting us for the various programme production for the community. Communication through such mediators helped us to find out radio volunteers in the community.

3) *Physical Capital*

We have studio around 800 sq. ft. with acoustic treatment. Studio is divided into announcer (Broadcast) studio, talk studio and recording studio and a separate transmitter room. All are supported with UPS power supply. We have separate PC for recording, editing and transmission. There are enough handy recorders for outdoor recordings. We have given Cenix recorders to our radio volunteers, so they can record the programmes whenever they want. We have setup for phone-in programmes especially for visually impaired students like online radio examination, live agricultural practicals, etc. We have done live broadcasts of major events in university like Education Fair, *Ayurved Parishad*, disaster management, etc. Maintenance of equipments is provided by various departments' technicians like Electronic Science and Electrical Department.

4) *Financial Capital*

Total budget for VCR is provided by University of Pune.

Achievements/Success Stories

After continuous broadcasting for five years, we found that more than 10% of the total population under coverage area of Vidyavani CR listen programmes daily and regularly.

The total number of 20,000 listeners could have been more, if natural barriers like hills were not there. Now actual participation in our programmes is up to 1% (of the total population under coverage area), of which students of Pune University are more in numbers.

Number of radio volunteers from various departments of University as well as in community has joined the movement. VCR has been able to establish a distinct identity, different from all other private radio stations in community. One of community members presented their programme (*Kajalmaya*) on VCR and later converted the programmes into stage shows. Another has published a book on programme series (*Prameyanchi Udyane*) based on what he had presented on VCR. Programmes' quality are always recognized by listeners. Many programmes are rebroadcast on listeners demand.

Radio for the Visually Impaired

One of our visually impaired listeners who runs a telephone booth in Pune University campus asked us to arrange for visually impaired people to take part in programmes broadcast. We then started special training and production of programmes. That includes visually impaired members as anchors and artists. Moreover, some programmes are conceptualized, written, produced, by visually impaired persons except for the technical support given by us.

- Online radio examination,
- Phone-in programme on general knowledge,
- Special programme on 200th birth anniversary of Louie Braille,
- Practical training of horticulture with the help of radio-tele-conference.

What help do we need?

Due to the natural restrictions in the coverage area of Vidyavani Community Radio and low power transmitter, community in the area of 7- 8 Km do not receive Vidyavani CR programmes with clarity. Peoples in this region ask to increase the power of transmitter, so they can listen their Vidyavani CR programmes with clarity. We have applied to I & B Ministry of India for permission to increase the transmitter power and to shift the tower to higher location in campus, which will increase our listener ratio also.



Vidyavani CR: Community member at the studio



Radio Namaskar @90.4 MHz: The Lighthouse of Information for Coastal Odisha

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Background

Radio Namaskar was launched on 12 February 2010 and has been set up by a Civil Society Organisation, Young India. The CRS broadcasts for 8 hours every day (7 am – 9 am, 2 pm – 4 pm, 6 pm – 10 pm). The CRS intends to overcome the social problems prevalent in the geography it serves through a community-owned process, the community radio station being a major tool of the process.

Broadcast Content

We broadcast programmes that inform and educate people with a view to empower them. Almost 80% of the programmes of Radio Namaskar are recorded from the field.



Radio Namaskar: Field tour

The CRS airs programmes such as *Jana Soochana* – a programme that provides information about the various welfare schemes/programmes being run by the Government. *Hala Chal* features an interactive discussion on local programmes and events. *Chasa Basa Katha* is a magazine on agriculture featuring interactive discussions about local farmers and agriculture experts. *Ajira Nari* is a women's programme that educates them about women's rights, gender concerns and provides information about the day-to-day needs of women in society. *Yuba Barta* is a youth-based programme about careers, sports, about promoting voluntarism. The aim of this programme is to help the youth of the community to become better citizens of the nation. *Chala Gaon Ku Jiba* is an interactive programme that focuses on problems and issues generally faced in villages. *Angya Namaskar* is an interview-based programme that features noted personalities from the community. *Mita Pain Gita Tie* is a programme that showcases local talent from the community. *Janata Darbar* (Citizens' Court) is people's forum to raise their voices and opinions through the radio.

Capital and Sustenance

The CRS was set up at a cost of ₹ 11 lakh (excluding the cost of the transmitter which was provided by UNESCO). A majority of the amount has been generated through loans from like-minded organisations and individuals whereas a small part of the total cost has been invested by 'Young India'. The total infrastructure also includes equipments like computers and a few studio equipments donated by individuals and organisations.

Radio Namaskar doesn't recruit professionals from outside but picks members of the community and trains them to become technicians and programme producers. Most of the team members are volunteering while two persons are employed to look after overall management. Monthly cost of management that comes to around ₹ 20,000 is being met through con-

tributions from the listener groups. Recently, a community-based marketing system has started with active involvement of radio volunteers and listeners groups.

Experience Sharing

Radio Namaskar came up in February 2010 after getting license in a process time of over 3 years. It was a challenge for us to set up the station as no model CR operated in Odisha before. Without taking support from any consulting organisation for technical or content generation and management due to resource crunch, we experimented with local technicians and community members as programmers. Fortunately, it clicked!

However, without any sponsored programmes from the Government or other sources, Radio Namaskar is still struggling for sustainability but does its bit to improve the life of people with all commitment.

Study/Impact Analysis Done

We have conducted a study with 72 listener groups in different villages in August 2010, after 6 months of launching of Radio Namaskar, with 500 samples. The outcome of the study was encouraging. On the basis of feedback from the sampled listeners, new programmes like *Halchal* – packed with information about local happenings, community programmes, events and festivals, and the other *Janata Darbar*, intended to involve and empower the listeners to speak out on radio what they want to, have been designed.

Programmes broadcast on Radio Namaskar have helped bring down school dropout rates in the nearby villages.

Achievements

Radio Namaskar played a role in unearthing the ₹ 2000 crore Dal scam in supplying Dal to Integrated Child Development Scheme (ICDS) centres and schools. As a result, the Odisha Government changed its procurement and supply policy. After informing the community members about their rights, the CRS also mobilized over 700 RTI applications to various offices from its broadcast area. Apart from this, after persistently informing the community members about the importance of education through their *Chala School ku Jiba* (Let us go to School) campaign, 165 schools within the broadcast area now have zero dropout rates of children and in another 150 schools in the area children have also returned to school to continue their education.



Radio Namaskar: Radio volunteer at field



Radio Namaskar: Studio

Challenges

Radio Namaskar requires resources for capacity building of communities to run the centre with improved media skills. In order to achieve this, Radio Namaskar desperately needs a advanced and automated technology with programme production centres in every Gram Panchayat. The CRS also wants to upgrade its transmission bandwidth to expand its coverage area for a wider impact of its programmes. Since all the boatmen in the sea depend upon this community radio as only option for both information and entertainment, an upgraded and powerful transmission will surely help them a lot.

Approval from DAVP and Information and Public Relations (I&PR) Department of the State Government would also be of great help in ensuring sustainability of this unit.



Honey CR @90.8 MHz: Promoting Community Broadcasting

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Background

Acharya World Class Educational Corporate has established high class educational institutions in the Union Territory of Pondicherry with a vow to disseminate top rank education to students from all walks of life especially rural community.

The corporate established a community radio station in the year 2007 in the name of Happy FM with operating license from the Ministry of Communications and Broadcasting, Government of India. In 2011 it has established the latest Digital Studio with modern equipments and renamed it Honey CRS within the rules and regulations of community radio service and continues the community service of broadcasting for the benefit of people especially those who hail from rural community. The primary objective of the Honey CRS is broadcasting programmes concentrating on the very important social issues like education, health, agriculture, environmental problems and uplifting women.



Honey CRS: Studio

Honey CRS broadcasts on 90.8 MHz in for a total of 6 hours, and reach is around 15 Km radius from Villianur, a suburb at a distance of 9 Km from Pondicherry covering about 25-30 villages. The broadcast timings are from 9 am to 12 noon as first transmission and from 3 pm – 6 pm in the evening as second transmission.

Programme Focus

Programmes that broadcast in the morning are repeated in the afternoon session to reinforce important community needs. Honey CRS produces 60% of the programmes that are transmitted and the rest 40% are produced by NGOs and other non-profit organisations operating in the area. The highlight of the broadcast is non-transmission of film songs and advertisements with the only objective of promoting important community issues without the motive of monetary gain.



Honey CRS: Community interaction

Capital and Sustenance

Acharya World class educational Corporate has invested about ₹ 25 lakh for setting up Honey CRS and earnestly strives hard to bring about the best prototype in Community Radio Stations. With a view to fulfill this objective a well qualified and experienced person in the field of media is appointed as the Director of the Honey community radio station. Further a visually challenged person who is a well equipped folk culture artist and a programme compere has been appointed as fulltime employees apart from a few part-time employee. The recurring monthly expense of the CRS is about ₹ 90,000.

Achievements

We have produced many socially important content programmes and broadcasted through Honey CRS. Among them the audio and video depiction on eye donation has played an important role as an eye opener programme among them. We have identified about 15 visually impaired people in the community and have produced a short video film apart from the audio programme with song and music and is regularly broadcasted. After listening to this audio programme on the importance of eye donation, a family living in the village of Villianur has come forward voluntarily and donated the eyes of one Mr Nagasundaram who had passed away recently in their family with the supporting help of our CRS team.



Further a visually impaired person Mr Janarthanan has been introduced to us who happens to be a talented folk artist. We have taken him onboard as a regular performer in our radio. Today, he has become a popular artist among the listeners of the radio.



Honey CRS: Studio



Nila CR @90.4 MHz: Holistic Approach to Engage the Community

Dr VSK Venkatachalapathy, Principal and Director,
 Sri Manakula Vinayagar Engineering College, Madagadipet-605 107, Puducherry
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Background

Nila CR 90.4 MHz is a part of Sri Manakula Vinayagar Engineering College, run by Shri N Kesavan, Chairman, Shri M Dhanasekaran, Managing Director, Shri SV Sugumaran, Vice Chairman of Sri Manakula Vinayaga Educational Trust at Madagadipet, Puducherry.

Radio Team: Mr A Gnanevel, Addl. Director
 Miss K Vasanthi, Production Assistant and announcer
 Mr U Balamurugan, Technical Assistant and 15 community level production assistants

The area coverage includes more or less 49 villages in Nettappakkam panchayat commune, Mannadipet panchayat commune, Villianur panchayat commune and also some parts of Tamil Nadu. It was started in 2005 being first of its kind in self-financing engineering college in India. This self-sustaining initiative has no source of income from outside either by commercial advertisements or through grants. We also do not carry any film songs in the community radio. Broadcasting timings is from 9.30 am to 6.00 pm on all days, broadcasting for 8 hours and 30 minutes.

Programme Format and Focus

Interviews, debate, discussion, songs, jokes, stories, talk show, radio report, jingles, public service announcements, quiz, tips, drama, etc. The community people are engaged as production assistants, in programmes and also in conducting camps, meetings. They are used in interviewing others on many occasions. They are very useful in getting the feedback of the listeners, like their taste, expectation, etc. in our presentation.

Experience Sharing

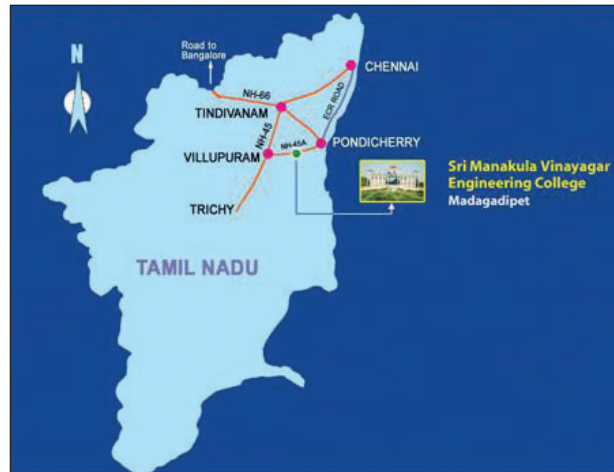
- Good content presentation, but blocked by other powerful transmitter and transceivers – once reached up to 30 Km, but now only 6 – 7 Km
- Medical programmes attracted the people very much
- Trained and qualified members working
- Programme aired with what is available
- No consultants have been hired
- Outreach activities are very essential
- The needs, aspirations, thoughts of the people can be understood, only when we go and mingle with them, as they are rural people
- Mixing the various contents in different designs, and presenting them in a colourful way and in a proper ratio are essential (60% message, 40% entertainment)
- Nose for the news – This can be followed to go out and record the programme. We have good experience in this.



Nila CR: Reaching the unreachable

Gauging the Impact

- Cancer was identified in Kumulam village in Tamil Nadu; cause of it was noted with the help of Sri Manakula Vinayagar Medical College and Hospital, proper guidance and awareness were given, in direct contact with people concerned – remedial measure was taken – contaminated water running by was identified – now good drinking water tank provided – they are free, little by little from it.
- Wasp like poisonous insects killed a person in T Palayam village – it was reported to forest department. Remedial measure was taken.
- Awareness camp and training were given to village women on herbal plants and medicine; herbal plants are grown in villages little by little.
- Women's education is stressed, wherever we go for programme and is now given importance by the people. It is a success.
- Reaction given to the importance of breast feeding, in a camp, by an old lady, having 7 children and a Muslim woman having 3 children, is an alluring one.
- The response, given by a boy of 7th standard in Government Middle School in an exhibition about natural manure use is noteworthy. So, he was interviewed very eagerly and his message is aired often.
- In a village, near Kandamangalam of Tamil Nadu, public toilet which was not opened for public use, for 2 years, due to unknown reasons. It opened for public use, after our radio had an interview with the village president.
- When an old lady named Mrs Pattammal of Andiarpalayam village in Tamil Nadu, spoke about the remedy for Asthma, after using *Thooduvalai*, a herbal remedy was aired and response was very encouraging.
- Medical camp, conducted in Narikkurawas area, revealed that, our radio should do a lot to tribal society nearby.
- When village women showed different food items prepared with natural food materials, in a competition, held for nutrition awareness, we were excited at their approach.
- Talk show about AIDS awareness, gave us boost to repeat the programme concerned.
- The feedback given after the TB awareness programme was broadcast, is fruitful.



Nila CR: Location



Nila CR: Involving all students to engage with community

Innovation and Creative Approaches

We have to go the level of the people in all aspects. Our soft skill should be so attractive that they must accept what we say and they must come forward to programme participation and production; Baseline survey, camps, competitions, taking part in functions and festivals, inviting them using our vehicle, to our studio, giving audio training, recording their voice, sample playing, presenting mementos, certificates, etc. all these are essential for community participation. They must feel that this radio is theirs and it is for them. This Nila CR has good experience in these aspects and that is why it has good programmes and community listeners.

What Further Assistance do You Need?

- Transmitter power is to be increased
- Proper encouragement is to be given by the Government
- As the content is useful to the communities, these can be shared by other CR stations including commercial FMs
- Financial assistance could be provided for good programmes



Puduvai Vaani @107.8 MHz: An Innovative Approach to Content Development

S Saleema Rabiyyath, Programme Executive, Pondicherry University, Kalapet-605 014, Puducherry
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Background

Puduvai Vaani is a Community Radio Station established by the University with the support of UGC, New Delhi. Technical support for setting up the CRS was given by Dr R Sreedher, Director, CEMCA, Commonwealth of Learning (COL), New Delhi. The radio airs at 107.8 MHz a frequency which is currently extended to a catchment area of 20 Km. radius from the University campus. The CRS transmits programmed for 9 hours/day on weekdays and 12 hours/day on weekends with both English and Tamil language programme on weekends.



Puduvai Vaani: Action

The Journey

The test transmission of Puduvai Vaani started on 23 August 2008. The CRS has been started with an aim to make awareness among the people to improve their lifestyle. The CRS aims to inform, educate and entertain all sections of the society and its programming (both in Tamil and English) include programmes on women's empowerment, communal harmony, health and education.

Special programmes in standard format both in Tamil and English are regularly produced by the production team. Radio tutor series and subject related documentaries made by this team are aimed at providing Adaptive Learning Methods for the students of primary, secondary and higher education. Rural men and women, children and senior citizens are also given enough opportunities to share their views, experiences and expectations.

Content Development

As a novel way of developing content for broadcast while engaging with the community at the same time, Puduval Vaani gives training and conducts a variety of competitions throughout the year. Through these events the CRS has been able to record nearly 300 hours of programme. Mass Communication students who are attending their 'Radio Production' practical classes have built up nearly 200 hours of content for the radio station too. Experts from the Pondicherry University also contribute with a lot of programmes. Apart from these, engaging with the community and being involved with them by organizing live programmes through which the CRS has been able to record nearly 500 hours of content.

Funding and Sustainability

Puduvai Vaani was launched with a capital investment of ₹ 25 lakh for procuring Equipment, Installation, Computer Systems, Software, Acoustics and Furniture. An annual recurring expenditure of ₹ 10 lakh is incurred on Production Staff Payment, Transmission payment, Programme Production, Repairing, Servicing and Purchasing new equipments. This

expenditure is financed by the Pondicherry University. The CRS regularly conducts annual Science Day Competitions for students of High and Higher Secondary Schools, Colleges and listeners of Pudevai Vaani, on the occasion of National Science Day with the financial support of Department of Science Technology and Environment, Puducherry Council for Science and Technology, Government of Pondicherry.

The Challenges

Initially, with less man power, content development and community approach was a challenge for Pudevai Vaani. But this has been solved through a very innovative and creative idea and with the support of University students, NGOs, Schools, Colleges, Self Help Groups and the community the CRS now has more than 1500 hours programmes in its archive.



Pudevai Vaani: Event

Impact Assessment

Pudevai Vaani has conducted a survey on the impact of the CRS on the lives of the local community. Some of the questions that were asked as part of this survey were:

- How did the people become aware of the CRS?
- What are their favorite programmes?
- What are the changes they want to see in programme structure of the CRS?
- Their interest in participating in Pudevai Vaani Radio Programmes.

Taking cognizance of the feedback from the community some changes were made in the programme schedule of Pudevai Vaani.



Pudevai Vaani: Studio



Radio 7 @90.4 MHz: 6 years of Combining Education and Entertainment in Jaipur

Ms Salila Bhansali, IIIM Campus, Jaipur-302 020, Rajasthan
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Background

Radio 7 was set up and launched on 7 March 2005. In the last six years, the broadcasting has gone up to 7 hours daily (06:30 am – 08:30 am and 01 pm – 06 pm)

Objective

Radio 7, Jaipur endeavours to provide education and information through entertainment and entertainment through education. Radio 7 provides 'edutainment' to its listeners.

The programmes are conceived, conceptualized and showcased with the help of students, faculty, staff and local people from the community.

In its purpose to disseminate information, participation and intervention of the community is largely encouraged, through various radio formats and recorded as well as phone-in programmes assure participation of listeners.

Broadcast Content

Education and information are the main contents of all Radio 7's programmes. The endeavour is to equip the listeners who are mostly students and their families with updated knowledge and information. It is also aimed to provide an edge above the others and also hands-on experience of the radio to students.

We address diverse needs of the student community and local community at large.



Radio 7: Studio



Radio 7: Interaction session

Issues like, health and hygiene, women's health, reproductive health, awareness programmes to value the girl child, cancer, AIDS, seasonal diseases-prevention and cures, awareness of human rights, consumer rights, etc. are done through a variety of radio formats-like discussions, radio talk shows, group discussions, drama, interviews and folk songs, with the help of local experts and specialists and students.

Capital and Sustenance

The expenditure incurred on the establishment of the radio station was a total of ₹ 35 lakh, which included refurbishing of the building, acoustics and setting up of the studio by BECIL on a turn key basis.

The recurring expenditure of Radio 7 is ₹ 15 lakh per annum, which include the salaries of the staff, upkeep and maintenance of the studio and its equipment and electricity bills and other daily direct expenditure.

Experience of Last Six Years

- Radio 7 is proud to speak of its successful 6 years of existence with uninterrupted broadcast ever since.
- We have been providing a platform to many experts who wish to share their knowledge and reach out larger masses.
- We have been successful in motivating a listener in creating a studio layout the size of a nail in silver (a monitor two chairs and all) because of the uniqueness of the radio.
- Very successfully counselled students and parents during exam times and also problems related to teenagers.



Radio 7: Interaction session

- 15 episodes related to various physiological, psychological, social and growing up problems of the adolescence.
- 24 episode programme, identifying students of various ages to appeal to the people to safe guard the environment, which has motivated listeners to plant more trees and avoid pollution.
- Motivating and showcasing the local talents once a week in Rajasthani and half an hour daily on demand is very well received and appreciated.



Radio 7: Interaction session



Alwar ki Awaz @90.8 MHz: Community Radio Edutainment for the Alwar Community

Prof Ashok Singh Sunhal, Chief Manager-Projects, IET Group of Institutions,
North Extension, MIA Alwar-301 030, Rajasthan

Web: www.aietalwar.com Phone: 09799110006 E-mail: assunhal@gmail.com

Background

IET Group of Institutions was given the approval for the setting up of a Community Radio Station, given the frequency 90.8 MHz. Being a new station, we do not have much experience. The current status of the project is that the studios are getting ready in Alwar Campus and we will soon be on air.

Aim

The Community Radio Station – Alwar ki Awaz aims to provide a wholesome entertainment and educational programmes to the local community members and the institutional students in the campus. These programmes are aimed at the youth, women, children and elders.

Programme and Management Committee

For this purpose a committee for programme management has been conceptualized. Students and local community members will form the thrust of the community radio's content and decision making activities.

Programming Thrust

The programmes will cover entertainment, education, health, employment, entrepreneurship, agriculture, credit and finance, dissemination of information to the people on various State and Central Government schemes/projects along with imparting knowledge on natural resource management and cover cultural heritage and environment and climate changes, etc.

Engaging the Community

The plan for the community radio station is to engage the local community. Different formats of the programmes have been thought of. These will include: interviews, phone-in programmes, drama and plays, radio magazine and songs, etc.

Executive Committee and Advisory Committee

The following are the Radio Station Executive Committee Members: Dr V K Agarwal, Chairman, Dr Manju Agarwal, Executive Director, Mr S P Garg, Director Finance, Mr Ashok Singh Sunhal, Station Director

The day to day programming and transmission will be under the following Advisory Committee Members

Manager (Programming and Operations) – under appointment, Ms Uma Khandelwal, Member Faculty, Ms Chitra Mudgal, Member Faculty, Member Student Community (Male), Member Student Community (Female), Member Local Community (Male), Member Local Community (Female).

We plan to have volunteers from the Institutional Staff, Student Community and members of the public.

Establishment and Sustainance

As the Radio station is being set up the capital expenditure would constitute is the cost of equipment, acoustics of studio, etc. This is being borne by the institution. Operational Cost is yet to be ascertained after the commencement of transmission.



Apno Radio Banasthali @90.4 MHz: First in Rajasthan, Giving Voice to the Community in Tonk

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Phone: 07737559530 E-mail: sharmaislokesh3@gmail.com; radiobanasthali@gmail.com

Background

Banasthali Radio, operating at a frequency of 90.4 MHz, was the first community radio station licensed in the state of Rajasthan. Reaching out to areas within the radius of 10-15 Km, it primarily covers the north-eastern part of Tonk district. Banasthali Radio has been operating since January 2005 as a campus radio station for students. As the signals were received in almost 50 villages surrounding the campus, students started outdoor recordings as part of the extension activities of Vidyapeeth. Over the next twelve months, community members began to be initiated, trained and inducted into programme production, presentation and supervision of transmission.

Research Study on Listenership, Community Participation and Impact of Programmes

The baseline study was initiated from 25 October 2010 in collaboration with CEMCA (Commonwealth Education Media Centre for Asia). The survey was conducted primarily by community volunteers and students of Banasthali Vidyapeeth. The survey covered 1000 homes from 50 villages around the campus.

Objectives

The baseline study aims to achieve:

- Documentation of the socio-economic and demographic profiles of the target listeners.
- An in-depth understanding of the media habits of women and youth (above 15 years of age), particularly with reference to radio.
- Identify issues of concern for the community.
- Assess the willingness/interest among women for participation in the community radio initiative

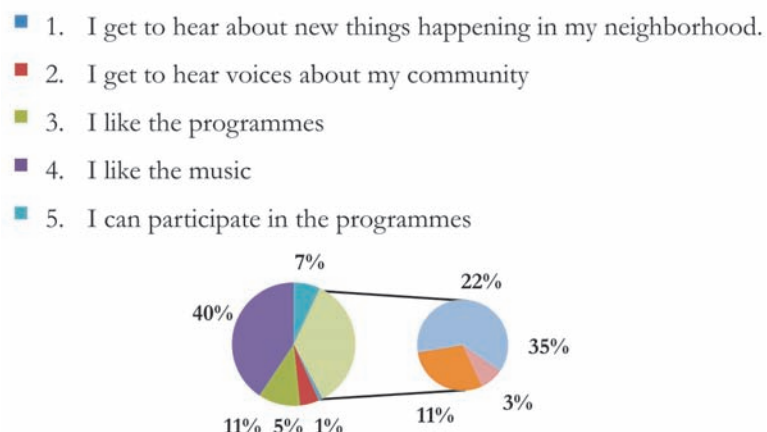
Survey Findings

Favorite Channels: Radio Banasthali appears to be the most popular channel, preferred by 94 per cent of the respondents. Only a very small percentage prefers other channels such as Radio Mirchi (14.9%) and FM Tadka (12.4%).

What do you like most about Radio Banasthali?

The most popular feature of Banasthali radio is the music (mentioned by about four out of ten respondents (40.4%)). 'I like the programmes' was mentioned by 11.2% of the respondents. Other responses were 'I can participate in the programmes' (7.5%) and 'I get to hear voices about my community' (4.9%). One in ten respondents (10.6%) also mentioned that they liked the presentation.

Participation in Radio Banasthali More than four out of ten respondents (42.6%) have participated in one way or the other in the programmes of Radio Banasthali.



In what way have you participated?

Out of those who have participated, maximum respondents did so through phone-in programmes (25.8%), followed by talent (5.8%) and through discussions held by the station. Only a small percentage have participated through events and competitions (3.1%) and programme production (20%). Responses with regard to favourite programme is provided below:

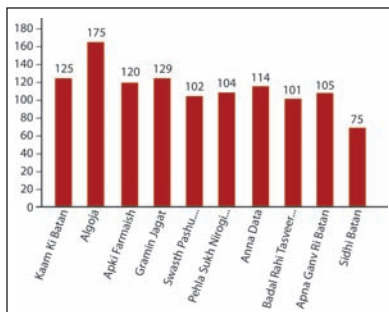
Which programme do you like in Radio Banasthali?

Can Radio Help in Finding Solutions? It is heartening to see that most respondents (95.7%) said that radio had the potential to find solutions to problems.

Focus Group Discussions During Community Survey on Radio, Niwai Block, Tonk

Village: Sonara, Time: 2.30 pm, Date: 30 January 2007

The time is 12 noon but a number of people have turned up for the meeting. People have heard about Radio Banasthali. People do listen to radio but agree that with the entry of television they prefer watching television.



Main Points of the Discussion

- Banasthali community radio programmes should be prepared to serve the rural community.
- *Bhakti Sangeet*, information regarding farming, animal healthcare and disease prevention, folk music, and employment related information, women and child health are some of the programmes that should be aired by Banasthali Radio Station, preferably from 6 pm – 8 pm.

- Radio should be a medium to solve local social problems, and advocating for Governments to resolve.

Members who Participated in Focus Group Discussion

Ram Sahai, Mohammad Sayed, Shankar Jangere, Chauthmal Meena, Ramkishore, Babulal Barawa, Durga Singh, Kaana Ram Meena, Phool Chand Jogeed, Anwar, Ramratan Meena, Gul Mohammad, Manbhar Devi (sarpanch), Choti Jangere, Dhapu Devi, Kamala Devi, Murshida Baano, Narayani, Parvati Jangere, Santosh Devi, Shanti Devi, Rajendra (Village Youth Volunteer of Gramsahkti)

As per the survey results held in February 2010 around 15000 people from 46 villages in the vicinity are its regular listeners.

Conclusion

Radio Banasthali has been the voice that knits together people into the velvet of humanity. It's been a very unique and a noble cord that binds varied sections of the community and produces the music of love.

There are various regular and special programmes for community development. These are inclusive of: *Aao Gaon Chalain*, *Badal Rabi Tasveer Gaon ki*, *Swasthaya Charcha* (interactive informative programme on fluoride, respiratory diseases, diseases due to smoking, joint pains, snake biting, and first aid for snake biting), *Kam ki Batan* (Interactive programmes on personal hygiene, cleanliness, draining system, girl education, pollution, etc.), *Aabar-Vihar*, *Hamare Apaji Ki Seekh*, *Algoja*, *Seedhi Batan* (face-to-face interaction of villagers with the village officials like sarpanch, etc.), *Anndata* (direct interaction of farmers with the agriculture experts), *Apna Gaon Ri Batan* (a drama series on the local issues relevant to the community members)

Radio Banasthali reaches out to the community through live phone-in/phone out programmers (daily 8 am – 9 am) such as, *Aao Siekbiin*, *Swastha Pashu Nirogi Kaya*, *Parvarish*, *Udaan*. This provides an opportunity to the listeners to interact directly to the radio station through phones.



Apno Radio Banasthali: Volunteers workshop



Radio Eminent @90.4 MHz: Realising Social Change through Innovative Programming

Laxman Lal, Coordinator, Diggi Malpura, District - Tonk-302 022

Web: www.eminentcampus.in Phone: 09351381347 E-mail: eminentcampus@rediffmail.com

Background

75 Km from the capital city of Jaipur is a village named Diggi in the Tonk district, Rajasthan. It is the place, from where the first radio waves of Radio Eminent went on air on 90.4 MHz. It is located in the campus of Eminent T T Girl's College, Diggi. The broadcast area of this community radio station is the 20 villages surrounding the college. Launched on 6 January 2008, this CRS broadcasts for 8 hours/day.



Radio Eminent: Interaction with community

Programming Focus

This region of Rajasthan is yet to be as developed as the other regions of the state and is also fighting against many social evils. The first challenge after starting the radio station was to get the participation of the community and especially the women who are confined to their houses.

The students of the Eminent T T Girls College and the village volunteers are the major resource of the broadcast content. Their active interaction and participation with the community people provides content for producing various programmes. The villagers record various folk songs in the radio studio. On one hand, the internal and external educational experts boost the knowledge of the community there, on the other hand, invited doctors take care of the community health. The needs, necessities and problems of the community are been discussed with various officials and public representatives in different programmes. Live phone-in programmes have proved to be a greater tool in ensuring direct and convenient community participation. It has created a direct connection between the community and the radio station. The community people who are unable to come all the way to the radio station get an opportunity to participate in the programmes. Apart from this, a team of professionals is working as a medium between the two i.e. community and radio.

Sustainability

The Radio Eminent is operated by Eminent T T Girl's College, thus the required fund is been generated by the organisation itself. The current capital expenditure is ₹ 2,500,000 with an annual expenditure of ₹ 1,500,000. The station plans to get in touch with various organisations that provide funds for community radio stations. Utilising those funds, the CRS aims to introduce better technology and more manpower in the station.

Social Change through Radio

Dowry, early child marriage, child labour, etc. are some of the major social issues of the society. The CRS has been attempting to sensitise its listeners about these social evils in a bid to reduce the menace they pose to the society. Education to all, health and sanitation, safe motherhood, child care covers a part of the radio broadcast. Several programmes are made to

create an awareness of government schemes, family planning, agricultural advancements, etc.

Impact

The CRS has been operational for 3 years and 3 months with new programmes being broadcast for 4 hours in the morning with a repeat broadcast in the evening. The CRS operated in a region of Rajasthan that is considered backward and has found that laying emphasis on education and women's empowerment, there has been revolutionary changes in the social fabric of the region, especially since the CRS is being run by a Girls' College. It has noted dramatic changes in the statistics concerning the number

of girls who have been educated in the broadcast area of the CRS and women who used to stay behind the purdah are now actively involved in the programming of the radio.



Radio Eminent: Studio



Radio Eminent: Event



Radio Madhuban @90.4 MHz: Values-based Programming

Yashwant Patil, Station In-charge, Prajapita Brahma Kumari Ishwariya Vishwa Vidyalaya, Achalgadh Mount Abu, Sirohi-307 001 Phone: 09414154343 E-mail: yash108@gmail.com

Background

Launched in March 2011 by the Prajapita Brahma Kumari Ishwariya Vishwa Vidyalaya (PBKIVV) the radio broadcasts 24 hours a day with the programming being repeated 3 times a day and is run by volunteers.

Broadcast Content

Radio Madhuban is the first community radio station in southern Rajasthan. We move with the goal of serving the community by knowing and fulfilling their needs. Our programming content is based on value education, women's empowerment, provoking positivity in people's mind, organic agriculture, environment, knowledge and virtues-based songs, etc. Health, hygiene, safety are the other areas that we focus on. The programming content is decided equally by our internal team and from the community that we serve.

Capital and Sustenance

The infrastructure was provided by PBKIVV at the cost of ₹ 10 lakh. Our day-to-day operations are supported by our team of volunteers. We do not have any sponsorship support nor are any advertisements run so far.

Achievements

PBKIVV is a leading value educational organisation. The team behind the CRS believes in making lives better by educating and guiding the listeners in a right manner. The first successful project of Radio Madhuban is *Shiksha*. Through this project, we could collect enough stationery for 100 children in 5 days and the same was distributed among needy children.

Experience Sharing

We create all our plans with a view to uplift people in lower sections of society. Education, Healthcare, Women Empowerment and Agriculture are the fields we feel we need to focus on continually. Professionals in the field of radio, associated with the organization have offered their services occasionally. These have helped us with production, RJing, sound engineering, transmission. Attending the 1st Community Radio Sammelan in Delhi helped us get a first hand feel of how community radio stations function. Brother Shakeel of Jamia University Community Radio Station in Delhi also showed us his radio station.



Radio Madhuban: Poster



Radio Madhuban: Studio

Study/Impact Analysis

“A person on a hungry stomach is not interested in knowledge. He needs food first.”

We believe there is a great deal of physical service that needs to be done to the poorer sections of society in Mt Abu and Abu Road, to help them lead a better life. This is the purpose of Radio Madhuban. To cater to the physical and more basic needs of people in our area. To empower them by way information, interaction, involvement, by organizing drives, by addressing basic hygiene issues, healthcare initiatives, women empowerment and agriculture. Our plan is to improve the lives of people in our district. But we do remember that one needs to be entertaining as well.



Radio Madhuban: Shiksha project

Creative Innovation

Our thoughts create our lives. It is a phrase that typifies the Brahma Kumaris approach. No doubt, physical efforts need to be made. But in addition, we can work on our mindset to be doubly effective.

To help farmers have a bumper crop, we have created a capsule that encourages farmers to visualize a balanced rainfall this rainy season. This is to help them realize that when a group of people with a positive mindset command something to happen, even nature obeys. This will help them understand that it is not only good seeds, good soil that are resources, but our thought itself is a resource that can be used just like any other resource.

What Help do You Further Need?

We would like to visit 3-4 community radio stations, the ones that focus on agriculture especially.



Radio Madhuban: Shiksha project

The programming of the CRS showcases discussions and knowledge sharing on water management techniques (drinking water, rainwater harvesting, etc.), healthcare, environment protection and sustainable living, use of renewable energy (solar lighting, solar water heating, solar cookers), employment and self-employment opportunities, etc.

Aware of the exact information needs of the community, Tilonia CR also imparts information about the Right to Information Act, the Mahatma Gandhi National Rural Employment Guarantee Act, rights of women and children to make the rural community aware of the rights given to them by the Government.

Capital and Sustenance

The capital expenditure in setting up the CRS was ₹ 5 lakh and the annual cost of operations is ₹ 240,000.

Innovations/Achievements

The Barefoot College Tilonia and SWRC have over 30 years of experience in using traditional media for creating awareness on key developmental issues. There is an extensive archive of recorded music, puppetry and other content developed in the course of our past work. We have an opportunity to reach this knowledge through the community radio and extend the outreach work already embarked upon by our organization. All our activities are conducted through extensive community participation and engagement of the community including management activities. It is our innovative approach to bottom-up development that will be furthered through the Tilonia CR.

The CRS also works on preservation of indigenous culture by recording and broadcasting folk lore and songs which is also archived with Barefoot College.

Another notable achievement for the Tilonia CRS is that it is using Linux as the base for their entire operation as a CR station, thus licensing costs of software, etc. is further reduced.

Challenges

Being located in a remote and rural area, the CRS faces challenge in handling and maintenance of their equipment and software and do often require external support for training the personnel in the use of equipments and the use of reliable open source software for recording and editing programmes.



Tilonia CR: Studio presentation



Anna CR @90.4 MHz: India's First Community Radio Station

Dr I Arul Aram, Director, Educational Multimedia Research Centre (EMMRC)

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Background

Anna Community Radio is the first community radio in India, with an educational institution taking the lead in service of the downtrodden in the local community (rather than the teachers and students on the campus). Broadcasting for 11 hours daily (original programmes of 5 hours, 30 minutes and repeat of the same duration), the radio station covers Kanniga puram, Mailai Balajinagar, Venkatapuram, Nehru Nagar, Velachery Check post, Kottur puram, Chitra nagar, Kabali thottam Canal, Vannandurai, Mylapore, and Saidapet in Chennai. The programmes start every day at 7 am and close at 6 pm, and this rigour is kept round the year. The timings suit the slum clearance tenement women who are our primary target listeners. The Anna CR Station was inaugurated in 2004 by the then CM, Honorable Ms Jayalalitha and the first founder director of the station was Dr R Sreedher.

Broadcast Content

Anna Community Radio mainly focuses on social issues, health and nutrition, environment, personal hygiene, self-motivation, personality development, science awareness and education, career guidance, and music. It broadcasts various programmes on these areas which have participation of community members, students and experts. It has run two Department of Science and



Anna CR: Studio

Technology (DST) projects: one on Science for Empowerment of Women '*Sakthi Arivayad?*'; and another on Science for Health and Nutrition of Women '*Nalam Peruvai Thozhi?*'. The programmes being broadcast are usually in the form of magazine format, radio skits, discussions, interviews, quiz, talk show, music show, folk show, and live phone-in.

Capital and Sustenance

The capital expenditure of Anna Community Radio was ₹ 800,000 in 2004. Anna University funds ₹ 500,000 every financial year for its community radio. The Department of Science and Technology, Government of India, has also given two yearly projects on empowerment of women of about ₹ 3,300,000. Funding also comes from other NGOs like REACH and Nalamdana to do programmes on specific topics such as tuberculosis and AIDS. So far the radio station does not have any advertisement support.



Anna CR: Event

Focus on the Community

Anna University is located at the heart of Chennai city which is media saturated. But this part of the city has several slum clearance apartment tenements, if not slums. The radio station is on the ground floor of the EMMRC building which is primarily meant as a higher educational media centre. The doors of Anna Community Radio are always open to the community members. The community people, particularly women, walk in to do programmes. Some of them are also trained in audio production and broadcasting. They themselves select the topic, prepare the script, find the resource persons and take an active part to give quality programmes. They even do the recording and editing on their own. A few media students of Anna University reach out to the community along with community volunteers. Community members form the backbone of our production team.

Off-air programmes are also done in the community spaces. These include AIDS awareness campaign, swine flu awareness campaign, medical camps, and pollution control campaign. Feedback is normally got by phone-in programmes and engaging the communities in off-air programmes.

Experience Sharing

Anna Community Radio mainly focuses on social issues, health and nutrition, environment, personal hygiene, self-motivation, personality development, science awareness and education, career guidance, etc.

Anna Community Radio has been able to make a partnership with the Department of Science and Technology of the Government of India, the Chennai Police, the Tamil Nadu Adi Dravida Housing and Development Corporation, the Sankara Nethralaya Eye Hospital, Cancer Institute, Kalakshetra, Banyan, Alcoholic Anonymous, Spastic Society, Ability Foundation, the National Institute for Visually Handicapped, CRY, the Tamil Nadu Pollution Control Board, and Apollo Hospitals.

The weekly live show with the community called *Samuthaya Nerkanal* (face-to-face with the community) is a hit. This has completed seven years of continuous broadcasts, and succeeded in forming three women's self-help groups. It is a phone-in programme with the community in which several social problems were taken up by bringing in experts in different walks of life such as police officers, environmental experts, safety experts, and making them interact with the community members.

Another programme *Saidayin Ethiroli* (echo of Saidapet) was to identify problems in one specific community and to find solutions and air it. For example, cleaning of the Adayar river, for which the officials were contacted and the river was cleaned. Many other civil problems in Saidapet were also solved through this programme.

Interviews with ordinary people like gypsies, snake charmers, and housemaids were done. The gypsies were brought to the studios of Anna Community Radio and were interviewed about their lifestyle, food habits, culture and day-to-day problems. Followed by the gypsies, many other communities were interviewed about their lifestyles.

Sakthi Arivayadi (women, know your power) and *Nalam Peruvai Thozhi* (get well, fellow women) were main science projects for the women funded by the Department of Science and Technology, Government of India, and broadcast by Anna Community Radio which involved the communities for programming, study and impact analysis. These projects helped Anna community radio to learn well about its listeners and to boost up programming to satisfy the need of the communities through its programmes.

The reach of our 50 Watts transmitter is said to be 15 Km radius. But because of the dense concrete build-up in Chennai city, the reach of the radio is at places as low as 5 Km radius. The station is getting elaborate acoustics now.

Since the radio station functions as part of a UGC television production centre (EMMRC), production people with training in audio-visual production are readily available to train the radio staff and also to pitch in whenever there is a need.

The radio station was set up under the guidance of Dr R Sreedher, then Director of EMMRC, who himself is an eminent radio professional, and hence there was no need for a radio consultant from outside.

Sharing Ccontent

The station also gets content from the National Institute for Visually Handicapped, REACH, the Tamil Nadu Pollution Control Board, etc. The station also gives its programmes free for upcoming community radio stations in Tamil Nadu and Puducherry where the language is predominantly Tamil.

Study/Impact Analysis

Anna Community Radio has conducted several formative and summative studies. It had run two Department of Science and Technology (DST) projects: one on Science for Empowerment of Women, and another on Science for Health and Nutrition of Women. Baseline surveys had been undertaken for these projects. When each new project is undertaken, new communities were surveyed and they have been brought into the fold of Anna Community Radio. After every programme was over, feedback is taken to assess the success of the messages disseminated. While baseline surveys helped assess the listeners' needs and change the strategies to the changing needs, feedback helped assess the effective reach of the programming.

Baseline survey and capacity building have also been undertaken for new upcoming Planet Earth environment awareness one year DST programme.



Anna CR: Action

Dinamalar CR @90.4 MHz: Preparing to Reach the Community

Dr R Lakshmipathy, President, Subbalakshmi Lakshmipathy College of Science,
and Publisher of Dinamalar Daily, TVR Nagar, Madurai-625 022, Tamil Nadu
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Background of Dinamalar Group

The newspaper 'Dinamalar' was established in the year 1951 by the Patriotic Freedom fighter Mr T V Ramasubbaiyer. He is the most beloved father of Dr R Lakshmipathy. Now the newspaper has ten editions published from different places in Tamilnadu and Puducherry. It has also launched an e-newspaper which has highest hits in the world as per ALEXA statistical web site sponsored by Google and also manages a website updated then and there concurrently.

Dr R Lakshmipathy is associated with the newspaper for more than 53 years and has been the Chairman of Press Trust of India for two terms. With his rich experience he promoted the Subbalakshmi Lakshmipathy College of Science with the motto 'Learning for better living'. Since inception of the college it has been conducting job oriented courses and the students are employed successfully.

The college is situated in the rural area, 16 Km away from the temple city, Madurai South Taluk, Madurai, Tamil Nadu. The place is called Eliarpathy which is a village panchayat and the campus within the village is named as TVR Nagar, in memory of the great father. The campus is located in the national highway from Madurai–Aruppukottai–Tuticorin.

The radio station will be managed by the college to cover a radius of 15-20 Km. The frequency allotted is 90.4 MHz with a power output of 50 Watts.

The equipments are from Bharat Electronics Limited, Bangalore and we have scheduled to go on air latest by 1 July 2011.

Study/Impact Analysis

We have done initial study and found that there exist large scope for creating awareness amongst the local community and we will be conducting another survey after we go on air.

Innovation and Creative Approaches

We observe that there is an absolute need to create awareness on the evils of drug abuse, drinking, smoking, corruption, female abuse, child labour, self-employment, voting rights, benefits of education, hygiene, clean environment, mechanisation of agriculture, rain water harvesting, etc. Using the youth force studying in the college we plan to educate the local community and at the same time groom the students as best citizens.



Dr R Lakshmipathy



Holy Cross CR @90.4 MHz: Engaging the Community for Sustainable Development

Shirley Deepak, Coordinator, Holy Cross CR, Madurai Road, Trichy-620 008
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Background

Holy Cross Campus Community Radio was launched on 19 December 2006 with one hour of transmission each in the morning and evening from the College premises. Transmission time: 6.30 am – 7.30 am and 5 pm – 6 pm. Within one year, the station now beams programmes for five hours in the morning and repeats in the evening from 5.30 am – 10.30 am, and 3.30 pm – 8.30 pm reaching area of 16 Km. Holy Cross Campus Community Radio has designed an innovative, valuable and simple to follow programme format. The studio has technically sound transmission station with all equipments and production facilities including the recording studio.

HCCR wants to have the concerns and voices of the less privileged in society take centre stage for a fair and just world.

The overall objectives are to empower the women, people with disabilities and children on various development issues and focusing on finding solutions to problems that are relevant to the community it serves.

Ensuring Community Participation

Holy Cross Community Radio plays an important role by actively engaging with the community members from Jeeva Nagar, Kalnayakkan Street, Kolathamedu and Dharmanathapuram areas. The interactive nature of our programme makes it a powerful medium for education and development in the region.

Besides, it works with local community groups including NGOs and schools within the radius of 5 kilometres whose voices and concerns are sought and broadcast. Besides phone-ins, community participation is also encouraged through community involvement in programming and production.

SWEL Water Conservation Campaign: Adopts Four Pronged Approach to Spread Awareness

Impactful campaigns like 'Leaving your tap running for two minutes while you brush your teeth could lead to wastage of up to 10 litres of water a day' formed part of the ad campaign SWEL- Save Water, Earth, Life launched by the Radio on 15 February 2011. The awareness campaign adopted a four pronged approach including a photo exhibition, release of a magazine, a compact disc and taking out a rally and street play to sensitize citizens on saving water. With over 400 students participating besides community members from Kalnayakkan Street and Kolathamedu Street, the campaign advocated simple measures such as using bricks in the flush tank, using a full load while washing machines, fixing leaks and practicing rain water harvesting.



Holy Cross CR: Campaign event

Linking Campus with Community

It enables community members to learn from students and vice-versa, besides giving voice to local talent. It also enhances their communication skills, and as an interaction forum for subject matter experts to share their views.

Training and Capacity Building

We provide training and opportunity to groups traditionally marginalized by mainstream media, establishing community radio as an important part of community development. We enhance the capacities of local people and students to work together to tackle a range of social problems, including poverty and exclusion through radio by nurturing the creative talents of the community and to provide a forum for a diversity of opinions and information, besides entertainment, expression, and participation and rights of the people.

The capacity building programmes for the students and community members are organised every month at HCCR. Experts are invited to build the capacity of students and community members. Different formats in programme production, technical inputs like, editing, recording, transferring wave files from the flash recorders are taught to the participants.

Students participated in essay writing competition, cartooning competition, rangoli competition, collage and slogan writing, wealth out of waste are organized every week for the students. We provide a platform for students to exhibit their creative talents.

Ms Geetha Lakshmi, a woman from Jeeva Nagar, and only class 12 pass, who was struggling as a marginalized individual in the society was made aware of her potential and given so much motivation that she is now the station manager of Holy Cross Community Radio. Understanding the needs of her community, her lively shows are very popular, ensuring high level of community participation. She is able to help people overcome their shyness and interact freely during live shows.



Holy Cross CR: Studio

Focus on Sustenance

We are responsible in financing the daily expenses, salaries, light, telephone, stationary, as well as others necessary services. This effort is very significant if we take into a count that the cost of operating a radio station is very high. Local donations and sponsor provide some income to operate. We also organize special activities on festivals, local festivities and other activities to obtain resources for the functioning of the station. Most of the Funding is by the Management of Holy Cross College, NGOs, Department of Science and Technology, and also by IGNOU.

Evaluation

Evaluation carried out by CEMCA explores the strategy of using radio to impact audience knowledge and attitudes. The report shows notable success in changing and enhancing knowledge and attitudes on topics including HIV/AIDS, family planning, mother and child health, environmental issues, social and administrative issues, and gender inequality.

Other independent research studies also validate the value of the radio programmes, and announcements for action.

So far we have produced over 400 radio programmes specifically on Women's Health. The research found that women were particularly influenced by radio, whereas men had access to other information sources, such as word of mouth, because of their greater mobility. Eighty members - both men and women - of 8 listening groups who had been regular listeners of HCCR for at least 2 years were asked whether they had been able to implement actions that the radio programming advised.

Between January and February 2011, HCCR and local non-governmental organisation (NGO) partners produced a series of radio programmes encouraging people to prepare clean water at home and hand washing. A random survey of 173 women demonstrated that the majority (59%) cited HCCR as the main reason for their adoption of healthy and clean practices.

The team's survey on health and hygiene coverage and impact among 100 listening groups found that health ideas from radio programmes were reportedly being put into practice by almost all of them, such as the use of mosquito nets (46 out of 173 practices mentioned), use of condoms (32 mentions), take-up of family planning measures such as injections and pills (31 mentions), and prenatal and neonatal care (25 mentions).

Women were asked about their knowledge of ways to avoid pregnancy. The research found that women with good radio reception were more knowledgeable about all types of family planning methods, for example, 46% of the former knew about contraceptive pills.

Through mass contact activities like weekly appraisals, feedback each week from students and community, developing participatory local content, and engaging community members as coordinators, especially to discuss issues and raise questions, the HCCR engages with the community.

Community Based Outreach Activities

HCCR addresses a wide range of issues of critical concern to women and other marginalised groups in the fields of health, legal, economic empowerment, education, human rights, good governance, leadership, agriculture, peace building, and environment. These activities help build the confidence of the local community and students.

Cookery Competition - Annapoorani focusing the importance of using earthen pots and local vegetables in everyday cooking was in both the communities – Kalnayakkan Street and Kolathamedu. Around 50 women participated on both the days. The results were announced in the morning transmissions on 4 August 2010 and 14 August 2010. The participants were given a platform to read out their recipes in the radio.

Rangoli Competition - To popularize our Radio programme, rangoli competitions are organized at regular intervals

Green community - To promote a greener community, 1000 were distributed on 14 August 2010. The community members planted these saplings in the community.

The station has signed an MOU with REACH, an NGO from Chennai to broadcast Programmes to create awareness on Tuberculosis through the radio. The station has also signed an MOU with LEAD, an NGO to broadcast programmes to create awareness on SODIS and hand washing.

Film Festival: Down to Earth

High drama, edge of the seat, action and spectacular visual appeal: the Down to Earth Film Festival organised by Holy Cross Community Radio had them all. Through the screening of nine films, the festival helped augment awareness among youth on environmental issues. The event attempted to augment awareness among youth by highlighting significant environment issues. Around 300 students across disciplines from ten colleges participated.



Kalanjiam Samuga Vanoli @90.8 MHz: Empowering the Fragile Coastal Community

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Background

Kalanjiam Samuga Vanoli @ 90.8 MHz was launched on 12 July 2009 and was set up by Dhan Foundation in the Vilunthamavadi Village of Nagapattinam in Tamil Nadu. The CRS broadcasts for 3 hours every day. Kalanjiam Community Radio has been established to use information and communication as a tool for change and through it, prepare the coastal community to manage disasters and strengthen their livelihoods to cope with such disasters. The CRS also intends to build skills of the community to prepare and disseminate audio programmes about the area concerning their socio-economic and cultural development and aid in the preservation of local wisdom and traditional knowledge systems.



Kalanjiam Samuga Vanoli: Studio

Broadcast Content

The broadcast content is designed through several programmes focused on a number of locally relevant topics. This information and learning focus is combined with valuable information to the community, and giving a voice to the community's talent. These include agriculture, fishermen, women, children, health, leaders, education, culture and practices, DRR (Disaster Risk Reduction), employment opportunities, herbal/home remedies, HIV awareness, SMS/postcard jokes, cooking tips, information bits, and live interaction with experts, etc.

Capital and Sustenance

Kalanjiam Samuga Vanoli is a UNDP-funded communication project. The initial investment capital was almost completely funded as part of their project. Community video a component of Kalanjiam Community Media currently meets nearly 10% of the cost for the station. The community radio volunteers are also trained as video documenters; act as source to generate the income through video products. Local vendors, shops initially come forward to use this media as one way of advertising for their products and services. The interest diminished in the absence of popular music which is not usually played on the Kalanjiam. Tapping the local resources is yet to happen.

With DAVP empanelment on the cards we are looking at earning part of the funds from Government advertisements and another part through local resources. Currently, the station is being partly supported by Dhan Foundation.

Achievements

At a time when stress-related suicides are increasing among the student community, a testimony from a community member of Kalanjiam presented here comes as a breath of fresh air:

“I am Duraikannan, teaching in the Government School in Vettai karaniruppu village. I first participated in the Kalanjiam CR on Republic Day and shared my thoughts on the India of today and the role of the student community within it. Afterwards, I motivated my students to prepare and enact a play on the coastal environment, which was broadcast in the Karaikal CR’s Kalanjiam Vanoli slot. The efforts and approach of the volunteers induced my interest to do more.



Kalanjiam Samuga Vanoli: Action

Once the Kalanjiam Samuga Vanoli 90.8 MHz went on air, I started giving five minutes of daily capsule on *thirukural* and its relevance in our everyday life. During exams myself, as well as my fellow teachers present a programme about how to study and

face the examinations. Community Radio Kalanjiam interviewed the students who secured good marks, sharing their secrets in preparing for the exams and their future plans. The students found these programmes very much useful. In fact, our school achieved 100 percent Pass in the public exams and it is a landmark event for a rural Government School like ours. I would definitely say that the Kalanjiam CR has its share of contribution in this success.”



Kalanjiam Samuga Vanoli: Event



Kalpakkam CR @90.8 MHz: Enabling Neighbourhood Development

Dr P Sasidhar, Station Director, ESL Campus, AECS-2, Kalpakkam-603 102, Tamil Nadu
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Background

The Kalpakkam CR Station (KCRS), first-of-its-kind in any of the Department of Atomic Energy (DAE) installations was launched on 26 January 2011 at DAE Township, Kalpakkam. The Wireless Operating License (WOL) and frequency 90.8 MHz is in the name of *Atomic Energy Central School-2 (AECS-2)* on 20 December 2010. The KCRS was formally inaugurated by Dr Baldev Raj, Director, IGCAR on 26 January 2011.

The KCRS is broadcasting programmes in the areas of Agriculture, Culture, Fishing, Education, Health, Environment, Women Empowerment, Music, History/ Archaeology, Literary Segment, for the neighbouring villages within 12-15 Km of Kalpakkam Township. The KCRS has 4 hour daily transmission (including repeat transmission) during 6 am – 8 am and 6 pm – 8 pm. The KCRS activities are coordinated by Dr P Sasidhar, Station Director, KCRS (Scientist, Safety Research Institute, AERB, Kalpakkam) and Shri B Venkanna, Station Manager, KCRS (Principal, AECS-2, Kalpakkam). The KCRS is functioning with four technical staff and one non-technical staff employed for the operation and maintenance of KCRS.



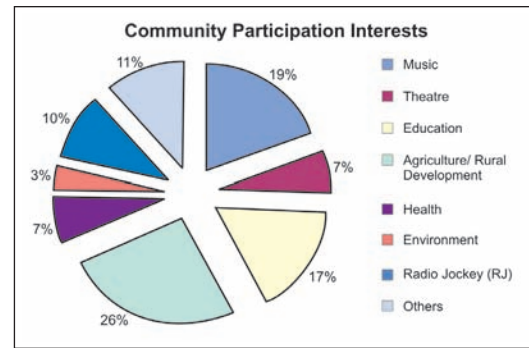
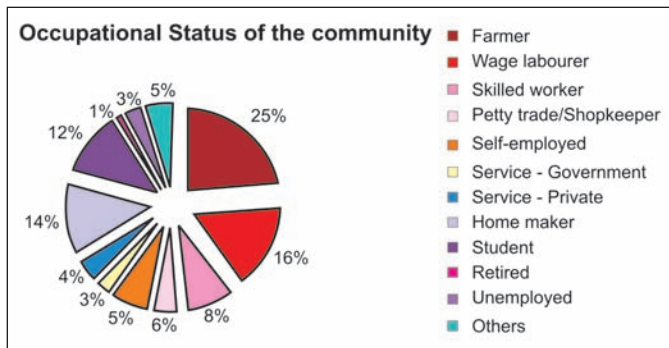
Kalpakkam CR: After Inauguration there is knowledge sharing

The pre commissioning survey has revealed that about 40 % of the population belongs to Agriculture sector comprising of farmers and labourers. KCRS has drawn an expert panel from Agriculture Department and Krishi Vigyan Kendra to provide useful information to the farmers daily.

Similarly, Education is another area where the community (17%) was interested. Our teaching staff of AECS-2 has produced special programmes (e.g. Hundred out of Hundred- நூற்றாக நூறு) to help the +2 students of our community to perform better in the board examination in addition to other educational content. Health, Carnatic Music and Women related topics also find sufficient representation in our programme content.

Conscious efforts are made to highlight the woman achievers in our community. Details of two such programmes are highlighted below:

- An interview was broadcasted with a Lady Farmer: Smt Sabitha Balaji, on the topic of Organic Farming. She has given an excellent insight into the benefits of organic farming.
- Another interesting interview was held with Smt M Kalaimathi, a lady Auto Driver, in Pudupattinam village, who gave a good account of herself and carved out a special place for herself in the community.



These two women serve as role models for many women in our society and strength the emerging trend of empowering of women.

We conduct interviews with special guests and transmit the content in both English and its Tamil translation. Recently, Dr Anil Kakodkar, Former Chairman, Atomic Energy Commission visited our studios and recorded an interview.

Interview with Dr Anil Kaodkar, Chairman, AEC

A special weather bulletin for the fishermen for first time in the country has been introduced in a community radio by KCRS highlighting the 'Potential Fishing Zones' and Wave Height particulars up to 100 km from the coast daily. This was possible because of daily inputs obtained from Indian National Centre for Ocean Information Services (INCOIS), Hyderabad.

Schools in the neighbourhood visit our studio and record their variety programmes regularly. KCRS lay emphasis on production of an exclusive 2-hour programme on special occasions like International Women's Day, Children's Day, Independence Day, and Teacher's Day, etc.

Towards capacity building in the areas of Agriculture, Fishing and Education, we are entering into collaborative and cooperative ventures with M S Swaminathan Research Foundation, Chennai; National Institute of Visually Handicapped (NIVH), Regional Centre, Chennai.

Survey and Analysis

As only few months that have gone by since launching of our CR on 26 January 2011, we are in the process of implementing the findings of our survey conducted prior to our launch. The farmers and wage labourers constitute major work force (~50%) in our community. Also, over 50 % the sample belongs to the age group between 21-40 years.

The choice of programmes and participation preferred by the community are broadly guided by the major occupation; Agriculture and the dominant age group (21-40 years) towards education and music.

The preferred listening time for a majority of the sample appeared to be 6 am – 8 am (23%), 1 pm – 3 pm (23%) and 5 pm – 8 pm (13%). Accordingly, we have chosen 6 am – 8 am for morning transmission and 6 pm – 8 pm for evening transmission.

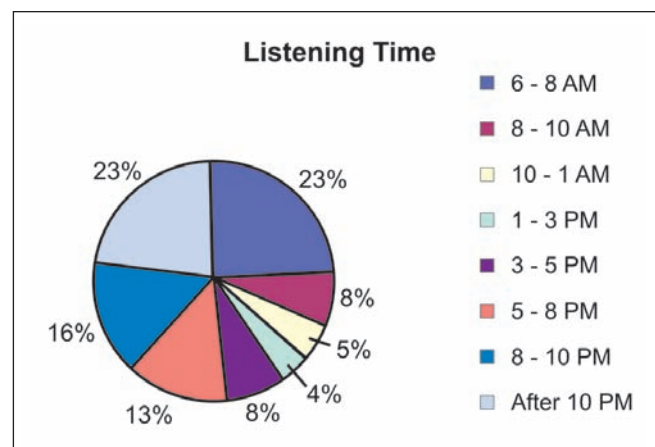
Innovation and Creative Approaches

We have realised that the following three requirements are vital for the success of a community radio station:

- Effective Community Participation
- Harmonising Listener-Transmission Timings
- Listen Through a TV

These are demonstrated by the following experiences:

- We have evolved content development strategy by way of visiting at least two villages per week to interact



with community, to highlight the major professions in that village, to ascertain the availability of basic amenities, visit the schools in that village and record their programme. During one such visit, we have brought out an interesting feature on 'Irular Tribal Community' by highlighting their lifestyle, their traditions and their aspirations. We have brought a good feature on Sculptor Community in the village: Poonjeri, close to historic Mahabalipuram town.

- b. The transmission timings and community's preferred listening times must converge for any CR to be successful and purposeful. We are making careful assessment of listener's choice and electric power availability before increasing transmission hours.
- c. 'Listen Through a TV' is an innovative approach we have implemented at our Kalpakkam Township. Realising that majority of prime time is guzzled by TV viewing, a dedicated channel has been allotted for KCRS in our Cable Network and output from one FM Radio could reach every home. Thus, listeners need not have to buy a FM radio and a TV remote can also tune KCRS Programmes!!



Kalpakkam CR: Smt Lalitha Srinivasan rendering Carnatic music

We propose to explore this approach through other Cable Networks in our community to reach every home through a TV and inculcate radio listening habit.

KCRS – Way Forward

KCRS has arrived on the CR landscape. We are the youngest on the block. My national ID no. is 102. In Tamil Nadu, our roll number is 12 and among schools having a CR license, we are number 5. Our learning curve has just begun.

We will pursue our plans for another month or two and review our Fixed Point Chart in consultation with CCPMC and community inputs. The possible directions that we may take up in our road map are:

- Increase the number of transmission hours after careful assessment
- Recording vs Transmission issues
- Capacity building of:
 - Music – Royalty and Copyright Issues
 - Education and Environment Content
- Training of teaching staff from AECS-2, other Schools and the members of the Community
- Extending KCRS reception through Village Cable Networks
- Initiating Collaborative Endeavours



Kongu CR @90.4 MHz: Serving the Rural Community in Erode

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Background

Kongu Community Radio is managed by Kongu Engineering College in Perundurai, Erode District, Tamil Nadu. Operating at a frequency of 90.4 MHz it caters to the needs of villagers in about 10 Km around Perundurai. Kongu CR broadcasts for 10 hours (7.30 am – 10.00 am and 12 Noon – 7.30 pm) everyday.

Finances and Funding Support

The Community Radio Station has completed 3 funded projects and apart from the funds generated through these activities, the operation and management of the CRS are taken care of by the management of Kongu Engineering College. A few advertisements have also been broadcast in the past as a way of revenue generation.

The capital expenditure for Kongu CR was ₹ 2,500,000 with a recurring expense of ₹ 1,000,000 per annum. The 3 sponsored projects brought in additional revenue of ₹ 2,412,000 during the past 3 years.



Kongu CR: Studio

Programming Focus

The Programme Management Committee consisting of community members, station staff, and management of the college meets once in 6 months. They decide on the nature, type of programmes, contents and feedback. Surveys have been conducted among thousands of listeners and 3 listeners' meets have been conducted to get feedback. Workshops and awareness programmes have been conducted in villages, schools, teacher institutes and colleges.

Experience Sharing

The initial challenge for the CRS was competition from various commercial FM broadcasts. A survey conducted among their listeners showed that Kongu CR enjoys popularity among radio listeners second only to Kodaikkanal AIR FM Rainbow which is the most popular FM Channel not only in Tamil Nadu but also among all FM stations in India.

As one listener pointed out in a listeners' meeting, many people, tired of listening to continuous music and watching mega serials on TV have slowly turned their attention to Kongu CR.

The studio set-up by Techno Media and transmitters have been functioning very well and they have recently acquired another transmitter from BEL as a stand-by. Their technicians manage minor problems as a result of which they have not engaged any consultants.

Most of the programmes and contents are developed both internally and from the community. Apart from members of the community, some of whom regularly visit the studios and produce programmes, most of the



Kongu CR: Action

students contribute to the content and delivery. Apart from sponsored programmes for which experts are roped in from the outside, Kongu CRS is able to generate content with their own staff, making use of CR library and general library. The students are very active in the production of skits and drama, apart from singing.

Study/Impact Analysis

Specific survey has been conducted among over 1500 women eliciting their listening habits, needs and capabilities. This has helped the CRS to plan its programmes. The awareness programmes conducted has popularised Kongu CR among School Children, Self Help Groups, teacher trainees etc. Kongu CR received Radio Duniya Award for 'Best Campus/Community Radio 2008' and was a finalist in 'Manthan Award South Asia 2010'.

Innovation and Creative Approaches

'*Mann Vaasana?* (Local Fragrance) a series focusing on the rich heritage and culture of the region conceived, scripted and broadcast for nearly 1½ years entirely by the local community has been well received. Awareness programmes and health camps conducted by CR crew at different villages and schools on health needs, pollution, nutrition and climate change have evoked attraction towards CR. Live phone-in programmes with elected representatives; popular science programmes on important scientific discoveries have evoked listeners' interests. Among the most popular live programmes, the inaugural address of Mr Mayilsamy Annadurai, Project Director, Chandrayaan Mission and the valedictory address by Dr APJ Abdul Kalam, our former President on the occasion of Erode Book Fair created waves among listeners.

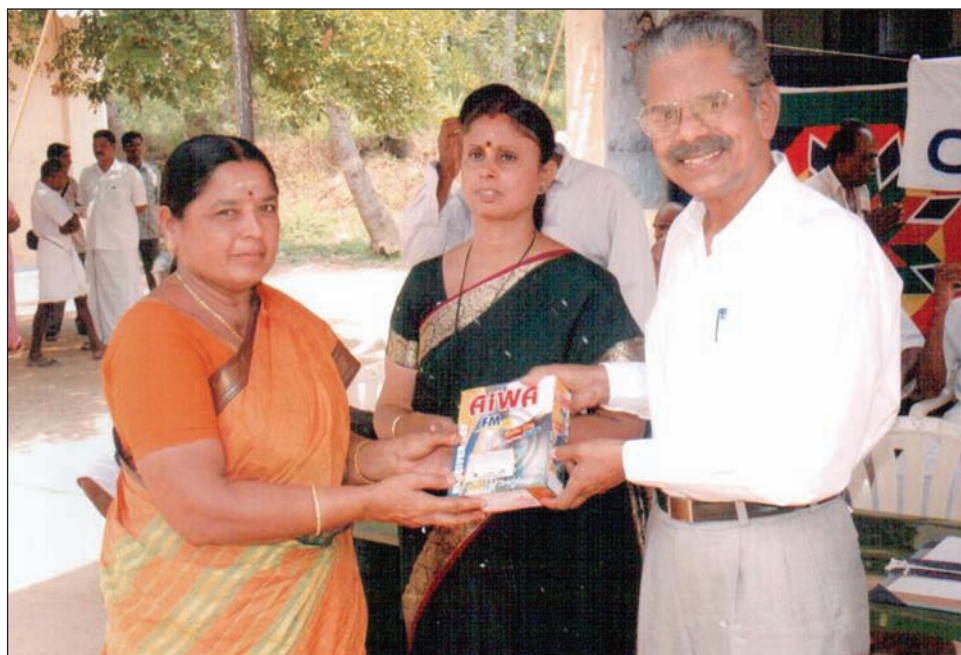
Using the scripts of programmes broadcast two booklets (i) Chandrayaan (ii) Save the Earth have been brought out. Two more popular science broadcasts also will be brought out in print.

Kongu CR has organised several health camps and awareness programmes for Women and Children with the help of experts from Erode Branch of IMA and IRT Perundurai Medical College. More than 1000 women and children participated and benefitted.

With the help of community volunteers, Kongu CR organised several awareness programmes on Global Warming and Climate Change in schools, colleges, teacher training institutes and among women SHGs. More than 3000 students, teachers and community members attended these programmes.

Challenges

Out of more than 20 CR stations in Tamil Nadu more than 10 stations have been allotted the same frequency 90.4 MHz which unknowingly causes overlap and disturbance. The concerned Ministry is requested to look into the complaints and take suitable remedial measures.



Kongu CR: Event



KSR CR @90.4 MHz: Talking its Way to Betterment

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Background

It was the initiative of KSR Educational and Charitable Trust to start up a community radio station to disseminate the knowledge about education, health, environment, developmental issues, issues related to women, women development and also the social issues where the community and the community people get benefited through the radio programmes.

KSR Community Radio – 90.4 MHz with its seven months of transmission had its programmes on various themes giving varieties. The programme content had equal contribution activities, events from campus and from the community folks. KSR Community Radio started its first broadcast on 15 July 2010. The transmission takes place from the 50 Watt transmitting system with the coverage area of about 15 Km in and around KSR campus with clear reception. 252 days of transmission with 504 hours of programme content on air making about eight hours of transmission with two hours of fresh broadcast every day where the repeat transmission is from morning 9 am – 11 am, afternoon 1 pm – 3 pm and evening 4 pm – 6 pm respectively.

KSR Community Radio has equivalent programme content from the community that reflects the pulse of the community capturing their life style, their needs, ideas, views, achievements, their problems and also the solution. The programmes in KSR CR involves all section and sectors of it listeners group from the community where the total population of the 12 target villages is approximately 258,473. The formats of the programme include interview, feature, discussion programme, drama, speech and interaction with the student and the community people.

Whereas the programmes on education from the campus (14 KSR institutions under one roof) has the information on career guidance, character building and personality development, college event, special lectures, talks, seminars, conferences, workshops, association meets and faculty knowledge sharing, speeches of field experts, guest lectures and discussion programmes. Programmes that exhibit the student's talents on writing poems, singing, storytelling, drams, mimicking had a good involvement from the student community and also increased the listenership among students from schools and colleges. The most liked radio formats among the listening group is the music, live programmes (we are yet to start with the live broadcast), useful information and folk songs.

KSR Community Radio has broadcasted many programmes on HIV/AIDS on what is HIV/AIDS, about the importance of HIV testing, misperceptions about HIV, why women need to know about HIV/AIDS and where to get tested and many more. Interaction with the field workers from the community level helped the listeners to get information on the testing centres for HIV, the process, cost, place and significance of HIV testing before marriage. The regular PSAs that are broadcasted on KSR CR provide information on education, health care, rights issues, toll free helpline numbers for HIV, about HIV, TB and many more.

Experience Sharing: Feedback from Listeners

i) Thangamani, age 38: “Women in the community were very much happy to know about the existence of such a radio station – that would be useful to their community studying children especially the women who would have a



KSR CR: Street play in a village about HIV/AIDS

resource and also a platform to share their views ideas and others too”.

She also adds that, it must have started before itself so that she and her community people might have had this service to solve many problems and shared many things to our community. Mrs Thangamani is from Mand-gapalyam, a small village near Tiruchengode.

ii) Mrs Malarkodi: India’s First Women Lorry driver from Tiruchengode, District Namakkal, Tamil Nadu she who resides now in an interior small

village near Sankari “she was happy that her interview was on Air on World Women’s Day – and also being a part in creating awareness among women on that day”. She also told us that she was excited and happy to see the team there in that interior village for that interview recognizing her talent.

iii) Arumugam, Manager, Erode Poomphuhar: “Community Radio station will surely help the community in spreading awareness among the community about trade, entrepreneurship and give information to the local entrepreneurs in the community about trading, skill for trading. Also these CRs will play greater role in encouraging education to children below 14 years, informing about health care and also to motivate and encourage artisans from indigenous people



KSR CR: Interview with yoga master on awareness about yoga for good health

Challenges - Reachability and Coverage

- i. The reception in the mobile phone and also in receivers is found to be unclear in most of the areas in Tiruchengode municipality town.
- ii. Disturbance and crossing of frequency was observed with the nearby Community Radio stations (Kongu CR – 90.4 MHz and PGP CR – 90.8 MHz) at few locations.

Study/Impact Analysis

Socio-Economic and Demographic Profile of the Listeners

The KSR Community Radio encompasses 12 villages and they were enlisted as survey respondents. From each village 25 respondents were categorically selected such as men on daily wages, owning business, below 40 years of age and women such as home makers, Self Help Group (SHG) women, women on daily wages, students studying in Government schools and school drop outs. Many have school education up to 5th standard. Recently, lots of educational institutions have emerged to provide education to the upper middle class only. There is a large bulk of lower class people who have stopped their education at school level. The rate of drop outs is more due to the economic conditions of the family.

The educational qualification among the listeners is about 20% of the total population in our target group. The main occupation of the people who reside in the coverage of KSR CR includes dyeing units, power looms, oil refineries, sugar factory, cotton mills, and both large and small scale textile units. More than 60% of the total population are labourers and less than 30% fall under the category of self employed who involve in occupation such as poultry farming, agriculture, and cargo transportation, rig units and truck and lorry body building. About 15% of the population under the coverage area are unemployed.

The greater part of the region comes under the rural community consisting of traditional farmers and weavers with a majority of the population earning below ₹ 3000 per month. Only less than 10% of the population has a more than ₹ 8000 as their monthly wages. When it comes to media ownership, about 73% of the entire population in our reachable area possess their own radio sets which makes it easy to reach our community people through our radio programmes. Radio is the preferred medium to be used even while they are at work place or at home doing their cottage business or house based works.



MOP CR @107.8 MHz: CR Station at the Heart of Chennai

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Background

MOP Vaishnav CR Station 107.8 MHz is located at the college campus situated in the heart of Chennai was started in March, 2005. The reach of the community area despite being in the commercial hub of the city spans a radius of 5 Km The MOP CRS broadcasts for twelve hours.

The CRS has a state of art facility in terms of an acoustically perfect studio and control room with excellent recording, editing and duplicating facility. The studio has Internet connection with broadband facility. A dedicated landline phone is available for interactive use between participants and listeners. All the recordings are preserved on



MOP CR: Jute bag sale

DVD including the mandatory 90 days' programmes. There are as many as 10 digital recorders for use by the community volunteers for field recording. Live broadcasts from field are put out using the telephone. The team comprises Media Consultant, Mr Vijaya Thiruvengadam (Retd Station Director, AIR Chennai), Sound Recordist and Editor Mr Chandramohan, Production Assistant Ms Aruna and technical staff appointed for running and maintenance of the studio.

Sustainability through Grants

The activities of MOP CRS are financially supported by the management of the college. MOP CRS has also been sanctioned two projects with a funding of ₹ 12 lakh each by the Department of Science and Technology, Government of India for conducting the following projects.

- Planet Earth for Women and Children through Community Radio – *Vaarungal bhoomiya khakha*
- Science for women's health through community radio – *Penne Nee Arivai*

The primary motive of the projects is to educate under privileged women and children on different aspects of environmental science, health and nutrition.

Engaging with the Community

MOP CRS believes in community participation and goes an extra mile by bringing in people from the community and training them in radio station management and production techniques. Women empowerment is initiated through programmes on entrepreneurship, her role in the community, the family and as an individual. The station is manned by the students and community members in the processes of scripting, producing, directing, recording and editing. Colloquial tones and local flavour in different genres with star characters from amongst the community makes this very close to the community.



MOP CR: Discussion forum

Experience Sharing

Enlisting and maintaining listenership amongst the community was a challenge faced by MOP CRS. This was overcome by persistent efforts through field activities such as health and medical camps and entrepreneurship development programmes. Yet another challenge faced by the CRS was popularization of the concept of community radio stations in the midst of popular commercial FMs. This was made possible by airing multifaceted programmes that translated itself into a way of life, making it a people's movement - to opine, to hear and to cater to the fellow man's need.

Study/Impact Analysis

Results of the study, 'Community radio: An effective tool for nutrition education' An MOP CRS model has provided insightful information on the impact of MOP CRS on its community.

Nutrition and Health Status of the Focus Community

Numerous examples exist of how community radio stations have made a significant contribution to the health and social development of their communities. The emerging role of community radio has not simply been to promote health, but rather to shift power back to the community by developing skills that enhance and boost the community's voice. As a tool for social change and participatory communication, community radio has several advantages over other media. First, because it is oral communication, it is ideal for populations that remain marginalized due to illiteracy or low literacy. Second, communities can directly participate in the production and broadcast of programmes to strengthen cultural relevance. Third, the production and broadcast of radio programmes is less expensive than other mass media.

The focus community of MOP CRS is densely populated slum in the heart of Chennai city. A need assessment survey with special thrust on nutrition and health conducted at the community revealed the following-

Poor awareness pertaining to

- nutrition
- health care
- child care
- sanitation and hygiene
- lack of scientific information on nutrition-health problems

To address this gap existing in the community, MOP CRS resorted to a three pronged approach

- Nutritional and health screening of the community to identify the problems
- To identify the underlying cause of the problems
- To undertake specific actions through CRS programmes and community based field programmes in the community

Nutritional and health screening

The screening camp, conducted by a team of eminent doctors for 716 members of the community, revealed:

- Malnutrition (obesity - women 10%, men 15% and under nutrition - women 20%, men 6%, and children 18%)
- Anemia (women 20%, children 25% and men 22%)
- Diabetes mellitus (women 12% and men 9%)
- Skin problems (women 22%, men 12%, and children 30%)
- Vitamin deficiencies (women 20%, men 10%, and children 32%)
- Worm infestation
- Poor hygiene and sanitation practices

To address these challenges, **Community Nutrition Education (CNE) Model** was developed. This model aimed to organise education and community based activities to

- Help the community to improve their nutritional knowledge
- Bring about a behavioral change related to nutrition and health
- Increase community participation in health and nutrition programmes

The above model was implemented by MOP CRS at its focus community. The assessment of the short term, medium term impact carried out shows the following

- Use of millets like ragi in food preparation
- Preparation and use of home-made weaning foods
- Exclusive Breast feeding till 6 months of age and slow introduction of weaning foods
- Inclusion of green leafy vegetables (drumstick leaves)
- Preparation of healthy snacks and avoiding chips, kurkure, etc.
- Implementing simple and basic hygienic practices
- Keeping home and environment clean
- Practicing simple ergonomic exercises taught by a doctor
- Local voices on nutrition and health

Long term output of the study revealed the prevalence of:

- Decreased risk factors for nutrition related health problems and chronic diseases
- Decreased incidence of complications of chronic diseases
- Healthy and productive life

Thus this experiment using the community radio as a catalyst for a two year period by MOPCRS has proved to be successful. Sustenance of this effort requires repeated and focused implementation.

Innovation and Creative Approaches

MOP CRS has carefully used its resources to make a difference in the community. Being run by a college who believes in shaping the future through the young minds, the CRS activities are student-centric, promoting social consciousness. The programmes conducted at the radio station and at the field make efforts to gain an active participation of the school children and adolescents of government schools and children of low income households.

Creating and spreading awareness about self employment ventures is another creative approach that the CRS engages itself in. The primary aim of this approach is to augment women empowerment in the immediate community. Programmes and discussion forums are created to popularize and make aware the features of entrepreneurship.



Muthucharam CR @90.4 MHz: Servicing Multiple Rural Livelihoods with Infotainment

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Background

SRM University in Kattankulathur campus has established a Community Radio Station in the name of Muthucharam CR at the frequency of 90.4 MHz. This area is situated 40 Km (by road) south of Chennai. The SRM CRS is intended to serve the communities living in and around Kattankulathur up to the radius of 15 Km which includes 39 villages. Its neighbourhood primarily consists of rural segments.

Major communities include agriculturalists, chamber workers, tribal community people, small-time vendors, IT industries. Paddy and certain vegetables are cultivated to large extent. The region also has several schools, colleges and universities. The student community is in quest of quality educational, motivational, sports and cultural programmes.

Youth and women, who can be motivated and moulded as entrepreneurs/self-employed, constitute a major part of the community. It has considerable population of senior citizens who need care and counselling. There are other charitable trusts and non-government organisations working for the betterment of the needy.



Muthucharam CR: Studio

Duration of broadcast is totally seven hours including origination and repeat. Broadcast timings are from 9 am – 4 pm.

We suggest different and interesting programme formats for the community through self experience, drama, conversation, songs, group discussion, interview, etc. These formats almost make the participants to be on their own in presenting a particular topic.

We engage the community members in identifying the issues around their community develop a script or story based on the issue and also present it in their own style. They are also members of the advisory council working for the programme development and needs. We identified few passionate community representatives from the coverage area who really helped us out in conducting the baseline study successfully.

Experience Sharing

Setting up of the station in the central place of Kattankulathur campus itself is the most interesting part where villages are now engrossed with industrial complexes, IT companies, etc. Moreover the rural community doesn't see the campus as a renowned University anymore but also as a place to voice out their views.

We have not faced any technical difficulties so far because most of the programmes are recorded outside the studio with good quality of sound including the natural ambience. We get full co-operation from the community and from the University.

Our Advisory Council consists of members from the community and within the campus. We get a good blend of opinions from two sides and with different perspectives. We used to have a casual discussion open to all issues in the community and come up with a strategy of presenting it on air. Most of the programmes are made conversation type so as to make it real and easy to understand to the listeners.



Muthucharam CR: Action

Study/Impact Analysis

Since it has been only five months we started our operations, we are yet to conduct the study on impact of programmes on the target group. We do get instant comments from the community, other NGO representatives, and Varsity students about programmes which help us to change the style of presentation and strategies effectively.

A door-to-door survey of rural residents and student community in the Kattankulathur CR coverage zone ranging up to 15 Km radius was undertaken by trained community volunteers. The Questionnaire specifically designed by Ministry of Information and Broadcasting, New Delhi for the baseline study was used. A team of 20 community volunteers were involved in collecting data on a total of one thousand samples in one week. Each volunteer carefully and professionally interacted with the respondents and gathered a maximum of 12 samples in a day.

Innovation and Creative Approaches

We are in the progression of exhibiting local rural community's talents by showcasing their products, artistic works, culture through street plays, kiosks, other media exposures. We strongly believe that these factors would let us reach the unreached easier, to get them involved in content development and programme management.

What help do you further need?

We would like to take up the 'Science for Women' project and also other socially responsible projects from other national and international agencies to share and serve the community better. More training programmes and workshops will facilitate us in serving the community.



Muthucharam CR: Event



PARD Vaanoli @91.2 MHz: Community Radio Focusing on Rural Development in Madurai

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Background

People's Association for Rural Development (PARD) has got the license to run a Community Radio Station in T Pudukkottai in Thirumangalam Block in Madurai District.

This Community Radio Station is functioning in the name of PARD Vaanoli. The Community Radio Station is functioning in the model farm of PARD.

PARD Vaanoli was officially inaugurated by the then District Collector, Mr N Mathivanan on 8 September 2009. Initially the CRS started broadcasting the programmes for one hour daily and it was slowly extended in different period.



PARD Vaanoli: Engaging school children

At present it broadcasts its programmes for three and a half an hour per day that is from 1.30 pm – 5.00 pm PARD Vaanoli is audible in more than sixty villages in five blocks by name, Thirumangalam, T Kallipatty, Sedapatty, Peraiyur and Kallikudi.

Holistic Rural Development Programming

The programmes being broadcast are mainly community based. These include coverage on: Importance on Education, Health, Legal Aid and Legal Awareness, Sustainable Agricultural Practices and Citizen's Rights. Apart from the regular programmes special day programmes were prepared and broadcast, with the active participation of the local community members, like local festivals and the special days declared by the international organisations such as World Women's Day, World AIDS Day.

Community Members Make it Happen Here

With the support of the dedicated staff team of PARD Vaanoli, it could collect cultural songs from the community members and now it has a voice bank of the community songs for more than ten and a half an hours. PARD Vaanoli enjoys the fullest co-operation of the local community. It has regular listeners by which it receives regular feedback on the programmes that were broadcast.

Problems Faced by PARD Vaanoli

There were several challenges that the community radio station faced. A few of these have been documented for wider sharing among the CR community.

1. Lightning effect on PARD Vaanoli on 23 September 2010 made a heavy damage by which it happened to shut down entirely and after a gap of 67 days on 29 November 2010 it restarted its broadcast.
2. With the experience gained in the past period, we could very well extend our programmes for more time. But due to the existing frequent power cut in the State, and again as our community radio station is functioning in the backward rural area, we cannot rely upon our UPS for running the programme.

Fund Raising Efforts

As the PARD Vaanoli is functioning in the remote villages in the District, which has no commercial value, during these one and a half year period, we could get only two advertisements and so we could not expect a saturation point in our financial position.

As we are from a small NGO which has no office in New Delhi, we could not fill up the online registration for the empanelment of DAVP to make ourselves eligible to get the Government advertisement which could be a source of income for sustaining our radio programmes in our adopted area.

What Do We Expect?

We would like to learn how other stations have kept their activities going, raised funds and overcome challenges. We also invite expertise to come to our location and help us with practical management tips. We feel that greater networking and knowledge sharing will make a big difference to the community radio stations across the country. We would benefit from support of other networks to assist us with the DAVP registration, etc.



PARD Vaanoli: Reaching out to the community through radio dialogues



Periyar CR @90.4 MHz: Replicable PURA (Providing Urban Amenities in Rural Areas) in Thanjavur

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Background:

Periyar CR is located in Vallam Thanjavur district in Tamil Nadu. The station began functioning from 29 September 2007. The aim of Periyar CR (Life Changing Radio) is to empower the local community, which is for the cost part impoverished and illiterate. This is achieved by helping them to make programmes to strengthen the social impact of community activity to combat poverty, exclusion and voiceless including women's health, education and so on.



Periyar CR: Children participate in programming at the studio

Further, Periyar CR strives to disseminate Scientific, Technological, Social, Cultural, Agricultural information to the general public especially to the rural folk in an around 25 Km of Thanjavur, the South Indian granary district in Tamil Nadu. Our aim is further extended to empower the local community to strengthen the social impact of community, to combat the poverty, lack of access to education, etc.

For this we are broadcasting various programmes for 6 hours a day, including the forums like *Unarntbom Uzhavai*, *Pagutharivu Pinchugal*, *Manavar Ulagam*, *Samuthaaya Nooku*.

Capital and Sustenance

The Periyar CR broadcasting is endowed with the required equipments and paraphernalia with the value to the tune of ₹ 30 lakh. The programme contributors are students, faculty members, members of social welfare organisations, periyar PURA villagers.

Research Study on e-Learning through Community Radio

The study undertaken by Gandhimathi, Narmadha and Gabriel, and published in the International Journal of Action Research in Engineering and Poverty Reduction (Vol1, issue 3, December 2010) disseminated the findings of on-going social development analysis and the effectiveness of imparting (e-Learning) primary education through community radio for PURA people. Data was collected through multiple means from 7 villages, representing the 7 clusters and out of the 65 villages being covered by the Periyar PURA programme, and also under the listeners base of the community radio station being run by the organisation. The method of data collection included investigation of feedback letters, live interactions with listeners, semi-structured interviews with rural people and observational visit to the PURA villages. The discussions included community driven development, social analysis and policy pertaining to education, health and livelihoods.

Periyar Community Radio caters to the interests of a regional community spread around an area, broadcasting material through participatory knowledge sharing; to train few community representatives to develop basic production and post-production skills. Speaking truly, there is a limit to transmit demonstrative knowledge through the radio medium. In order to enhance communication activities and for the e-Education to be fully involved, it is necessary to train the teachers themselves in communication skills so that they can actively participate



Periyar CR: Elderly women share their experiences

in the transfer of knowledge and technologies. It's a techno-based audio medium where important local issues are broadcast with the local people's ideas and opinions.

Achievement/Success Stories

We conducted National Workshop on 'Role of Community Radio for Social transformation (NRCST)' on 30 October 2009. Dr Rogou from Canada (2007) and Dr Krish Kaffman from US came and visited our Periyar CR during 2008 observed our activities, and appreciated our services to the Periyar PURA village Community people.

Our former President APJ's Secretary appreciated our services and select the *Chutti Paralumandram* as the best 'on air programme and he brought the message to our former president. Dr APJ Abdul Kalam stated that Periyar Community Radio plays a vital role and recommended that the Periyar PURA be promoted as the India's practical PURA model.



Periyar CR: Engaging the community



PGP Radio @90.8 MHz: Namakkal is Archiving Folk Traditions

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Background

PGP Radio was launched on 6 June 2010 by the PGP Educational and Welfare Society in Namakkal, Tamil Nadu. The CRS broadcasts for 8 hours every day with 4 hours of original programming broadcast from 7 am – 11 am and another 4 hours of repeat programmes broadcast from 4 pm – 8 pm. The station manager is MS Perumaal, IBPS (retd) Former Director Doordarshan Chennai.

Broadcast Content

Content is put together by the community, students and faculty. PGP Radio aims to broadcast needs-based programming for the welfare of the community it operates in and intends to accommodate the 'voice of the voiceless'. The principal motive of setting up the CRS is to act as a bridge between the Government/welfare organisations and the citizens/beneficiaries who reside within the coverage area of the radio station. Programmes for the CRS are produced by inviting the local talent to perform at the CRS. The programming content covers healthcare, sanitation, local culture, career and education related guidance to students, etc.



PGP Radio: Event

Programme Format

Talks, interviews, statements, group discussions, and songs, local facilitate folk art forms, plays, skits, features, radio reports on important events, seminars, rally on public causes, etc. Programmes are devised as per the Base line survey report and also by the suggestion given by members of Programme Advisory Committee. Students in nearby villages interact with community leaders and NGOs and record important events and festivals. Reach of PGP CRS broadcast and feedback are ascertained through field visit and phone call.

Capital and Sustenance

Capital expenditure for setting up the CRS was ₹ 33 lakh. The recurring expense for the CRS is ₹ 4 lakh per annum.

Achievements

Our programmes are produced keeping in mind the two target listener groups – the local community and students. We also organise events on issues that are useful for the local community like students' rally on HIV/AIDS awareness, traffic safety, tuberculosis prevention, etc. The same issues are also covered by our radio station in the form of programmes. Despite being faced by tough competition from mediums like TV and commercial FM radio, we are happy to report that PGP Radio still enjoys good listenership and complete involvement from the community in our programming.

We are also in the process of identifying local traditional talent and preparing an archive of folk traditions of Kongu region in Tamil Nadu.

Experience Sharing

Our key challenge was to compete with FM commercial stations and AIR broadcast to get listeners. We are glad that our listeners' base is slowly increasing. We invited a consultant for TRANSMAN transmission. This has greatly facilitated our transmission. Professional training help and assistance to keep on updating facility will be useful. We have good quality programme ideas, due to our constant efforts for monitoring the listeners' interest and also inputs from our students.

Study/Impact Analysis

We get feedback regularly, from listeners through students and faculty who live in neighbouring communities within the reach of our Station. We always review subjects of interest and device our programme accordingly. Members of our Advisory Council, village leaders in our surrounding areas, SHG members, Principals of our colleges and schools (Nine) and our students who live in our hostels as well as our day scholars constantly monitor our programmes and give regularly their views about the quality of our programmes and also their valuable suggestions.

Innovative Creative Approaches

Economic conditions in the surrounding areas are improving. People are showing interest in traditions, rituals and culture. Festival related to Local River Kaveri is a popular event. We researched into it and broadcast a programme about the significance and related aspects it. Since this is agrarian area, water occupies an important place in the economic activity and daily life. Thus we identified the significant aspects and the rationale of the particular festival and covered it in our broadcast. Another programme was devoted to Pongal, the famous harvest festival of Tamil Nadu and also secular in nature. These two programmes were received well by local community.



PGP Radio: Studio

With the linked facilities, PGP colleges annual day celebrations was broadcast live from OB spot for a duration of three and half hours, with technical perfection on 5 March 2011.

Educationally this area is progressing well. Parents are interested in education and job prospects. We are broadcasting such programmes. Recently we interviewed a local student with high score who was Tamil Nadu State topper. These programmes elicited good response. Self Help Groups (SHG) of women is quite effective in this area. They have appeared regularly in our programmes. Consumer awareness, Road safety, aids awareness and awareness programme on ensuing State Election and the need to exercise vote are major events in this area in which our students and local community are involved. We covered these, edited, capsuled and broadcast the programme. We propose to continue such useful programmes.

We are glad to state that in the recently held National Community Radio Sammelan – New Delhi 7-9 April 2011. We got CEMCA - 'Community Engagement Award'.

What help do you further need?

Capital expenditure, running cost and programme expenditure are totally met by our Trust. We need Government advertisements and also help from Government of India and other organisations to help us in the technical area. Regional workshop imparting technical aspects could be organised. Similar workshop on programme content and presentation by professional experts could also be organised.

Programme on health, education, consumer rights, sanitation, water, and environment, etc. could be prepared in Tamil by Government. This could be broadcast in our programmes supplementing our in-house productions.



PGP Radio: Action



PSG CR @107.8 MHz: Furthering the Legacy of Educational Excellence in Coimbatore

Dr B Chandrasekaran, Station Director, PSG College of Technology, Coimbatore-641 004

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Background

PSG Community Radio (107.8 MHz) is the Coimbatore's first Community Radio operating from the PSG College of Technology, the institute of academic excellence under the PSG and Sons' Charities, the 85 years legacy in Education and Industry started PSG Community Radio with the basic aim of helping the society on a larger canvas in raising the awareness, knowledge and serve as tool for the social upliftment through the art of infotainment. The CRS was launched on 12 December 2007 and currently broadcasts for 8 hours daily between 6 am - 10 am and 6 pm - 10 pm.

PSG CRS makes frequent visits to its blanket area of broadcast for on-the-spot assessment of the media development needs identifying the content that could be emerged out of such visits. Hence there is no shortfall or struggle for programming.



PSG CR: Community members giving programme

Programme Content Management

The basic idea of this community radio is to work along with the common man, and use this communication medium to create awareness, give information, participate in local self governance and provide entertainment - all based on requests and feedback from the community.

The members of the staff and the cross-sections of the community involved in the broadcast are given training from time to time. However, the services of consultants from outside are not hired except for the programmes broadcast.

PSG CRS interacts with people as to how far the programmes broadcast are reaching them. They are invited to visit the studios. This helps a lot in establishing individual relationship with listeners penetrating into the common man very easily. It motivates people themselves come out with different ideas to project themselves in every possible way and thereby getting their problems solved by the local administration.

Capital and Sustenance

The total capital expenditure incurred was ₹ 2,449,069 and the recurring expenditure of the CRS is ₹ 625,700. PSG CRS looks forward to funding from autonomous bodies like RVPSP-DST, CEMCA, and REACH, etc. for creating new new programmes every now and then which will be of immense use to the community, the down-trodden, women and children in particular.

Baseline Survey

A baseline survey was conducted to get an understanding of the socio economic profile of the community that is being served by the CR station. Further, the objectives were to gain an understanding the media habits, the environmental concerns of the community and their willingness to participate in the programming for PSG CRS. Listenership programmes

related to the environment with special focus on water sanitation and hygiene on field activities (garbage vermi-composting), clean safe water, grievance redressal phone-in, etc. It was felt that nearly 24% of the listenership is for PSG CRS among the audience. Other issues that came up related to the following needs:

Training workshops for participation in community radio; Skill training in manufacture of eco friendly products (paper bags); Radio programmes production; Continuous support.

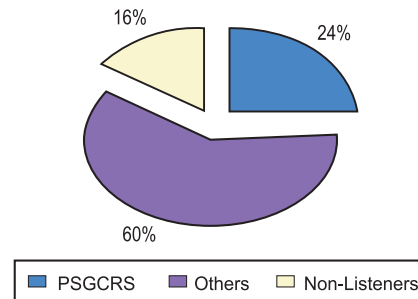
PSG CRS is a popular community radio station with the reach of the radio being fairly large, extending even slightly beyond 15 Km radius. The well equipped radio station is manned by a dedicated team comprising the station manager and other technical and faculty representatives. Keeping in view the good signal reach, infrastructure and the team, the potential of PSG CRS as a community radio is high.

Suggestions for Programme Focus for PSG CRS that Emerged from the Survey

- Programmes should be made using the community representatives
- Programmes pertaining to water, hygiene and sanitation must be covered
- Programmes related to communicable diseases are essential
- Training workshops which will help the community participate in PSG radio programmes
- Special training workshop for RJs
- Thrust on field activities such as

Vermi-composting; Water recycling; Rain water harvesting; Garbage management (reuse, reduce and recycle); Experts forum on health and hygiene; Face-to-face interactions with ward officials for grievance redressal

- Skill training for preparation of eco friendly products



With this, it was evinced that PSG CRS would be eligible to obtain support from Department of Science and Technology, Government of India for the project ‘Planet Earth’ focusing on women and children.



PSG CR: Studio

Achievements/Success Stories

The CRS provides free community radio training to women’s self-help-groups, school teachers, students and housewives on anchoring, presenting and producing radio programmes. Particularly the students are given hands-on-experience in handling broadcast equipments, the number of beneficiaries being 120 students a year.

Uravnpaalam is a unique field based programme bridging the gap between the community and the governance evokes tremendous response from listeners. In the programme, local officials, political

leaders, developmental authorities are roped in to discuss issues like water and drainage problems, etc.

Blood donation: Off-broadcast liaising between patients and/or their representatives who call PSG CRS for blood and the blood banks in Coimbatore and ensuring the donation in emergent situations, besides making regular announcements on blood donation.

Further Help that PSG CRS Needs

PSG CRS aims at getting its transmitter-power increased to 250 Watt, so that it could serve larger number of people in Coimbatore. Global networks like CEMCA could play a major role in giving a helping hand to PSG CRS.



PSG CR: CEMCA Director addressing the community



Sivanthi CR @90.4 MHz: Servicing the Coastal Community

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About Sivanthi Community Radio

Aditanar College of Arts and Science is a highly reputed college in southern part of Tamil Nadu in the district Tiruchendur. Sivanthi Community Radio is inside the college campus. It was formally inaugurated on 14 September 2007 and is regularly broadcasting on 90.4 MHz over a radius of 12 Km covering 20 villages surrounding the college campus. The station has its own broadcast and recording studio, transmission tower and equipments for outdoor recording. Community members and around 20 students from various colleges are involved in programme production and presentation.



Sivanthi CR: Field

Sivanthi CR has been actively involved with the representatives of the community as well as members of the self-help groups in the surrounding villages. They are participating in programme production. Sivanthi broadcasts for six hours daily with two slots, one in the morning and one in the evening. Its programme schedule is from 6 am – 9 am and 5 pm – 8 pm.

Programming focus

The programmes of the community radio station are designed keeping in mind the specific needs of the community that is being served. Being aware that a large number of the people have health problems, there are special programmes on children's health, interviews/discussions with doctors and programmes that try to inculcate nutritious food habits among



Sivanthi CR: Event

people. In a society riddled with superstitious beliefs, the CRS attempts to root out superstition from the society through special programmes, music and drama for social awareness. Along with them, there are programmes aimed at helping the youth of the community learn English, gain self-confidence, programmes on the environment, etc.

Profile of the community

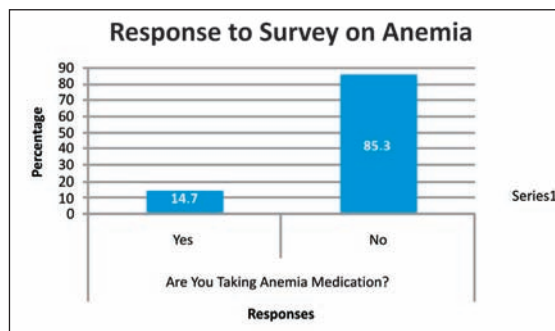
The college undertook an initial survey where it found that 15% of the local population was affected by Anemia. Radio listeners were about 28%, among them, 5% of the people were only the listeners of Sivanthi Community Radio. 60% of the people believed in superstitions like “pregnant women should

not be allowed to come out during an eclipse”. 63% of the people believed “pregnant women should not eat papaya”. Sivanthi Community Radio is located in the coastal region of Bay of Bengal. Six villages in the broadcast coverage area are fishermen villages. There were many children affected by health problems.

The survey question was: “Are you affected by anemia?”

Out of 1000 respondents 147 people were taking anemia treatment among the target group of Sivanthi Community Radio, as indicated in the table and chart below:

Title	Sample	Percentage
Yes	147	14.7
No	853	85.3



Measures being taken to engage the community

The objective of the community radio is to understand aspects of the community that are priority for them, and use it as inputs for programming. Such a strategy makes content of the CR station focused and relevant to the listeners.

After identifying the problem in the target group, many programmes like medical camp, awareness, and capacity buildings were conducted. Efforts have been made to increase the listeners of Sivanthi Community Radio. In every programme five to ten quiz questions were asked to the target group about the programme broadcast. The winners were given FM radio sets as prizes. This idea was suggested by Dr R Sreedher, Director, CEMCA, New Delhi.

Success Story

One of our target areas is Virapandianpatnam, a fisherman village. There are about 750 families; all are fishing in the Bay of Bengal. Their primary food is fish. They did not know about vitamins and minerals found in the vegetables especially in the leafy vegetables. We conducted a health and hygiene camp in that area. The resource person (a doctor) explained the importance of green, leafy vegetables. The local people started to cook the leafy vegetables only after understanding this from a radio programme that was broadcast.

Sustainability

Sivanthi CR received the Department of Science and Technology, Government of India’s ‘Science for Women’ project in the year 2009. The management of the Aditanar College is spending a huge amount every year for producing programmes. It also undertakes awareness programmes and medical camps. The CSR has a capital expenditure of ₹ 8 lakh and recurring expenditure of ₹ 3 lakh. The Department of Science and Technology, Government of India, has granted ₹ 14 lakh during the past 3 years for the implementation of ‘Science for Women’ programme with a focus on women’s health.



Sivanthi CR: Studio

Sivanthi Community Radio is hoping that the empanelment of the community radio with DAVP will be made soon without any hurdles. This will make it possible to get advertisements. This is an important source of income generation and will enable the sustenance of the community radio station.

Accolades for Community Action

Having a CR inside the campus is very effective, since the students are directly contacting and helping the community. In NAAC accreditation of the institution, the community radio played a vital role which resulted in Adiatanar College of Arts and Science getting ‘A grade’, and Sivanthi Community Radio is committed to serve the community.



TNAU CRS @107.4 MHz: Successful Precision Farming Achieved through Community Radio Programming

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Background

TNAU CRS was launched on December 2010 and was set up by Tamil Nadu Agricultural University (TNAU) at Coimbatore, Tamil Nadu. The CRS broadcasts for 2 hours, 30 minutes every day. The programming of the CRS is focused on the agrarian communities within the broadcast area of the community radio.

Broadcast Content

We focus on content that is relevant to the farming community and provide them with the kind of knowledge and information that they require for their occupation. We inform them about the daily market prices of various commodities across different agricultural markets in the state and also offer price forecasts of agricultural commodities. We also share information about agricultural and horticultural technologies for increasing profitability of farming through interaction with agricultural scientists.



TNAU CRS: Studio

A special section of our programming is also dedicated to animal husbandry technologies featuring interaction with veterinary experts. Announcements are also made about farmers' mela, seminars, workshops, sale of agricultural inputs, etc.

Apart from the agri-related programmes useful tips for students like career guidance and entertainment programmes like music shows are also broadcast.

Thus, broadcast covers a range of information for farmers and TNAU students as indicated below:

- (i) Daily weather conditions
- (ii) Daily market prices of agricultural commodities across various markets in the State
- (iii) Price forecasts for agricultural commodities
- (iv) Agricultural technologies for increasing the profitability of farming – This content is mostly delivered by Agricultural scientists, experiences of farmers are also broadcast in this section
- (v) Horticultural techniques for increasing the productivity of horticultural crops by experts, farmers experiences after adopting those modern techniques
- (vi) Animal husbandry technologies for improving the productivity of cattle by veterinary experts

- (vii) Announcements regarding farmers' mela, seminars, workshops, etc.
- (viii) Announcements regarding sale of agricultural inputs, seedlings, subscribing farm journals, etc.
- (ix) Health Tips
- (x) Useful information for TNAU students like career guidance
- (xi) Entertainment aspects like music
- (xi) Language practice, etc.
- (xii) Capital and Sustenance

For the initial establishment of the radio station we received a grant-in-aid support from Media Lab Asia for transmitter and other facilities. The recurring expenditure for the CRS is ₹ 5 lakh/year



TNAU CRS: Event

Achievements

TNAU Community Radio was named as 'Tamil Nadu Velaan Palkalaikkazhaga Vivasayee' CR @107.4 MHz.

A Success Story on Precision Farming

The Precision Farming Techniques promoted by TNAU was widely popularised through TNAU CR. Many farmers who adopted these precision farming techniques recorded their experiences through the Community Radio. Field recording was also done to further popularise the PF techniques. So, adoption of PF techniques by a wide array of farmers can be attributed as the success story of CR technology popularisation.



TNAU CRS: Action



Radio Khushi @90.4 MHz: Infotainment to Serve the Hill Region in Uttarakhand

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Background

We are glad to introduce ourselves as the first community radio station in Mussoorie and this region of Uttarakhand state. On 16 April 2010 Radio Khushi started with a broadcasting time limit of 4 hours. It has today managed to upgrade the time limit to 8 hours and further Aims at increasing it. On board are Radio Khushi 90.4 MHz with it's young, energetic RJ's from GNFCs and popular professional RJs like RJ Nupur Karanwal. It aims at reaching out to the local community of Mussoorie, Dehradun and the region around. They work closely to build up connectivity with masses by presenting entertaining radio shows conceptualized and scripted by the students of Guru Nanak Fifth Centenary School, Mussoorie under RJ Nupur Karanwal (Programming Head) in the most outstanding manner.

Programming Format

The programme format includes current affairs, education, facts, the next generation, trends in fashion and technology, travel, sports to discussing the most serious issues of social concern, and that too, in the most sensible and effective manner.

Vision and Objective

Our Motto... 'For the People and By the People...!', i.e., to serve the people of this region by way of spreading social awareness through infotainment. Our aim is to build connectivity with the masses, the community around us.

Being an Educational Institute, Radio Khushi 90.4 MHz was started by the Guru Nanak Fifth Centenary School society with the aim to encourage and inculcate the importance of education amongst the masses in this region of Uttarakhand. Keeping the aim in sight, the entire team of the radio station that includes the young energetic students of Guru Nanak Fifth Centenary School, have been incorporating the required practice to make their listeners aware of the importance of education through their most inspiring series of shows '*Jyoti Zindagi Bindaas...!!*' highlighting the importance of basic education, i.e., '*Prathmik shiksha*'..... Not just in a monotonous way of spreading the mantra of *Gyaan* but, mixing it up with infotainment and the examples based on the day-to day realities.



Radio Khushi: Event

The series covers primarily ‘Prathmik Shiksha...’ followed by ‘the importance of girl child education’. Guru Nanak Fifth Centenary School initiated to put the above into practice and started a Radio Khushi club in Guru Nanak Fifth Centenary School, that was not just confined to the radio station but, in actual, takes pride in *taking action in what it preaches* through its radio station. The Radio Khushi club has been regularly giving a helping hand to the under-privileged students in their studies.

The vision and action together has brought Radio Khushi to a level where it’s just growing in the hearts of the masses and leaving a mark, with every passing moment. Radio Khushi’s belief is in taking action on what it preaches. It involved the local community around by means of talk shows and shared their views on social awareness issues on a broader spectrum through the strength of its media... It has also, taken pride in being associated with local organizations for spreading social awareness, be it health related, environment related or education related issues, through the media of radio or, in participating in such events organized by the social bodies or by Radio Khushi.

Working on the feedback it has been constantly getting from its listener base in Mussoorie and Dehradun via, SMS and phone calls, Radio Khushi has brought itself to a level where now, people of the community around including the listeners, have also started initiating in participating and believing in our motto: ‘For the People and By the People...!’ Today, Radio Khushi has become the voice of the people.

With its unique style and presentation, Radio Khushi, grows to spread its wings of Gyaan in and around this region of Uttarakhand, so much so, that it has attracted media coverage from every top news channel of Uttarakhand viz-a-viz, E-TV, Sadhna Channel, Jain TV, including the print media like Times of India, Garhwal Post, i-Next, Amar Ujala, Mussoorie Times, and Himachal Times.

Experiencing Success

Realizing the adversities of global warming and pollution affecting the environment across the globe, Radio Khushi made a difference to the environment by doing its bit!! Radio Khushi participated in full swing and played a vital role in incorporating the ‘Ban on Plastics’ in Mussoorie and make it a totally plastic free zone, with an initiative taken by a social service club of mussoorie in partnership with Local Municipal Corporation of Mussoorie.

Radio Khushi’s Role

It participated in the rally organised with the aim to stop the usage of polythene in the Region of Mussoorie, that is a big threat to the environment and beauty of the city and make it a beautiful..., healthy environment to live in. Through the Strength of it’s wide spread media coverage, Radio Khushi focused on shows like ‘Save the Soul of Purity...!’, ‘Mussoorie as I see it...!!’ including short Public service messages like, ‘save the environment’ and ‘*polythene battao... paryavaran bachao...!*’ from the students of Guru Nanak Fifth Centenary School as well as, local community people.



Radio Khushi: Action

Looking at the above mentioned achievement, Radio Khushi has now, initiated and started two other major campaigns, ‘Paani bachao...’ and ‘save tree.’ This Hilly Region of Uttarakhand faces major problem of water supply and is also, losing its natural beauty due to the decreasing greenery.

With its unique blend of entertainment and information, Radio Khushi gained much popularity through a series of shows ‘Aao Jeelein zara...!!’ (now been running for over 3 months) conceptualised on motivating and encouraging people for voluntary blood donation.

Exploring and Encouraging New Talent

Radio Khushi has been exploring and promoting new talent amongst the youth in the region and providing them a platform to showcase their talent.

Radio Khushi takes pride in showcasing the young talent that is attached to it. The young enthusiastic RJ’s from Guru Nanak Fifth Centenary School who in their own unique style present the shows, public service messages, short meaningful poetries have added a different flavour to Radio Khushi. Flavours that speak different languages and present different shades of Indian Culture celebrating ‘Unity in Diversity!!’



Kumaon Vani (TERI) @90.4 MHz: Farmers' Voices from the Hills

Mohan Karki, TERI Trisha Farm, Gram Supi, Block Ramgarh, Nainital-803 119

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Background

TERI set up the community radio station at its Trisha Farm in Gram Supi, in Mukteshwar region, Ramgarh Block, Nainital in the State of Uttarakhand. It was launched on 11 March 2010 and has been broadcasting for six hours with two hours of original programming and four hours of repeat programmes. TERI has envisioned that the community radio coverage of important farmer-related developments will stir the farmers to action. It is designed to create the most important linkage between academic research and expertise with farmer needs and resolution of issues. As a result of the close interactions, the Kumaon Vani staff is now invited to various community functions and activities. In a short span of about a year, the community radio station has picked up a good rapport with the local community.



Kumaon Vani: Event

Experiences

Some of Kumaon Vani achievements in the past year are as follows:

Farming

Problem – Lack of information and limited dissemination channels for farmers.

Efforts – Direct interaction with the Government through established sub-centres. Due to the increased interaction with people and participation in village meetings and community programmes, it is now easier to gather information. Thanks to all these, the CRS is also able to bring out well-researched programmes for broadcasting.

Result – The farmers of Sunkiya village went to the sub-centres set up by the Government, to obtain information and avail facilities provided by them. Now they can talk with the unit officer to develop content for relevant radio features, which are aired periodically to the local community. The farming community purchased nearly 5,000 high-yielding plant varieties available in TERI, after information about these was disseminated through radio. 200 farmers from the village participated in the Vivekananda Agricultural Research Centre Fair held in Kosi and also purchased high-yielding variety of seeds from them.

Community Involvement

Efforts – Increased interaction with the community members has enabled the creation of well-researched and knowledge-based programmes with community members. Cultural programmes are also prepared and the community members are invited to the studio for their comments, performance. The CRS also prepares programmes with help from Scientists and Experts working in the vicinity.

MGNREGA

Problems – Inadequate access to information about the scheme, particularly among women of the area, hence, people are not seeking employment under the scheme.

Efforts – The CRS team met with villagers to understand their problems and then programmes were prepared on the basis of this interaction so that targeted information is provided to them. Success stories were documented and broadcast to enhance and showcase the impact of the Act and radio dramas, etc. were prepared whenever required.

Result – The local populace can now identify with the problems being faced by others. Villagers of Sunkiya, Dadima, Supi and Kokilbana have acquired information about getting employment and getting a job card from the village head. Women

are also taking advantage of information disseminated through radio programmes in getting their job cards

Tourism

Problem – Lack of knowledge of local tourist destinations.

Efforts – To convey the information about areas, which are suitable for promoting tourism and to provide information related to historical geographical sites in the vicinity.

Impact – People in villages have gathered information about specific locations through radio broadcasts focusing on tourism. Community participation has increased as locals started sending information through phone calls from Bargal Kausani and Joshimath, about scenic locales in their vicinity.



Kumaon Vani: Action

Information on Government/NGO programmes

Problem – Lack of awareness, lack of procedural information.

Efforts – Arohi Haat organised an awareness about the rights were conveyed.

Impact – Under the Public Distribution System for food grains, the residents of Budi village insisted that the ration shop dealer should display fixed price on the board.

According to the organisers of Arohi Haat, people’s participation increased by three times compared to previous years.

Participation of people in mobile camps in the Kashyalekh area has increased.

Challenges for the Station

- The CRS would like to further increase community participation
- More creativity for new radio programming formats
- Maintenance of equipment and infrastructure is expensive since the radio station is at a remote location
- Access to information about Government schemes and programmes
- Confidence to do more live programming
- Generating revenues for the radio station through advertisements

How is the Community Engaged?

- Through phone-ins
- Listeners send SMS and also write to the radio team
- Village meetings held in nearby villages
- Radio team goes to villages in the area to record songs, interviews, features, etc.
- Kumaon Vani is invited for community programmes
- Better community participation as locals come to the studio and are willing to express their opinions through radio
- Increased local participating in live broadcasts
- Individuals from the community send their requests to the CR station asking us to broadcast programmes of their choice
- Women and children participate in recording radio plays and other programs
- Government and NGOs are ready to help and support by providing funding and content
- Obituaries are given through radio
- Locals are now willing to give small advertisements on radio



Kumaon Vani: Community engagement



Aap Ki Awaz @90.8 MHz: Nurturing the cause of the Girl Child in Agra

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Phone: 07500060000, 09837504400 E-mail: aapkiawazfm@gmail.com

Background

Bharati Shiksha Sansthan set up the community radio Aap Ki Awaz recently on 11 February 2011. We were allocated the frequency 90.8 MHz. We have 12 hours of broadcast with 6 hours of original programming and six hours being repeat broadcast. We are just finding our feet as a new community radio station.

Programming Focus – Multiple Formats, Catering to Different Audiences

We start our day by broadcasting a devotional programme ‘*Nirmal Vani*’ in which people from different communities participate and share their thoughts on devotional topics. Then we broadcast ‘*Aap aur Zindagi*’ and there is a segment in which we broadcast a career related programme in which many counselors and students participate.

A programme related to health is broadcasted naming ‘Health is Wealth’ follows in the schedule of our daily programme. This programme covers problems of community people with the help of reputed doctors.

After that we broadcast a programme with the name ‘*Chalte-Chalte*’ in which we broadcast useful and knowledgeable stories, wherein children and local community singers participate. The community participation is highly encouraged. They come up with new ideas and also present other activities. When we broadcast live shows like ‘Lifestyle-Feel Good, Feel Life’ and ‘*Sab Rang Ek Sang*’, there is a great deal of enthusiasm among the listeners. In this segment, we talk about the latest issues and problems faced by community members related to water, electricity and other day to day problems of civic affairs.

Achievements/Success Stories

Our organisation has been actively engaged in taking up the issues of the Girl Child. We have recently promoted a car rally organised for the welfare of girl child with the name ‘Save the Girl Child’. We have broadcasted this special programme through our community radio station.

We have organised an action event for women on the occasion of ‘International Women’s Day’ for the welfare of community women and to make them aware with the women’s rights. And since we are new, we believe that this is just a start. We are looking forward to work more for the community.

Capital/Sustenance

The total capital involved in our community radio is somewhere around ₹ 25 lakh and the organisation is using its own building. Since the set up is new, there is



Aap Ki Awaz: Students participating in a career programme

no source of income from any medium, so the organisation is running this radio station by itself. The organization is spending around ₹ 50,000 pre month for running this station because the broadcasting time is 12 hrs daily, as well as to cover other operational and maintenance expenses.

Expectations

We would like to learn from other established community radio stations as to how they are managing content development, continuous engagement with the community, feedback management and most importantly sustainability related issues. We are also looking forward to new and innovative ideas that may have been tried by other community radio stations. Our biggest challenge is to ensure that our listeners tune-in to our CR station and we are able to provide value added services to the listeners.



Aap Ki Awaz: Interaction with college students and faculty



Radio Adan @90.4 MHz: Bringing Agro-tech from Lab to Land

Dr Sarvjeet Herbert, Sam Higginbottom Institute of Agriculture, Technology and Sciences
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Background

Radio Adan 90.4 MHz operates out the Sam Higginbottom Institute of Agriculture, Technology and Sciences (SHIATS) campus in Allahabad, Uttar Pradesh. This institute is a deemed University. It was earlier known by the name Allahabad Agricultural Institute. The Radio Adan was launched on 25 April 2009. The CRS serves a large community of farmers based around the campus. The CRS broadcasts suitable programmes for 12 hours daily. The students and faculty work together to develop the content suitable to the community needs and to bring the knowledge to the farming community.



Radio Adan: Action

The School of Film and Mass Communications (SFMC) runs and manages the Radio Adan 90.4 MHz, as a part of its social commitment and responsibility towards the community within which it is situated; addressing itself to the residents of Allahabad. This community radio broadcasts educational, enrichment and wide range of rich socio cultural programmes by the students; under the supervision of the faculty members produce the radio programmes. CR Radio is a space that provides an excellent learning experience to our students. SFMC Radio station is a good source of hands-on experience for students of mass communication.



Radio Adan: Studio

Broadcast Content

Keeping in mind the community that we serve, the programming focus of the Radio Adan is more towards agriculture information sharing. Many of our programmes are produced with the help of agriculture experts with an aim to inform and educate the farmers about the latest agricultural technologies that they can use. Our aim is to aid in bringing technology from inside the Lab to Land.

Guests and experts from various fields are often invited to our studio for interactions with the farmers and other community members and occupational groups through special phone-in programmes.

Apart from programmes on agriculture we also produce and air programmes related to healthcare and hygiene and other social issues as are relevant to the community. Our primary aim is to empower the listeners with skills and capacities to enhance their agricultural incomes and strengthen their livelihoods security opportunities.

Capital and Sustenance

The infrastructure for setting up the radio station and running costs are being met by the University.

Achievements

Radio Adan 90.4 MHz has been running successfully since 2009. There has been a general improvement in the awareness levels and the lifestyles of the community through the information being provided through the CRS. Our invited guests and experts directly respond to specific queries from the community through live phone-in shows. The keen participation of the community members and their interactive queries during the phone-in programmes indicate the continued interest in the topics covered by Radio Adan.



Radio Adan: Event



Agra Ki Awaz @90.4 MHz: CR Station Voicing the Aspirations of an Indian Town

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Background

The Agra Ki Awaz community radio station was set up by the Department of Journalism and Mass Communication, Dr BR Ambedkar University, Agra, Uttar Pradesh on 30 October 2010. Inauguration was done by Governor of Uttar Pradesh, Hon'ble Shri BL Joshi. Chief Guest of the occasion was Supreme Court Justice Shri Markandey Katju. The community radio station has been producing 2 hours of original broadcast each day. It caters to the interest of all sections of the community that it serves, reaching about 10 sq Km of the stations radius.



Agra Ki Awaaz: Studio

Broadcast Content

The community radio centre Agra Ki Awaz follows the aim and work procedure of a standard community radio. The subjects of our programmes, which are from the community itself, will be the base of the development of the city. Community radio is a tool which is made on the local intelligence, behaviour, nature and way of living of society. The programmes which influence the change in society are first thought and outlined carefully, after that they are considered. The CRS focuses on programming created by the community that is intended to help build a better Agra.

We get feedback, and by considering those feedbacks we create new programmes in which the part of society is present. We make programmes, reflecting the hopes, aspirations, problems and concerns of the people, and also drawing upon their active participations along with entertainment of the students of the University, college and local talented persons. Programmes to promote the welfare of student's career counselling are also made. We want to create harmony and a healthy environment in the society through the community radio.

Apart from showcasing local talent, the CRS also broadcasts shows that provide career counselling to students.

Enhancing the reach: Multi-Media Strategy

For example, our hugely popular daily programmes Agra Ki Awaz, is a call-in programme in which government officers, elected representatives of Municipal Council and the panchayats, educationists, medical practitioners, lawyers, social work-

ers and other eminent local citizens are invited as guests/experts. The listeners are informed about the guest of the day in advance so that they are ready to ask their questions on phone during the live-interview of the guests. This programme has emerged as an effective platform where Agra residents can discuss their collective problems and seek solutions.

Capital and Sustenance

Capital expenditure for setting up the CRS was ₹ 30 lakh (approx). The recurring expenditure for the CRS is ₹ 770,000.

1. **From UGC GRANT:** Some of the amount will be met out from the UGC grant allocated to the University in XI 5-Year Plan in the heads – student welfare and sports. There is also a provision from IFM in this grant. We may pay the salary of 01 Technical Officer (Radio Station), 02 Technician Assistants (Programmer executive/Computer Operator/Sound recordist) from this head. Salary of Class IV employee may be paid from the grant allocated in Student Welfare Head.
2. **From the Department:** The monthly salary of 01-RJ(Radio Jockey) and expenditure on contingency will be met out from the journalism course which is a self-finance course. The department will also run a new self-financing course from this session named as ‘PG Diploma in Radio Jockeying’. RJ will also teach this course along with his/her duties as RJ at the radio station.
3. **From Advertisements :** We will accept advertisements as per prescribed rates and rules of government of India. These advertisements will help us financially in the coming future to meet out the expenses up to some extent. We can accept advertisements for 50 minutes duration in 6 hrs programmes as per Government policy.

Achievements/Success Stories

Some of the special programming that has been produced by Agra Ki Awaz are as follows:

Discussion on Ragging: On 2 November 2010, 6 students from various colleges in Agra were invited to the studio for a discussion on ragging among students. The show, broadcast on 4 November 2010 was highly appreciated by the student community of Agra.

Interviews with Doctors: More than 10 interviews and radio talks of doctors were recorded and aired by Agra Ki Awaz. The discussions have generally been about child care, women’s health and general physiology. A radio talk on Naturopathy was also broadcast. Among these stories the most appreciated has been, ‘*Dengue Se Kaise Bache?*’ (How to protect yourself from dengue fever) broadcast on December 24, 2010. A rally was conducted at Shaheed Smarak for awareness of thalassemia (inherited disorder of haemoglobin metabolism resulting in fatal anaemia) under Dr Anil K Agarwal which was very successful and was appreciated by lot of people.

Folk music: Several radio programmes were recorded on Folk artists and folk music. One of them was *Veer Gatha*, broadcast on 20 October 2010 which was a musical performance of folk song by a group of farmers from village Bah, near Agra was much appreciated.



Agra Ki Awaaz: Event



Agra Ki Awaaz: Action



CMS CR @90.4 MHz: Community Based Programming Creates a New Learning Ethos

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Background

City Montessori School community radio was launched on 1 July 2005 as a campus radio. It covers 16 hours of broadcast with 8 hours original programming and 8 hours of repeat. It makes the programmes based on the need of the community people be it health, employment, food, nutrition and other social issues like Child Labour, Women Empowerment, Family Planning and Birth Control and other health related problems.

Programming Focus: Community

CMS community radio also focus on the issues which are of daily concerns to a common man, usually some problems that have come forward are Agriculture, Sanitation and Hygiene, Advice on Legal Aspects and Mother and Child Care. Needless to say the channel is more of voice of people rather than being anything else. CMS CR also broadcast programmes that showcase the culture of the village, for example the way they celebrate Holi, Diwali, Dassehara and other regional festivals.

Special features presented on special occasions are an integral part of CMS CR. Live phone-in-programme is a weekly segment on every Sunday where a renowned medical expert is called who answers to the health related problems of our listeners. CMS community radio also aims to treasure the folk culture of the community when the community women come to studio for the recording of folk songs and sanskaar geets (devotional songs).

Few of the prominent programmes broadcast on the CMS community radio are *Sebat Ki Baat Doctor Ke Saath*, *Geeto Ki Jhankaar*, *Nayi Subah*, *Nanbon Ki Dunia*, *Career Mitra*, *Shakti* and *Anmol Ratna*, and *Hum Honge Kamyab*.

Capital and Sustenance

CMS community radio is a venture of City Montessori School headed by a visionary couple Dr Jagdish Gandhi and Dr (Mrs) Bharti Gandhi. CMS community radio has two stations one at CMS Inter College 2, Vishal Khand Gomti Nagar and another is at CMS Girls' Degree College, Kanpur Road, Lucknow. The day at CMS CR begins with a meeting with the Head of the Department and responsibilities are delegated to the team members after which begins the work of recording and anchoring of educational and inspiring programmes.



CMS CR: Quiz competition

Our focus has been on transmission of such highly educative programmes that enhance the knowledge and all-round personality of the community listeners. Various health experts like the heart and yoga specialist, eye specialist, dieticians, neurosurgeons and consultants from different fields have been involved in preparing useful programmes for CMS CRS. Interactive programmes are also prepared so that the community members get adequate information about their health and other problems they face in their day-to-day life.

Our main source of capital is the income generated from the school fees. The efforts of CMS CRS were realized when the Department of Science and Technology (DST) bestowed the CRS with the project 'Planet Earth' in the Year 2010 where we have received a grant of ₹ 700,000 for producing the programmes on the subjects pertaining to Earth and conserving environment for six months.

Experiencing Success

Since March 2008, the CMS CRS team had also actively begun to work within communities around Lucknow. This has helped the station produce and broadcast community based programmes alongside educational programmes. The initiative has also been taken to try and encourage community people to become volunteers and take the ownership of the programmes. We have had mixed experiences in this endeavour. After getting women to overcome their fear of the mike, in their first attempts to record local folk songs and those that Mahila mandals compose for festivals and community gatherings, the CMS CRS team faced an unexpected obstacle, a misconception that recordings and songs recorded by the community people are being sold at very prices in the market and the women were being cheated of big money that the community people could make, but gradually we were able to remove this misconception from their minds. Our efforts have begun to bear fruits as we managed to motivate 20 community volunteers from Makhdoompur and Nijampur Malhaur village.

Here are few people from the local community who think that CMS community radio has changed their thinking and mindset towards life, it has become a success story and source of inspirations for the other members of the community.

Ramesh Yadav

A farmer who stays in Malhaur village is associated with CMS community radio from the year 2009. He with many other people from the same village was invited to CMS Community Radio Studio for training cum workshop where they got trained on computers for different functions like recording, editing and mixing. Ramesh, who was very shy in beginning is almost a changed man now as he himself says, "I never got an opportunity to learn how to use the computer. However, I am happy that I got an opportunity to speak on the radio."

Since the day CMS CRS invited him to participate in a panel discussion, Yadav has emerged as a more confident person and now he speaks on the mike confidently. "Change will come only when people in the village change their mindset and authorities take their responsibilities seriously," he says. Now Ramesh is a dynamic volunteer for CMS CRS in Malhaur who not only co-ordinates the different activities of CMS CRS but also encourages other community members to participate in various programmes produced by community radio.

Ramesh has also participated in many phone-in-programmes in studio which has boosted his confidence up to a great extent. He has also participated in many drama programmes like a health programme *Arogya Mantra* and a soil related programme *Mati Ke Rang* produced by CMS CRS under the project 'Planet Earth' a programme of Department of Science and Technology (DST).

Chenavati

A 21-year old young girl came to the studio in March 2009 after she heard *bhajans* being played on this community radio channel. After initial fumbling she has managed to settle down to contribute to making various radio programmes. With her confidence growing, she learnt the basics of computer and graduated to announcement and supporting the phone-in-programmes. She too admits. "Earlier, I would not speak. I have to thank CMS CRS for giving me this opportunity." She adds, "It is a great experience, when we are speaking on the radio. Our family is able to hear us, what can be better?"

Chenavati is a dynamic and regular volunteer of CMS CRS who not only plays various roles in the radio programmes but also encourages other women of her community to come for recording of folk songs and other activities. "CMS CRS has changed my personality and the outlook towards life," she says.

Shivani Agrawal

A 20 year old polio affected Shivani is one of the four sisters who lost their father a few years ago. She is studying for her graduation and has been coming regularly to the CMS community radio station to learn the use of computer for different works at a radio station like recording, editing and mixing of the programmes. A few months ago, this extremely shy girl who would never reply to any question, now speaks boldly and confidently and regularly participates in various programmes produced by CMS community radio. She is also a regular participant in phone-in-programme. Shivani herself admits, "I have been scared to speak to people but now I can speak on the mike and record my poems and *Bhajans* in community radio station. This has boosted the level of my confidence".



CMS CR at Girls Degree College @90.4 MHz: Changing Lives and Destiny in the Old City of Lucknow

Varghese Kurian and RK Singh, CMS Girls' Degree College, Lucknow-226 012

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Background

CMS Community Radio @90.4 MHz was launched on 23 September 2005 and was set up by the CMS Girls' Degree College in Lucknow, Uttar Pradesh. The CRS broadcasts for 8 hours every day with 4 hours of original content and 4 hours repeat broadcast. CMS Community Radio has two stations: one at CMS Inter College 2, Vishal Khand Gomti Nagar and another is at CMS Girls' Degree College, Kanpur Road, Lucknow. CMS Community Radio is a venture of City Montessori School headed by a visionary couple Dr Jagdish Gandhi and Dr Bharti Gandhi. We have provided a description here, and would like to reiterate that the management of both stations is done by the same committee. These twin stations allow the reach to extend to a much wider range and also to impact the audience.



CMS CR: Event

Broadcast Content

The day at CMS CRS begins with a meeting with the Head of the Department and responsibilities are delegated to the team members after which begins the work of recording and anchoring of educational and inspiring programmes.

City Montessori School Community Radio creates programmes based on the needs of the community, be it health, employment, food, agriculture, yoga, science education, sanitation and hygiene, and social issues like child labour and women's empowerment. Live phone-in-programming is a weekly segment on every Thursday in which renowned agricultural experts are invited to the studio who responds to agriculture-related problems of our farmers.

CMS Community Radio also aims to treasure the folk culture of the community and encourages members of the community to come to the studio for recording of folk music as a way of preserving traditional art and culture. Some of the programmes broadcast on CMS Community Radio are *Ek Nanha Sapna*, *Yuva Manch*, *Khel Sansar*, *Singhasan Bateesi*, *Sargam* (a classical music-based programme), *Baghvaani*, *Gyan Darpan*, *Tai Bataye Baat*.

Capital and Sustenance

As CMS is an educational institution, the main source of capital and sustenance of CMS-CRS is the income generated from the school fees. The efforts of CMS CRS were realised when the Department of Science and Technology (DST) bestowed the CRS with the project 'Planet Earth' in 2010 where CMS CRS received a grant of ₹ 700,000 for producing

the programmes on the subjects pertaining to earth and conserving the environment for six months. These have been the source and sustenance of CMS CRS.

Achievements

The success saga CMS CRS is the word of community people who feel that CMS-CRS has changed their life and their destiny. Here are a few people from the local community who think that CMS Community Radio has changed their thinking and mindset towards life, it has become a success story in the community.

Sarita Rawat a girl from the community who has been associated with CMS Community Radio since 2010. She is a very talented girl and singer of folk songs. Being a hard working and sincere member of CMS CRS volunteer team, she is ever thankful to the CMS-Community Radio for grooming her personality.

Ramesh Yadav is farmer who stays in Malhaur village has been associated with CMS Community Radio since 2009. He, with many other people from the same village was invited to CMS Community Radio Studio for training-cum-workshop where they received training for using computers for different functions like recording, editing and mixing. Ramesh has emerged as a more confident person and now is able to speak on the mike confidently. "Change will come only when people in the village change their mindset and authorities take their responsibilities seriously," he says. Today, Ramesh is a dynamic volunteer for CMS CRS in Malhaur who not only co-ordinates the different activities of CMS CRS but also encourages other community members to participate in various programmes produced by community radio.



CMS CR: Studio



CMS CR: Action



HINT Radio @90.4 MHz: Reaching a Peri-urban, Aspiring Community in NCR

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Background

Hint Radio 90.4 MHz is an arm of Hint Media Group, covers Ghaziabad city and some blocks. The Community Radio was set up by Hint Media Group with a vision of its founder legendary journalist Shri Vijay Sekhri. In a short span of 11 months, Hint Radio made its presence felt in the district. Hint Radio is the only community radio in Ghaziabad. Hint Radio has made a steady stride in providing wholesome entertainment and information to its listeners. A staff team of Hint Radio has held camps to encourage village kids for education. Hint Radio is the only electronic medium being used to communicate with the rural mass of the area. In its existence of 11 months, Hint Radio played a pivotal role in bringing a catalyst change in the life of rural folks of the district.

Broadcast Contents

Hint Radio mainly produces programmes on Education, Health, Family Welfare, Agriculture practices and Legal aid and Legal Education. The broadcast content is decided by the local people only and finalized by the Programme Head of the station.

Some of its programmes are as follows

Astha: The main objective of the show is to aware people of social evils; **Kissan Ko Salaam:** This is a show meant for rural folks; **Hit Hain To Fit Hain:** This show takes health and fitness to the listeners; **Daastan-E-Ghaziabad:** In this show we take listeners to the history of the city. Career dot com: This show talks about various career options of students; **Tax Salah:** This show provides an in-depth analysis of tax structure; **Health Junction:** This show talks about diseases and their cures.

Infrastructure and Sustenance

Hint Radio 90.4 MHz is run by the Hint Institute of Mass Communication, affiliated with the Guru Jambheshwar University, Hissar. It started with the financial support of Hint Media Group in its own building in space 5200 Sq ft covered area in Hint House. Initial capital investment was around ₹ 25 lakh.

Hint Radio has three studios, two offline and one online with complete ecostic treatment of high standard. Eight RJs are working on salary rolls and ten are taking free training of Radio Journalism at present. The Radio Station has 16 extra editing tables, apart from three well equipped studios. Radio station owns a separate four wheel vehicles for field coverage.

Hint Radio has now come to the level of fetching few commercial advertisements but that is still not sufficient to meet out all expenses. Expenses are met out with support of the sister units of Hint media group. Hint Radio compensates this support by giving advertisements of all other concerns of Hint Group. This in-house support is good enough to sustain the smooth running of Hint Radio with respectful standard, with this we can serve best to the community and will remain with best of our efforts in community services.

Achievements

Since its launch, Hint Radio has made a steady stride in providing wholesome entertainment and information to its listeners. Today, it is one of the largest private community radio network in terms of audience.

Hint Radio is the only electronic medium being used to communicate with the rural mass of the area. In its existence of 11 months, Hint Radio played a pivotal role in bringing a catalyst change in the life of rural folks of the district. Hint Radio's theme song 'Hamara Ghaziabad' has become a huge hit among listeners. The district administration has selected it as a part of Ghaziabad Mahotsav – the annual cultural fest of the district.

No cost was spared to ensure that Hint Radio set the standards for quality of broadcast and coverage in each of its areas. Hint Radio has its own state of the art studio in Ghaziabad. Transmitters, mixers and coders were sourced from globally renowned suppliers.



Radio IIMT @90.4 MHz: Creating Sustained Value for the Unreached

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Background

Radio IIMT 90.4 MHz is the first Community Radio Station of Meerut. Having initiated our broadcast with 2 hours of programming daily, today we are broadcasting 18 hours every day (6 am – 12 mid-night). The population of Meerut is about 30 lakh. Our team consists of One Programme Head and 6 Radio Presenters whose sustained efforts have made Radio IIMT a packaged infotainment station, with the motto 'for the community, by the community and of the community'. This is an initiative undertaken by Shri Yogesh Mohan Gupta, Chairman of IIMT Group of Colleges.



Radio IIMT: Engaging the Stakeholders

Programming Focus

Our programmes are devised keeping mind the population, which is a mix of rural and urban populace.

At present, we are broadcasting programmes based on employment, Child Psychology, law and rights of citizen, home remedies, healthy recipes, environment protection, career guidance, inventions and discoveries, agriculture, health. We also have community participation in our programming in the form of performance of folk songs, etc. by the community members.

Innovative Approach to Keep Audience Interest Alive

Catering to a population that is a mix of rural and urban masses, Radio IIMT's programming is a mix of informative and entertainment programming.

The focus of our station is to combine the objectives of development and reaching the community with the value that is created by community radio in all spheres of life. The innovative approach of combining knowledge sharing with creativity and entertainment value is the reason for the success of our community radio station. If we want knowledge to be absorbed by a wide variety of audiences then creative programming mix is very critical.

Broadcast Content: Thrust on Variety

Shows on employment opportunities and career guidance cater primarily to the youth, while for others we have programmes that delve into child psychology, legal aid, healthcare tips, cookery, agriculture, etc.

Apart from these we also air shows where music is played according to the audience's preference and have another section on popular entertainment news.

Radio IIMT broadcasts educational, health, cultural, social, consumer law and agricultural based programmes incorporating interviews of community people invited as guests to various shows.

Achievements

Inviting important and famous personalities also make it very attractive to the listeners who get expert views and analysis on a variety of subjects. Some of the leading personalities who have participated in our programmes include: Prof SP Ojha (Ex VC Ch Charan Singh University, Meerut); Film and Television Serial Director Himanshu Kansal; Dr Naveen Lohani (HOD, Hindi Department); Prof SVS Rana (Pro VC), Shri Jitendra Singh Bana (Bar association Meerut) Shri KK mittal (Law Department Meerut College); Shri Khagesh Bahadur (President, District Consumer Forum) and many others. This is a regular feature with IIMT radio.

Our programme *Rozgar Update* has generated awareness and employment for people who were sitting idle with Matriculation and Higher Secondary Certificate. The focus is to bring to the notice of the listeners to vacancies issued by the *Soochna evam Prasar Mantralaya*, focusing on the youth who have completed their schooling.

Our programme 'Life Line' has been able to give free medical advice by doctors in our show.

Our programme *Dil Se* has given a platform to the rural people to explore their talent in singing and talking on various issues open heartedly.

Our programme *Kanooni Salah* is catering to people who want to know about various laws pertaining to day to day problems, harassment, consumer protection, discrimination, dowry etc.



Radio IIMT: Studio



IITK CR @90.4 MHz: Connections with the Community

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The Humble Beginnings

IIT Kanpur has been disseminating seeds of knowledge since its inception and its latest initiative is the launch of the IITK community radio. The station started on 27 September 2010 with the motive of connecting the campus with its voice and with the unheard voices of the neighboring community. The surrounding community includes several rural spaces like Lodhar, Kukradev, Singhpur, Kursauli, Nankari and suburban spaces like Kalyanpur, Rawatpur, etc. The programmes are run for 4 hrs daily - 1-3 pm and 6-8 pm - covering an area of 10-15 radial Km.

A whole gamut of programme is aired - Rhythms (Indian classical and semi-classical music); interviews of eminent people on varied themes of Indian democracy and higher education, musicology, migrant laborers' issues, etc.; Yoga and Naturopathy; Storytelling Sessions for children featuring stories of several great Indian writers like Munshi Premchand, etc.) Unheard Voices of the community; Miscellaneous programmes by Campus Community; and Special Features on festivals and National and International Days.

Nurturing the Voice of the Community

So far we have tried to engage the community as programme producers. We reach out to them through mails, through regular radio announcements and through field visits. The discussions are held over ideas/themes and once the concept is finalised the team and volunteers work in tandem. Several campus students and faculty community have recorded their voices with us. Also, many people from neighbouring villages have come forward and effectively used this medium of communication. Some people have also shared their recorded audios and videos through mails. Regular feedback is received on our e-mail, and some through field surveys.

Funding status

As of now, there are no funds earmarked for the Radio. It runs purely on voluntary basis though some of the costs are borne by the institute. However, we have procured some informative programmes through collaborations with organisations like Vigyan Prasar, Department of Science and Technology, Government of India, New Delhi.

The Journey so Far

The journey so far has been arduous. Since its launch, several challenges have confronted us. Though the station has all the necessary equipments and space, there is a shortage of staff required for the smooth functioning of the radio. Due to the crunch of financial resources, staff recruitments cannot be done and production work is also hampered.

The user group of IITK CR is a varied cluster. Nature of audience is quite different within and outside the campus. In fact there are several different user categories even within the campus. Programmes for all is indeed a challenging task. Yet, the variety of the programmes aired today



IITK CR: Shri Umakant Pathak, a flautist, who has been playing flute since childhood, in the recording room with his flute.

on our radio posits that to some extent we have been able to overcome this challenge.

Presence of other popular media forms like Internet, TV, i-phones, etc., on campus and repositioning the radio there in has also been challenging. What still remains challenging is the regular generation of quality content in the absence of financial resources and trained manpower. Till date all the technical difficulties have been handled efficiently.

Nevertheless the initial response has been encouraging. The picture is not that grim as it looks like. We have had some exciting moments as well. The first such exciting news was received on 27th November 2010 when Hindustan Times ran an article of one of our programmes 'Yoga and Naturopathy'. This follows sharing of mails and feedback.

Through our programme on classical music we have been able to tap the local talent spread around in the community. And finally we managed to involve some organisations like Jan Chetna Manch and Apna Ghar hostel that work for underprivileged children in our radio.



IITK CR: Young faces from the surrounding village called Nankari recording a group song in full enthusiasm.

We have been following a simple content development strategy. Our team constantly works on theme based programmes. Eg, 3-hr programme on classical music titled 'Glimpses of Classical and Semi-classical music with Mrs. Amarabati Biswas'. The scripting and narration has been done by a team member. The second approach is to invite the community to pitch in the ideas and after lot of discussions and brain-storming the concepts are developed and content is created. Some of the programmes have been procured through collaborations with organizations like Vigyan Prasar, New Delhi; Jamia Millia, New delhi; Shramik Bharti, Kanpur based NGO; and City Montessorie School, Lucknow. Another approach that we have followed is to go out on field visits and record the interesting stories that we come across. For example, on children's day we visited Swami Vivekanand School running in a neighboring village called Lodhar and recorded the talented voices of the students as well as teachers. At the end of the visit we had 1 hr of quality programme with us. The struggle has not been in generating good quality programme ideas but in finding dedicated and sincere people to work on those ideas and implement them.

Study/ Impact Analysis done

As a 7 month old radio station, and being nascent, no formal study has been conducted. Our regular feedback from mail and field feedback is an important indicator. Some field surveys for the community lying outside the campus have been done like in Lodhar, Panki, and Nankari villages regarding the radio signal, frequency, quality of programmes and suggestions were also sought.

Advocating the local needs through community radio:

During a field survey in Hirdayapur village, we were informed by villagers that there is no health dispensary in few kilometers. Village Voice is the programme that will focus on the lives of the surrounding villages – problems as well as success stories – and will involve the villagers. Doctors participate in health coverage programmes.

Innovation and Creative Approaches

Tapping the local talent and celebrating its diversity has been a key content development focus. We engage them as follow:

- Inviting schools and NGOs and other relevant groups working in the city to associate with our radio for relevant social content.
- Floating various ideas through our website and inviting volunteers to work with us. This will serve the dual purpose as volunteers will gain experience and participation certificates as well.
- Planning and giving regular slots for interested agencies. For instance, underprivileged kids of Apna Ghar hostel record their programmes every week, being aired every Sunday.
- We also receive pre-recorded programmes through our mail id.
- Forming small teams of talented and young teenagers from villages, holding regular meetings with them and sending them out in the villages for stories.

Constraints

Sustainability and funds are a major challenge. Moreover, organisations working in the social sector like UNESCO, UNICEF can help community radios in developing educational programmes. A programme repository with some virtual sharing tool can be developed. We look forward to more interactions and exchanges among the community radio fraternity.



Lalit Lok Vani CR @90.4 MHz: Tapping Local Talent in Bundelkhand Region

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Background

Station was established on 3 September 2010 and currently there is one hour original programming and two hours repeat broadcast happening each day. The station designs programmes as per the needs of the community in the local Bundelkhandi language. The programme content is developed bearing in mind to combine information and announcements with entertainment for the audience. The programmes are focused on the community needs especially with respect to livelihoods issues, women's empowerment, agricultural diversity, development of local resources, government schemes, etc. These are given priority to inform the listeners. All the team members are trained in community participatory processes, and develop local content in consultation with the community. The content and schedule is approved by the Management Committee of the CR Station which has community members at the decision making levels.



Lalit Lok Vani CR: Launch event

Sustainability Efforts

In its annual planning, Lalit Lok Vani has created an annual budget and funding plan. The



Lalit Lok Vani CR: Studio

budgets are prepared as per the plan each month. Revenue generation plan is based on membership, registration of local talent, announcement, renting of studio time, local advertisements and costs to get trained for broadcasting and technical management revenues.

Infrastructure of Lalit Lok Vani is developed by WML, Kolkata and this programme/radio station funded by Unicef. Recurring cost of Lalit Lok Vani about ₹ 17 lakh per annum. We collect revenue/recurring cost through registration, membership of radio, local shop advertising, greeting message, local announcement, hall rent, etc. In the six months since launch, the community has contributed a substantial part of ₹ 40,000 in revenue generated.

Supporting and Encouraging Local Talent

Lalit Lok Vani's biggest achievement is that it is Uttar Pradesh's first rural community radio station in the Bundelkhand region serving nearly 2.5 lakh population spread over 120 villages, including some bordering villages of Madhya Pradesh.

The Bundelkhand region has a rich cultural and oral story telling heritage. Lalit Lok Vani has provided an opportunity to over 100 local artistes to share their talent with the villagers in the region. This has provided a big boost to the local talent and encouraged the preservation and revival of the local culture.



Lalit lok vani CR: Studio

Management and Collective Thinking

The Lalit Lok Vani community radio station is governed by a locally established Management Committee. The Committee has suggested that local talent can be built by building capacity. Towards this end, Lalit Lok Vani has been doing narrow casting sessions in backward and remote villages on a regular basis.

Way Forward

Lalit Lok Vani has ensured that the programming focus must be matched with revenue generation efforts in order to sustain the radio station. While community participation is going on well, we would like to learn about how other stations have managed, especially those that are operating for a long time. Management skills amongst all local community members and formal capacity building programmes would also be beneficial for its members. New project related funding opportunities will also be explored. Greater networking among other existing community radio stations will give a new impetus to the overall success of all CR stations, as it will also benefit the community served by Lalit Lok Vani.



Lalit lok vani CR: Studio



Radio Noida @107.4 MHz: Supporting the Urban Poor in the National Capital Region

Braham Prakash Yadav, Asian School of Media Studies, Film City, Sector 16-A, Noida

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Background

Launched in November 2009, Radio Noida was set up by Asian School of Media Studies and caters to the large rural community of the suburb of Delhi in the National Capital Region. Radio Noida has focused on edutainment with programming of 14 hours of daily broadcast.

Broadcast Content

Community radio is a prior agenda that can help building up participatory practice in the society, which leads to people's governance. It can facilitate people's access and promote their participation in local level decision-making process, which ultimately results into participatory governance in the society.

Radio Noida's programme content related to the community and focus on issues relating to education, health, environment, cultural, social, and consumer law based programmes and agriculture and rural and community development. Radio's on air programme include interviews of community people invited by the community radio.

Capital and Sustenance

Radio Noida is fully supported by the Asian School of Media Studies. It includes capital expenditure and operational expenditure.

Taking up Social Cause and Achievements

The team of Radio Noida 107.4 MHz has established a social setup under the name and banner of 'Radio Vigyan Club' to promote scientific education in slums and in villages of Noida with the help of Vigyan Prasar.

Radio Noida is now adding and supporting social activities in Noida. The byline of Radio Noida – *Apna Radio* has extended the word *Apna* and started *Apna School*, *Apna Shishu Sadan* and *Apna Library* in the slums of Noida to support the all round development of unprivileged children in the suburb.



Radio Noida: Meeting



Radio Noida: Event



Radio Noida: Event

In cooperation with Radio Vigyan Club, Radio Noida has taken up an initiative and produced a radio programme on the necessity of identity cards for the welfare of the society. In the slum area of sector 16, 17 and 18, people who did not have identity cards/voter identity cards, were provided forms to make the work easy for them. The participation in the people was overwhelming.

Salaam Namaste @90.4 MHz: IMS Noida: Radio that Listens!

Barsha Chabaria, Station Head, IMS Campus, Sector-62, Noida-201 303, Uttar Pradesh

Web: www.salaamnamaste.in Phone: 09717411111 E-mail: info@salaamnamaste.in

Background

Salaam Namaste has been operating for the past 3 years and has a 12 hour broadcasting live programmes and repeat of talk shows. Live programmes have everyday ‘Topic of Discussion’ where comments by the community are invited and are aired. Talk shows are designed with local doctors, educationists, and career specialists where the talk – topics are Health and Nutrition, Career, Admission help, etc. Every show has a community involvement of 50 percentile and above.

Salaam Namaste also broadcasts programmes given by ‘Vigyan-Prasar’ for science awareness and environmental topics. Health shows have local doctors speaking on different health issues, called ‘Salaam Sebaat’. A weekly Show called ‘Hum mein hai Dum’ is a centralised for Women-Empowerment programme designed to encourage entrepreneurship and home businesses.

A special show called ‘Noida Ki Baat Noida ke Saath’ is one where people from Noida villages come and talk about their day-to-day living conditions, problems and solutions are sought from the *Sarpanch*. Teachers from different schools were invited to guide students for exams which had an overwhelming response during this exam session and this show was as ‘Radio-Tuitions’ Stories of under privileged and slum kids are covered through outdoor-broadcasting called ‘Nanbe-Haanth-Baade Sapne’. Career special programmes have local people in different professions who talk about the relevance of the profession and how to make preparations to become one. It is called ‘Career Express’. Responses by the community are invited and likewise changes are made in the programmes too.



Salaam Namaste: Community

Innovative Community Initiatives

Cutting PPL play out and up-lift of local talent: CRS Salaam Namaste is based out in Noida, which is an educational Hub. There are quite a number of colleges where young teenagers have formed their own 'Rock-Bands' and they make their own compositions. To fill per hour clock, song play outs are really important for any radio station and Salaam Namaste had been paying for PPL license for the last two years. An innovative step to uplift the local talent and also curbing the unaffordable license money has been through promotion of invited 'Original Compositions' by local rock-bands in our community which is played every hour. This is having a great response in a very short span of time.

Daan-Verdaan: A donation drive to help the poor and needy in the community a donation drive was initiated by Salaam Namaste where the Community people donate everyday required stuff which is distributed in Slums of Noida. This is an on-going activity.

Radio-Tuitions: Salaam Namaste started Exam Therapy in the year 2010, which was repeated in 2011 too as Exam Therapy Season II, where teachers in Noida, Counselors in Noida, Food and Diabetic specialists, psychologists in Noida helped students to prepare for exams. This acted as Radio-Tuitions.

Challenges in Revenue Generation

Difficulties in audibility and interference by similar other stations poses a great problem in mapping clients and that is why they are reluctant to invest in such a radio station. Also whatsoever range is available that seems to be less.

We humbly seek co-operation and help by the Government to provide us projects like safety, traffic, and national holidays celebration which could be in a calendar and this would chart out a frequent flow of revenue throughout the year.

Strategy for the upcoming year

The strategies Salaam Namaste is planning for the coming year is to approach all sorts of Government revenue sources, because that seems to be the last possible help. Also, we wish to co-ordinate strongly with CEMCA to know how technicalities and provisions change after completion of three Years.



Salaam Namaste: Engaging the local community



Jadavpur Univ CR @90.8 MHz: Building Bridges, Connecting People

Prof Nilanjana Gupta, School of Media, UG Arts Building, Jadavpur University, Kolkata-700 032
West Bengal, Web: www.jaduniv.edu.in Phone: 033-24146060 E-mail: radioju@gmail.com

Background

Jadavpur University, Kolkata, on the Bengali New Year, 14 April 2008 proudly launched West Bengal's first community radio station, Radio JU 90.8 MHz. It is located in an area where different sections of society co-exist in harmony. The population around the University is a mix of middle class educated families as well as slum-dwellers.

The CR station was set up as part of Jadavpur University's ongoing Project TEQIP in collaboration with School of Media Communication and Culture, JU.

Community Radio JU airs fresh programmes for 8.5 hrs daily starting from 11 am – 7.30 pm for 7 days a week. The daily programmes may be generically divided into four groups - children's programme, informative programmes, cultural programmes and edutainment programmes. The format of the programmes includes interviews, panel discussion, magazines. On special days like Women's Day, Human Rights Day we broadcast 12 hours of programming including 1 hour of phone-in programmes. The weekly schedule is available in the official site of the University. We also rebroadcast BBC and Deutsche Welle's programme.



JU CR: A group of boys from a local NGO performed their self composed songs.

Experience Sharing

Community Radio JU has completed three years in April 2011. It was not a smooth journey. We had to face several problems in 2011 to build the requisite infrastructure for transmission and creating a talent base to constantly produce quality programmes. Community RadioJU is indebted to the group of 100 active members who work voluntarily, round the clock.



JU CR: A street hawker is being interviewed by a child radio reporter.

Additionally around 50 members are occasionally involved with the radio station.

Community Radio JU brings people of different walks of life, closer. Suchorita Banerjee, a visually challenged child radio reporter, says "I feel privileged to hear my voice on radio. It was my dream to work in radio as it is one of the medium where you can paint pictures with words. I feel like I am one of the normal children and here I have made many new friends. Now, my friends wait eagerly for my show".

Apart from regular interactive programmes, Radio JU also appealed for donations of food and drinking water to be given to the victims of the deadly cyclone, *Aila*, in Sunderbans in 2009. Listeners and participants responded by contributing generously to the announcement made by JUCR 90.8 MHz by collecting relief material for *Aila* victims. Bulk of dry foods like biscuits,

sattoo, puffed rice, clothes, children's food like milk powder, ORS, were transported to the victims residing in the interior of Sunderbans with the help of National Service Scheme of the University.

Study/Impact Analysis done

A survey of around 200 households around the University was conducted before the launch. The programming of Community Radio JU is based on findings of this survey. Recently, a pilot survey was conducted which will lead to a larger survey to measure the impact of Community Radio on its listeners.

Apart from surveys, we do live shows on special days and keep a note of the callers. On an average we get 15-20 calls in an hour of phone-in programme. At the end of each programme we mention the telephone number and e-mail address of the station. On a regular basis we get around 20 phone calls from listeners. These help us to directly engage with the listeners and also map the transmission range. This technique is responsible for converting a large number of listeners into performers.

Innovation and Creative Approaches

We regularly broadcast messages requesting listeners to conceptualize and create new programmes and also give their feedback on the existing programmes.

We do weekly programmes on different marginalised communities in the area. We have done a series of programmes on the lives of snake-charmers and *Baul* singers. These programmes were an instant hit. The programme on the lives of snake-charmers was based on their lifestyle, the myths related to snakes, and also a word of caution from a medical practitioner, in case of snake-bite.

The programme on *Baul* singers helped us to record several rare folk songs and also document their journey. By broadcasting these songs and interviews, the local urban population could enjoy traditional rural folk songs.

Community Radio JU is playing the role of a mentor for the students of UGC approved certificate course in Radio Productions which started in 2009 under School of Media, Communication and Culture. The course focuses on the technical, practical and academic aspect of radio. Among 20 students of the first batch, several students of the course are working in radio and television stations in Kolkata. The students enrolled for the course get hand-on training in the Radio JU studio.

As part of the education programme, Community Radio JU broadcasts daily one hour of programme '*Sabaj Path*' based on the syllabus of State Government. Teachers along with few students from Government schools try to recreate the classroom like atmosphere in the studio. *Sarva Shiksha Abhiyan*, has approached Community Radio JU to provide these programmes on a CD which can be brought into use for visually challenged children who are not residing in the transmission area.

Students of undergraduate programme thanked Community Radio JU for helping them with their compulsory *Environmental Studies* paper. This year, teachers from different faculties recorded their respective module on Radio JU. The queries of the students were also cleared in the live phone-in programme.

The sound postcard was our way of reaching out to the community with the new year messages and dreams of children, simultaneously providing a platform for the often talked about children's right - the Right to be Heard. These were short sound bytes ranging between two to three minutes, where our volunteers spoke to children about their dreams from the year to come. Collected within the area of our transmission, the sound post cards feature a diverse range of children from different socio-economic backgrounds-school children, school drop-outs, children living in the slums of Jadavpur Rail Colony, children who work as casual workers in stalls around the University.



JU CR: A visually challenged student recording his show.

In keeping with the essence, responsibilities and the medium of a community radio, we decided to use sound bytes of the often neglected part of our community - the children, to express their hopes vis-à-vis their often harsh realities. The sound postcards were deliberately short, so that it could be easily shared or uploaded, and the listener would not have to invest too much time in stopping by and listening to them, either. It was not just our means of exchanging season's greetings, but also an aural mode for social outreach.

What help do you further need?

There are two major road-blocks:

i) **Transmission:** Under Government rules, Community Radio JU functions on a 50 Watt transmitter. As a result we are facing great difficulty in reaching to a wide mass. Due to high rises and telephone towers, transmission is very weak and in a few pockets in the locality the transmission cannot be heard. Also, in many places within 5 Km, the transmission can only be picked by large and powerful radio sets. Most people today listen to the radio on their mobile. Here too there is a great problem. We would like to urgently request the Government to grant us a high power transmitter so that transmission within the 10 Km radius can listen to our interesting and socially committed programming.

ii) **Sustenance:** A small amount of revenue is collected from advertisements. For the past 3 years, we are associated with the *Sarva Shiksha Abhiyan*, NIIT. We also broadcast messages issued in public interest by West Bengal Pollution Board and Save the Children. The revenue earned by these commercials takes care of the daily expenditure like the travel allowance to school children and teachers and some tea and refreshments.

Even after three years, Community Radio JU is financially dependent on the University. The host institute takes care of the monthly recurring cost like salary of the two staff, telephone bill, and electricity bill. The license fee is also paid by the University.

We would like to approach the Government to make necessary arrangements so that community radio can become self-sufficient.



Members of a local NGO, Sanlaap, shared their experience on 90.8 MHz.



Radio SRFTI @90.4 MHz: Satyajit Ray Film and Television Institute SRFTI, Kolkata

Sk Abdul Rajjak, Station In-charge, SRFTI, Kolkata-700 094

Web: www.srfti.gov.in Phone: 033-24328355 E-mail: srfticommunityradio@gmail.com

Background

Satyajit Ray Film and Television Institute, Kolkata, West Bengal is an autonomous Institute under Ministry of I&B, Government of India which imparts thorough training in movie making both in film and electronic medium. It offers 3 years full time postgraduate Diploma in Film Direction, Editing, Motion Picture Photography and Audiography. Students come from all over India.

Community Radio Station, Satyajit Ray Film and Television Institute (CRS, SRFTI) is a part of it. The programmes are aired in the name – **SRFTI 90.4 MHz**. This CRS is not a training centre but it works as a community radio station. It broadcasts the programmes which have immediate relevance to the community. It focuses on the geographical community within a radius of 5 Km. centering the Institute. The financial, administrative and legal implications of the CRS is taken care of by a 'Principal Committee' which consists of the Director of the Institute, Registrar of the Institute, two members of the faculty residing within this radius, Senior Accounts Officer and one member of staff from the community.

Launch date/Daily duration

It was inaugurated by the then Honorable I & B Minister Sri Priya Ranjan Das Munshi on 24th May, 2008. It broadcasts programmes from 10 am – 01 pm and 2 pm – 5 pm, Monday to Friday.

Broadcast Content

At present, it broadcasts programmes under the Headlines:

- i) Cinema Technical- Seminars, Workshops, interactions with technical experts,
- ii) Cinema non-Technical- interactions with eminent cinema personalities,
- iii) Common Man's own- interactions with locals and programmes made by the community
- iv) Women's own- Success stories of local women,
- v) Medical-interactions with doctors of local hospitals,
- vi) Local cultural programmes, Music, Literature, Open Forum etc.

Financial Sustainability

This CRS is being financially run by a part of the money, which SRFTI gets under Plan Head from Ministry of I & B, Government of India.

Achievement/Success

The student community of SRFTI has benefited with the broadcast of seminars and workshops conducted by eminent film personalities. The doctors of local hospitals discussed about preventive measures of different diseases. Local auto-rickshaw drivers, owners of roadside kiosks, house-building workers shared their socio-economic status and positive viewpoints towards life. One State Government organization, with the help of Ramakrishna Mission gave training and workshops to the farmers. These programmes were recorded and broadcast by CRS, SRFTI to facilitate the other local farmers.

**DIRECTORY OF FUNCTIONAL
COMMUNITY RADIO STATIONS**

Community FM Radio Stations in India (Stations Reported To Be Active : State/U.T. Wise)

Frequencies: 90.4, 90.8, 91.2, 96.9, 107.2, 107.4, 107.8 MHz. Power 50 watts

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
1	Andhra Pradesh	90.4	Vishnu CR	Bhimavaram	Shri Vishnu Engineering College for Women Vishnupur, Bhimavaram- 534202, West Godavari	08816-250864/ 09440652526	drbhvnlakshmi@gmail.com	www.radiovishnu.com	Dr. V.N. Lakshmi
2		107.8	Deccan Radio	Hyderabad	Abid Ali Khan Educational Trust Siasat, J.N.Road, Abids, Hyderabad-500001	040-24744180/ 24744109/ 09848256515	zahedfarooqui@yahoo.com	www.siasat.com	Mr. Zahed Farooqui
3		90.4	Sangham Radio	Medak	Deccan Development Society Machoor Village, Jharasangam Mandal, Medak Dist., Andhra Pradesh	08451-282271	satheeshperiya patna@gmail.com	www.ddsindia.com	Mr. P.V.Satheesh
4		90.4	Sri Venkateswara Oriental College Radio	Tirupati	Sri Venkateswara Oriental College S.V. College, Opp. TTD Admn, Building, K.T.Road, Tirupati-517507	0877-2264055/ 09866234482	vibhishanasarma 2008@yahoo.co.in	www.svuniversity.in	Dr. Vibhishana Sarma
5	Assam	90.4	KMIT Tarang	Hyderabad	Keshav memorial Institute of Technology 3-5-1026, Narayanguda, Hyderabad-500029	9140-23261407/ 30721179/ 09849159679	info@kmit.in/ asthana222@gmail.com	www.kmittarang.com	Mr. Abishek Asthana
6		90.8	Radio Luit	Guwahati	Gauhati University Gopinath Bordoloi Nagar, Guwahati-781014	09435043124	kandarpagu@gmail.com		Mr. Kandarpa Das
7		90.4	Jnan Taranga	Guwahati	Krishna Kanta Handique Open University Housefed Complex, Last Gate, Dispur, Guwahati-781006	0361-223591/ 09864537318	ankurandutta@gmail.com/ kkh_sou@yahoo.com		Dr. Ankuran Dutta
8	Bihar	90.4	Uttam Radio	Patna	Institute of Business Management Budh Marg, Patna-800001	0612-3269706/ 3269707/ 09835020036	info@iibmpatna.com/ uksingh@zhi.org.in	www.iibmpatna.com	Prof. U.K.Singh
9		90.4	Radio Rimjhim	Gopalganj	Ayodhya Lal Kalyan Niketan Village Sapha, PO Semra Bazaar via Nechuyatalapur, Gopalganj-841503, Bihar	06154-250465/ 09939395151	alkn.society@gmail.com		Mr. Kripa Shankar Srivastava
10		90.4	Radio Snehi	Siwan	Snehi Lokotthan Sansthan c/o Kaushalaya Medical Hall, Hospital Road, Dist. Siwan-841226	06154-228276/ 09473438023/ 09334069148	snehingo@rediffmail.com		Mr. Madhu Sudan Pandit
11	Chandigarh	90.4	Vivek CR	Chandigarh	Vivek High School Sector- 38 B, Chandigarh	0172-2699898/ 2699428	vivekfm@gmail.com	www.vivekhigh-school.org	Mrs. Parminder K Singh
12		91.2	Jyotigamaya CR	Chandigarh	Panjab University Sect-14, Chandigarh-160014	09815009753	puradio@gmail.com/ archanar_singh@gmail.com		Dr. Archana Rakesh Singh

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
13	Chhatisgarh	90.4	Raipur CRS	Raipur	Indira Gandhi Agricultural University Krishak Nagar-492006, Raipur	0771-2442274/ 2442672/ 2423969/ 2284381/ 09425585171	surendratuteja@gmail.com	www.igau.edu.in	Dr. S.S.Tuteja
14		90.4	DU CR	New Delhi	School of Open Learning, Delhi University 5, Cavalry Lane, Delhi-110007	011-2766 7600/ 9811505366	dufm90.4@gmail.com/ duc90.4@gmail.com	www.solidu.ac.in	Dr. Vijaylakshmi Sinha
15		90.4	Radio Jamia	New Delhi	A.J. Kidwai Mass Communication Research Centre, Jamia Millia Islamia Jamia Millia Campus, Jamia Nagar, New Delhi-110025	011-26981717/ 26986812/ 26986644	coord.media@jmi.ac.in/ drshakeelakter@gmail.com	www.ajkmcr.org	Dr. G. R. Syed
16	Delhi	96.9	Apna Radio	New Delhi	Indian Institute of Mass Communication New JNU Campus, Aruna Asaf Ali Marg, New Delhi-110067	011-2674 1542	chari2k@yahoo.com/ chari.raghav@gmail.com	www.iimc.nic.in	Prof S.R.Chari
17		96.9	JIMS CR	New Delhi	Jagannath Institute of Management Sciences 3, Institutional Area, Sector- 5, Rohini, New Delhi	011-27042296/ 45184106/ 45184107/ 9810329244	nirmalbt@jimsindia.org/ rajesh.kumar@hotmail.com	www.jimsindia.org	Ms. Nirmal Bhatnagar
18		90.4	JIMS Raga	New Delhi	Jagannath International Management School Vasant Kunj, New Delhi	011-40619200/ 49219191	admission@jagannath.org	www.jagannath.org	Dr. (Cdr.) Satish Seth
19	Gujarat	90.8	KRIMS Radio	New Delhi	Spasth Education Society Plot No.1, BU Block, Main Outer Ring Road, Pitampura, ND 110034	011- 47529008/ 47529009/ 9810241444	krimineeraj@gmail.com		Mr. Neeraj Sharma
20		90.4	Micavaani	Ahmedabad	Mudra Institute of Communication Shela, Ahmedabad 380058, Gujarat	02717-308250/ 08980030745	tarang10@mica-mail.in	www.mica.ac.in	Mr. Tarang Girdhar
21		90.4	Rudi No Radio	Ahmedabad	Self Employed Women's Association, SEWA Reception Centre, Opp. Victoria Garden, Bhadra, Ahmedabad-380001	079-26577115/ 09825415062	mail@sewa.org/ sewaacdy@youtele.com	www.sewa.org	Ms. Shanta Koshti
22	Haryana	90.4	Vaillabh Vidyanagar Campus Radio	Vaillabh Vidyanagar	Sardar Patel University University Road, Vaillabh Vidyanagar-388120, Dist. Anand	02692-236545	b_natraj@yahoo.com	www.spuvvn.edu	Dr. Naresh L. Ved
23		107.8	Radio Manav Rachna	Faizabad	Manav Rachana Educational Institutions Aravalli Campus, Sector 43, Delhi-Surajkund Road, Faridabad-121001	0129-4198100/ 9910066657	mukeshgambhir.rmr@mriu.edu.in/ kauraman08@yahoo.com	www.radiomanavrachna.com	Mr. Mukesh Gambhir
24		107.8	Gurgaon Ki Awaaz	Gurgaon	The Restoring Force 27, Sector 18, Electronic City, Udyog Vihar, Gurgaon-122016	0124-4013645/ 981126336/ 0124 4013646 (312)/0124 4087545	info@trfindia.org/ arti@trf.org	www.trfindia.org	Ms. Arti Jainan
25		91.2	CCS Haryana Agricultural University Radio	Hissar	CCS Haryana Agricultural University Hisar-125004	01662-237720/ 09416397702	doe@hau.ernet.in/ jismalik67@gmail.com	www.hau.ernet.in	Mr. Joginder Mailik

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
26		90.4	Radio Mewat	Delhi	SMART 145, Gautam Nagar, New Delhi-110049	011-26517545/ 9050940778/ 9910939619	radiomewat90.4@gmail.com		Mr. Surinder
27		90.4	Radio Sirsa	Sirsa	Chaudhary Devial University Sirsa, Haryana-125055	9812600387	chauhan@jansanchaar.in/ radiosirsa@jansanchaar.in		Mr. Virendra Singh Chauhan
28		90.4	MSPICM CR	Solan	M.S.Panwar Institute of Communication & Management Near Vipul Gas Godown, Rajgarh Road, Shantti, Solan-173212	01792-22929/ 09218848638	director_mspicm@sify.com	www.mspicm.org	Ms. PratiBha Rotla
29	Himachal Pradesh	90.4	Tashi Delek CR	Dharamshala	Tibetan Children's Village School Dharamshala Cantt Distt. Kangra H.P.-176216	01892-221348/ 220200/ 01892221258/ 09418335156	phuntsok@tvc.org.in/ manager@tashidelekfm.com	www.tvc.org.in	Mr. Phuntsok Namgyal
30	Jharkhand	90.4	Radio Vikalp	Garhwa	AID JPCTC College Nenuwa Village, Meral, Garhwa Dist., Jharkhand	06564 228834/ 09444387655	aidjctc@rediffmail.com		Dr. K.T.Arasu
31	Jammu	90.4	Radio Sharda	Jammu	Pir Panchal 40-Subash Nagar, Jammu-180005, J&K-India	0191-2552269/ 09419186142/ 09419130357	info@pirpanchal.org/ ramesh.hangloo@yahoo.co.in	www.pirpanchal.org	Mr. Ramesh Hangloo
32		90.4	Ramana Voices	Bengaluru	Shree Ramana Maharshi Academy for the Blind CA, 1-B, 3rd Cross, 3rd Phase, J.P. Nagar, Bengaluru-560078	080-26581076/ 09986444233	srmab1969@yahoo.com	www.srmab.org.in	Mr. Mohan K
33		90.4	Radio Active	Bengaluru	Sri Bhagwan Mahaveer Jain College Center for Management Studies, 11-1/1, Atira Towers, Palace Road, Bengaluru-500001	080-22353216/ 09845888686	pinky_chandran@yahoo.com/ pinky_chandran@gmail.com	www.jgi.ac.in/RadioActive/Activeoutreach.htm	Ms. Pinky Chandran
34		90.4	Krishni CRS	Dharwad	Directorate of Extension, University of Agricultural Sciences Krishinagar, Dharwad-580005	0836-2447494/ 09448497356/ 09448838465	kcrsuasd@rediffmail.com/ deuasd@rediffmail.com	www.uasd.edu	Dr. S Devendraappa
35	Karnataka	90.8	Antarvani CRS	Gulbarga	Sharanabasaveshwar Vidya Vardhak Sangha Antarvani CRS, Gulbarga-585101	08472-263202/ 09448882050/ 09686599750	pallaviavp@gmail.com	www.gulbargauniversity.kar.nic.in	Ms. Pallavi Patil
36		90.4	Namma Dhvani	Kolar	Myrada Community Managed Resource Centre, Budikote 563114, Kolar Dist.	09880 655240/ 09945647645	archana.myrada@gmail.com/ nam-madhwanicmrc@gmail.com	www.myrada.org	Ms. Archana Ramchandran
37		107.8	Sarang CR	Mangalore	St. Aloysius College Box 720, Mangalore-575003	0824-2449744/ 09448546425	radiosarang@gmail.com/ richiersj@yahoo.com	www.sarang.org.in	Dr. Richard Rego
38		90.4	Radio Manipal	Manipal	Manipal Institute of Communication Manipal-576104, Karnataka	0820-2571201/ 2922078/ 2922079/ 2922077/ 09481753711	shyambhat.mic@manipal.edu/ radio.manipal@manipal.edu	www.manipal.edu	Mr. Shyam Bhat

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
39		90.8	Radio Siddhartha	Tumkur	Sri Sidhartha Centre for Media Studies, SSIT Campus, Maralur, Tumkur-572105	0816-2201766/ 2201342	suchetana.s@gmail.com	www.siddharthamedia.com	Dr. Suchetana Swaroop
40		106.8	Radio Universal	Bangalore	Universal College 90 Magadhi main Road Vijay Nagar, Toll Gate Circle, Bangalore-560044	080-23111020	universal.college@yahoo.com/kms.pandian@gmail.com		Mr. M.R.Madan
41		90.4	Radio Mattoli	Wayanad	Wayanad Social Service Society Dwaraka, Nallurad-670645, Wynad Dist.	04935-240314/ 240066/242008/ 09446030066	radiomattoli@gmail.com/wsss@sify.com		Fr. Thomas Joseph Tharakam
42		90.4	DC CR	Thiruvananthapuram	DCSMAT Media School KINFRA Film & Video Park, Kazhakkootam, Thiruvanthapuram-695585	0471-2412455/ 09846518971	sejikulmar@dcschool.net	www.dcsmatmedia.school.com	Mr. Saji Kumar
43	Kerala	107.8	Radio Benziger	Kollam	Bishop Benziger College Beach Road, Kollam Bazar, Kollam-691001	0474-2765582/ 2768201	bishopbenzighospital@gmail.com	www.bishopbenzighospital.com	Fr. Ferdinand Peter
44		90.4	Radio Macfast	Thiruvalla	MACFAST College Thiruvalla, Pathanamthitta Kerala-689101	0469-3058000/ 3058001/ 3058007	macfast@macfast.org/principal@macfast.org/mu-lamootil@macfast.org/paulvmathew.hr@gmail.com	www.cgc.macfast.org	Rev Dr. Abraham Mulamootil/ Paul V Mathew
45		90.4	Radio Popcorn	Bhopal	RKDF Institute of Science & Technology 12 Hoshangabad Road Bhopal 462016 Madhya Pradesh	09425893002/ 09893448220	mritunjay@visionbharat.com	www.visionbharat.com/popcorn	Mr. Mritunjay Singhai
46		90.4	Radio Bundelkhand	Orchha	Development Alternatives Orchha Tigela, Orchha, Dist. Tekamgarh, Bundelkhand, Madhya Pradesh	0510-3206904/ 09453031216/ 07680290951	ashukia2@devait.org	www.devait.org	Ms. Anuja Shukla
47	Madhya Pradesh	90.4	Kisan Vani CR	Sironj	Indian Society of Agribusiness Professionals 23, Zamrudpur Community Centre, Kailash Colony Extension, New Delhi-110048	43154100/ 09311309535	gaurav@isapindia.org	www.isapindia.org	Mr. Gaurav Vats
48		90.4	Chanderi Ki Awaaz	Chanderi	Bunkar Vikas Sanstha Pancham Nagar Colony, Rajghat Road, Ashok Nagar, Chanderi Dist. 473446 M.P	07547-253623/ 09425768634	chanderikiawaaz@gmail.com	www.chanderi.in	Mr. Swadesh Samaliya
49		107.8	Radio Dhadkan	Shivpuri	Sambhav Social Service Organisation, Gargi House 93 A Balwant Nagar Gwalior-474002	0751-2341995/ 09810987257	sambhavngo@gmail.com	www.radiodhadkan.sambhavinidia.org	Mr. Nabil Singh
50		90.8	KVK Pravara CR	Ahmednagar	Krishni Vigyan Kendra Babhaleshwar, Taluka Rahata, Ahmednagar Dist. 413737	0091 9822519260	gaikwadbh@yahoo.com	www.kvk.paravara.com	Dr. Bhaskar Gaikwad
51	Maharashtra	90.4	Vasundhara Krishni Vahini	Baramati	Vidya Pratishthan Inst. of Information Technology Community Centre, Vidya Nagri, MIDC, Baramati, Pune-413133	02112-239555/ 09881761891	info@vitindia.org/director@vitindia.org/kulkamita@gmail.com/vasundharacr@gmail.com	www.ict4rd.org	Mr. Amol Goje/ Mr. Yuvraj Jadhav

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
52		107.8	Radio MUST	Mumbai	Mumbai University 3rd Floor, Ranade Bhavan, Kalina, Santacruz (East) Mumbai-400098	022-26525367/ 09869164174	radiomust@gmail.com		Mr. Pankaj Athwale
53		90.8	Jago Mumbai	Mumbai	Union Park Residents Association 4, Union Park, Khar (W), Mumbai-400052	022-26465264	upra.jagomumbai@gmail.com	www.jagomumbai.com	Mr. Navin Chandra/ Mr. Nitin Makasare
54		90.4	Radio FTII	Pune	Film & Television Institute Law College Road, Pune-411004	020-25431817/ 25433016/ 09423142869	sanjaychandekar@yahoo.com	www.ftiindia.com	Mr. Sanjay Chandekar
55		90.4	Radio Mast	Nashik	MSG Arts, Science & Commerce College Malegaon Camp Nashik-42315 Maharashtra	02554-561543/ 09225108013	pratik.kale09@gmail.com		Mr. Snehal Ramesh Patil
56		107.4	Vidyavani CR	Pune	Department of Communication Studies, University of Pune, Pune	25601099/ 25696061/ 25690062/ 25696064/ 25696065/ 09657998734/ 0922962503	kisanap@hotmail.com/ deshmukh.anand49@gmail.com	www.vidyavani.unipune.ac.in	Mr. Anand Deshmukh
57		90.4	Mann Deshi Tarang	Satara	Mannvikas Samajik Sanstha Mhaswad, Satara, Maharashtra-415509	02373-270400/ 09403704767	mandeshi@rediff.com/ shivajiyadav49@gmail.com		Mr. Shivaji Maruti Yadav
58		90.4	Radio Nagar	Ahmednagar	Snehalya Balkalyan Sankul Lendkar Mala, Balikashram Road, Ahmednagar-414001	0241-2321586/ 2321904/ 09422084239/ 09890832932	radionagar@snehalaya.org	www.snehalaya.org	Dr. Gopal Mirikar
59		90.4	Green CR	Sangli	Sasneha Kala Krida Mandal Shoe Pavilion, 1st Floor, Near Ram Mandir, Miraj Road, Sangli-416416 Maharashtra	0233-2322102/ 09823073598	ms.archana gokave@rediffmail.com		Ms. Archana Gokave
60		90.4	Swaranant CRS	Washim	Suvide Foundation KVK Karda Loni Road PO Risod Tehsil District Washim-444506	07251 226511/ 2285022/ 07875003382/ 09422938764	kvk.washim@yahoo.com		Mr. A.R. Parvez
61	Orissa	90.4	Radio Namaskar	Konark	Young India Konark-752111, Puri Dist.	06758-236471/ 09437036471/ 09040904904	radionamaskar@gmail.com/ youngindia@hotmail.com	www.radio namaskar.org	Mr. N.A. Shah Ansari
62		90.4	Nilia CR	Madagadipet	Sri Manakula Vmnyagar Engineering College Madagadipet, Pondicherry-605107	0413-2641151/ 09443444844	vskvenkatachala pathy@yahoo.com/ jkss@sify.com	www.srmec.ac.in/ home.html	Mr. Venkatachalapathy
63	Pondicherry	107.8	Puduvai Vaani	Pondicherry	Pondicherry University R.Venkataraman Nagar, Pondicherry-605014	0413-2654551/ 09976796865	pudivaivaani@gmail.com	www.pondiuni.edu. in/fmradio	Ms. S. Saleema Rabiyath

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
64		90.8	Honey CR	Pondicherry	Achariya Arts & Science College No.5, Villupuram Main Road, Villianur, Pondicherry-605110	0413-3190999/ 09362447020	aaschead@achariya.in/ uraikavi@yahoo.com	www.achariya.in	Mr. G.Ravi
65	Punjab	90.4	GNGC CR	Ludhiana	Guru Nanak Girls College Model Town, Ludhiana-141001	0161-2423872	gngoffice@rediffmail.com	www.gngcdh.com/ FM_radio_90_4.html	Dr. Charanjit Kaur Mahal
66		90.4	Radio 7	Jaipur	India International Institute of Management Sector 12, Mahaveer Marg, Manasarovar, Jaipur-302020	0141-2781154/ 09783300003/ 09783307368	fmradio7@icfia.org	www.iisjaipur.org/ fm7.htm	Ms. Sallia Bansali
67		90.4	Radio Eminent	Tonk	Eminent T.T. Girls College Diggi, Malpura, Tonk Dist., Jaipur Rd, Jaipur 302022	0141-240186/ 09351381347	eminentcampus@gmail.com	www.eminentcampus.in	Mr. Vivek Sharma
68		90.4	Apno Radio	Tonk	Banasthali Vidyapith Tonk-304022	01438-228955/ 07737559530	inashastr@banasthali.ac.in/ sharmaislokes3@gmail.com/ lokesh_media@yahoo.co.in/ inashastr@yahoo.com	www.banasthali.org	Mr. Lokesh Sharma
69	Rajasthan	90.4	Radio Madhuban	Mount Abu	Prajapati Brahma Kumaris Ishwariya Vishwa Vidyalaya Akash Mahal, Near Gyan Sarovar, Mount Abu, Sirohi-307001 Rajasthan	09414154343	yash108@gmail.com		Mr. Yashwant Patil
70		90.8	Alwar Ki Awaaz	Alwar	All India Society for Advance Education and Research North Extn, MIA, Alwar-301030	0144-2332222/ 09929110006/ 08003094333/ 09799110006	assunhal@gmail.com	www.aialwar.com	Mr. Ashok Singh Sunhal
71		90.4	Tilonia Radio	Tilonia	Barefoot College Village Tilonia Via Madanganj, Ajmer-305816 Rajasthan	01463-288210/ 09928376558	tilonia.radio@gmail.com		Mr. Sanjit Roy/ Mr. Ram Niwas
72		90.4	Anna CR	Chennai	Educational Multi Media Centre, Anna University Guindy, Chennai-600025	044-22300105/ 09789072466	malagar@gmail.com/ julia_emedia@yahoo.co.in/ arulram@yahoo.com	www.annauniv.edu/ emrc/anna/m/	Mr. I. Arularam
73		90.8	Loyola CR	Chennai	Loyola College Nungambakkam, Chennai-600034 Tamil Nadu	91-44-28178200	helpdesk@loyolacollege.edu	www.loyolacollege.edu	Rev. Dr. Joe Arun SJ
74	Tamilnadu	107.8	MOP CR	Chennai	MOP Vaishnav College for Women No.20, IV Lane, Nungambakkam High Road, Chennai-600034	044-28330262/ 09444012043	mopvcfw@eth.net/ usharavi62@gmail.com	www.mop-vaishnav.ac.in/mopcrs.htm	Ms. Usha Ravi
75		107.8	PSG CRS	Coimbatore	PSG College of Technology Box 1611, Peelamedu, Coimbatore-641004, Tamil Nadu	0422-2572177/ 09003829486	principal@psgtech.ac.in/ psgcrs@psgtech.ac.in/ psgfm@psgtech.ac.in	www.psgtech.edu/ psgcrs	Mr. B. Chandrasekaran

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
76	Tamilnadu	107.4	TNAU CRS	Coimbatore	Tamilnadu Agricultural University Coimbatore-641003	0422-6611245/ 09442284759	dme@tnau.ac.in		Dr. S.P.Ramanathan
77		90.4	KSR CR	Tiruchengode	KSR College Kalvi Nagar, Tiruchengode, 637215 Tamil Nadu	04288-274741/ 09894951515	contact@ksrca. edu/ kavi.srfini @gmail.com/ vee- rajendran@gmail. com		Dr. Kavita Srinivasan
78		91.2	MKC CR	Karur	M. Kumaraswamy College Thalavapalayam, Karur-639113 Tamil Nadu	04324 272155/ 270755	sksamys@yahoo. com		Mr. Kupuswami
79		90.8	PGP Radio	Nammakkal	PGP PGP Radio Namakkal, NH 7 Tamil Nadu-637207	09442958199	ganapathydnhm@ gmail.com	www.pgpedu.ac.in	Mr. Ganapathy
80		90.4	Pasumai CR	Dindigul	Peace Industrial School Trichy Road, Dindigul-624005	0451-2461510/ 2461512	info@peacetrust.in	www.pasumaifm. com	Mr. J.Paul Baskar
81		91.2	PARD VAANOLI	Madurai	PARD Vanoli, Box 87, A4/1018, Siti Vinayagar Kovil Street, Thasildar Nagar, Madurai-625020	0452-2533493	pardmadurai@ hotmail.com	www.pard.org.in/ pardvaanoli.htm	Mr. James Rajasekha- ran
82		90.4	Kongu CR	Perundurai	Kongu Engineering College Perundurai Railway Station Road, Thoppupalayam, Perundurai, Erode-638052	04294-220562/ 09843121359	kt@kongu.ac.in/ kongucr@gmail. com/ kongucrs@ kongu.ac.in	www.kongu.ac.in	Mr. K.Thangaraj
83		107.2	Ilanthali Community Radio	Sriperumbedur	Rajiv Gandhi National Institute of Youth Development Sriperumbudur-602105	044-27162128	ahdproject@ gmail.com	www.rgnydahdp. gov.in/community RadioStations/ communityRadio Stations.php	Dr. D.Jayalakshmi
84		90.4	Mugil CR	Thiruchengode	Sengunthar Engineering College Thudupathi, Erode-638057 Tamil Nadu	04294-232701/ 702703	jsudhanandhen @ yahoo.com	www.erode-sengun- thar.ac.in/fmradio. htm	Dr. N. Kottiswaran
85		90.4	Sivanthi Community Radio	Tuticorin	Aditanar College of Arts & Science 1/219, Sivanthi Aditanar Nagar, Virapandianpatnam 628215, Tiruchendur, Tuticorin Dist.	04639 245175/ 09486391546	isehar_9307@ yahoo.co.in/ aditanarcollege@ yahoo.co.in	www.aditanar college.in	Mr. I.Sehar
86		90.4	Holy Cross Community Radio	Tiruchirapalli	Holy Cross College Madurai Road, Tiruchirapalli-620008	0431-2700637/ 09894647909	viscom_hcc@ yahoo.co.in/ win- reach@yahoo.co.in		Ms. Shirley Deepak
87		90.8	Kalanjiam Samuga Vanoli	Nagapatnam	Dhan Foundation 18, Pillaiyar Koil Street, S.S.Colony, Madurai-625016	0452- 2610794, 261080/ 09488008366/ 09042271293	naguveer- prakash@gmail. com/ kalanjiam vanoli@gmail.com	www.dhan.org	Mr. Naguveer Prakash
88		90.8	Kalpakkam CRS	Kalpakkam	Atomic Energy School Central School 2, Dept. Atomic Energy, DAE Township, Kalpakkam-603102 Tamil Nadu	0442-7481598/ 274 80500/ 09442523825	aecskal2@ yahoo.co.in/ sasi dhar.palagummi@ gmail.com		Mr. P.Sasidhar

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
89		90.4	Dinamalar CRS	Madurai	Subbulakshmi Lakshmiipathy College of Science T.V.R Nagar, Aruppukottai Road, Madurai-625022	0452-3918609/ 09894727999	rlp@dinamalar.in		Mr. Lakshmiipathy
90		90.4	Periyar CR	Thanjaavur	Periyar Maniammai College Vallam, Thanjavur-613403	04362-264600	registrar@pmu.edu/ pmu@pmu.edu/ ramlak_2000@ yahoo.com	www.pmu.edu	Ms. G. Gandhimathi
91		90.4	Muthucharam CR	Kancheepuram	SRM Instt. Of Science & Technology SRM Nagar, Kattankulathur, Kancheepuram-603203	09840291648/ 09790946086	divyaratnam@ gmail.com		Ms. Divyasri
92		90.4	Ghazipur CR	Ghazipur	PG College Ghazipur	054-82220270		www.pgcghazipur. org	Mr. R.P.Singh
93		90.4	IIT CR	Kanpur	IIT, Kanpur Kanpur 208016, UP	0512-2594006/ 09415759394	amittri@iitk.ac.in		Dr. Satyaki Roy/ Mr. Amit Tripathy
94		90.4	CMS Radio	Lucknow	City Montessorie School Jai Jagat House, 12 Station Road, Lucknow-226001	0522-2638738/ 09415015039	vkurian@cm- seducation.org/ rksingh34@rediff mail.com	www.cmseducation. org/films/crs.htm	Dr. V. Kurien / Mr. R.K. Singh
95		90.4	Voice of Azamgarh	Azamgarh	Mirza Ahsanullah Beg Education & Social Welfare Society Dist Azamgarh UP	0091 9810414007	mifbeg.jamia@ gmail.com		Mr. M.S.H.Beg
96		90.4	CMS Radio	Lucknow	CMS Degree College Sector D, LDA Colony, Industrial Area, Lucknow-226012	0522-2435342/ 09415015039	vkurian@cm- seducation.org/ rksingh34@rediff- fmail.com		Dr. V. Kurien / Mr. R.K. Singh
97	Uttar Pradesh	90.4	Salaam Namaste	Noida	Institute of Management Studies, A-8B, IMS Campus, Sector 62, Noida-201 303	0120-4798888/ 9717411111	info@ salaamnamaste.in, stationhead@ salaamnamaste.in	www.salaam namaste.in	Ms. Barsha Chabaria
98		107.4	Radio Noida	Noida	Asian School of Media Studies Marwah Studio Complex, FC-14/15, Film City, Sector 16 A, Noida	0120-2515254/ 9968543245	info@radionoida. fm/brahamydv@ gmail.com	www.radionoida.fm	Mr. Braham Prakash Yadav
99		91.9	Radio Mantra	Varanasi	Sun Beam English School Plot No 145/146, Lahartara, Varanasi-221002	0542-2224973	neha22_jha@ yahoo.co.in	www.sunbeam- schools.com/ schools-and- branches/sunbeam- lahartara/ not functional	Ms. Neha Jha
100		90.4	Radio IIMT	Meerut	IIMT IIMT Nagar, 'O' Pocket, Ganga Nagar Colony, Mawana Road, Meerut	0121-2622263/ 2622264/ 09808063822	taarean@yahoo. com/director_ radio@iimtindia.net	www.iimtindia.net/ radio/home.asp	Mr. S. Vijay Gopal
101		90.4	HINT CR	Ghaziabad	HINT Hint House, Hint Chowk, Raj Nagar, Ghaziabad	0120-2710226/ 09891664716/ 09810139911	hinradio90.4@ gmail.com/ prachis 164@gmail.com	www.hintgroup.org	Mr. Kamal Sekari/ Ms. Prachi Sharma

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
102		90.4	Lalit Lokvani	Lalitpur	Sai Jyoti Gramodhyog Samaj Seva Samiti 417 Gandhi Nagar, Lalitpur UP-284403	05156-272175/ 09648939943/ 05176282675	lalitlokvani@gmail.com		Mr. Miradul Srivastava
103		90.4	Agra Ki Awaaz	Agra	Dr. B. R. Ambedkar University Paliwal Park, Agra-282004	0562-2520052/ 09927082862/ 09927082862	giriashankers@gmail.com/ giriya.shanker@hotmail.com	www.dbrau.ac.in	Mr. Girija Shankar
104		90.4	Radio Adan	Allahabad	Sam Higginbottom Institute of Agriculture Technology and Sciences (SHIATS), Allahabad-211007, UP	0532- 2684289/ 2684394/ 09415316348	sfrmcindia@yahoo.co.in/ javedaftab@gmail.com	www.aaidu.org/dir.htm	Prof. (Dr)S.Herbert
105		90.8	Aap Ki Awaz	Agra	Bharati Shiksha Sansthan A-31, Sainik Nagar, Rajpur Chungi, Agra-2821001	09837504400/ 07500060000	Ashoksharma8332@yahoo.com/ aepkiawazfm@gmail.com		Mr. Ashok Sharma/ Mr. Deepak Singh
106		90.4	Kumaon Vani	Supi	The Energy & Resources Institute Mukteshwar Dist, Teri Farm Radio Station, Gram Supi, Karkhuli-803119 Uttarakhand	011-24682100/ 09411116908/ 09536476660	mailbox@teri.res.in/ kumaonvani@gmail.com	www.teriin.org	Mr. Mohan Karki
107	Uttarakhand	90.8	GBPU CRS	Pantnagar	G.B.Pant University of Agriculture and Technology Dist U.S. Nagar, Pantnagar, Uttarakhand-263145	09411324586	birenk1953@gmail.com/ deanhsc1@gmail.com		Mr. Birendra Kumar
108		90.4	Radio Khushi	Mussoorie	Guru Nanak Fifth Centenary School Vincent Hill/Shangri-La, Sardar Mehtab Singh Road, Mussoorie 248179, Uttarakhand	0135-2632637/ 09837032151	radiokhushi@yahoo.in		Mr. Sunil Bakshi
109		90.4	Radio SRFTI	Kolkata	Satyajit Ray Film & TV Institute EM By Pass Road, Panchasayar, Kolkata-700094	033-24328355	srfticomunityradio@gmail.com	www.srfti.gov.in	Mr. S.K. Abdul Rajjak
110	West Bengal	90.8	JU Radio	Kolkata	School of Media, Ground Floor UG Arts Building, Jadavpur University, Kolkata-700032	033-24146060/ 2414 6362	radioju@gmail.com/ rayamolina@gmail.com	www.jaduniv.edu.in	Mr. Abhishek Das

E & OE

The following site is having detailed information on Community Radio Stations in India :
Ministry of Information & Broadcasting, Govt. of India: <http://mib.nic.in>

IMPORTANT WEBSITES

S.NO	DEPARTMENT	LINK
1	Ministry of Information & Broadcasting, GOI	http://www.mib.nic.in/
2	Community Radio Stations Management Information System	http://www.cronlineindia.net/default.asp?
3	Commonwealth Educational Media Centre for Asia (CEMCA)	http://www.cemca.org/
4	Ek Duniya Anek Awaaz	http://www.edaa.in/
5	Wireless Planning & Coordination Wing, Ministry of Communications & IT, GOI	http://www.wpc.gov.in/
6	Directorate of Advertising & Visual Publicity, MIB, GOI	http://www.davp.nic.in/
7	UNESCO India	http://whc.unesco.org/en/statesparties/in
8	UNICEF India	http://www.unicef.org/india/
9	Community Radio Forum India (CRF)	http://www.communityradioindia.org
10	AMARC	http://www.amarc.org/
11	Department of Science & Technology, GOI	http://www.dst.gov.in/

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3	Mr.Arvind Kumar Joint Secretary	Ministry of Information & Broadcasting Room No. 660, A Wing, Shastrri Bhawan, New Delhi 110 001	011 23382597	011 23381043	jsb.inb@nic.in
4	Ms.Supriya Sahu Director	Ministry of Information & Broadcasting Room No. 661, A Wing, Shastrri Bhawan, New Delhi 110 001	011 23389202	011 24107456	dirbc-inb@nic.in
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6	Mr.Inderjeet Grewal Assistant Director, CR Cell	Ministry of Information & Broadcasting Room No. 116, Shastrri Bhawan, New Delhi 110 001	011 23073134		isg63@hotmail.com
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12	Mr.Sajan Venniyoor General Secretary	Community Radio Forum of India (CRF) D-302, 2nd Floor, Defence Colony, New Delhi 110024	011 45048794	011 24615218	venniyoor@gmail.com
13	Mr.N.Ramakrishnan Treasurer	Community Radio Forum of India (CRF) D-302, 2nd Floor, Defence Colony, New Delhi 110024	011 45048794	011 24615218	nram@ideosyncmedia.org

14	Mr.Karan Minz National Coordinator	Community Radio Forum of India (CRF) D-302, 2nd Floor, Defence Colony, New Delhi 110024	011 45048794	011 24615218	karan.minz@gmail.com
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16	Ms.Aika Mailhotra Communication for Development Specialist	UNICEF India 73 Lodhi Estate, New Delhi 110003	011 24690401 (546)	011 24691410, 24627521	amalthotra@unicef.org
17	Ms.Ravina Aggarwal Programme Officer for Media	Ford Foundation 55 Lodhi Estate, New Delhi 110003	011 47105300	011 47105380, 47105390	R.Aggarwal@fordfoundation.org
18	Mr.Rajeev Jain Director	Directorate of Advertising & Visual Publicity Phase-IV, Sookhna Bhawan,C.G.O. Complex, Lodhi Road, New Delhi 110003	011 24369553		rajeevk.jain@nic.in
19	Mr.Nimish Rustagi Deputy Director	Directorate of Advertising & Visual Publicity Phase-IV, Sookhna Bhawan,C.G.O. Complex, Lodhi Road, New Delhi 110003	011 24369605	011 24369714	nimish.davp@gmail.com
20	Mr.Harkesh Gupta Chairman & Managing Director	Broadcast Engineering Consultants India Limited (BECIL) 14-B, Ring Road, I.P.Estate, New Delhi 110002	011 23378823/ 24/ 25	011 23379885	becil@vsnl.com
21	Mr.R.Narsimha Swamy General Manager	Broadcast Engineering Consultants India Limited (BECIL) 209, 9th Main, 6th Cross, Arakere Mico Layout, First stage, Off Bannerghatta main road, Bangalore 560076			
22	Mr.B.P.Singh Head NCSTC	Department of Science & Technology National Council for Science & Technology Communication Hall D/2, Technology Bhawan, New Mehrauli Road, New Delhi 110016	011 26590302, 26521865		bpratap@nic.in
23	Ms.Ujjwala Tirkey Scientist (E)	Department of Science & Technology National Council for Science & Technology Communication Hall C/7, Technology Bhawan, New Mehrauli Road, New Delhi 110016	011 26590377		ujjwala26@gmail.com ujjwala26@yahoo.co.in
24	Mr.Naimur Rahman Director	One World South Asia (OWSA) C-5, Qutab Institutional Area New Delhi 110016	011 41689000	011 41689001	naimur.rahman@oneworld.net
25	Mr.Satish Nagaraji Manager, Radio & Convergent Media	One World South Asia (OWSA) C-5, Qutab Institutional Area New Delhi 110016	011 41689000 (113)	011 41689001	satishn.mail@gmail.com
26	Dr.Ashok Chandra Wireless Adviser to GOI	Ministry of Communications & IT, WPC Wing, Department of Telecommunications, Sanchar Bhawan, 20, Ashoka Road, New Delhi 110001	011 23036672, 23372185	011 23372186, 23716111	mails.wpc@nic.in



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