



सत्यमेव जयते

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

**Compendium 2012**



**COMMUNITY RADIO STATIONS IN INDIA**



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





Ministry of Information and Broadcasting  
Government of India

# Compendium 2012

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## Community Radio Stations in India

Compiled and Edited by  
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Commonwealth Educational Media  
Centre for Asia (CEMCA), New Delhi

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### Design and Layout

Mensa Design Private Limited

**Published by** Mr R Thyagarajan on behalf of Commonwealth Education Media Centre for Asia (CEMCA), New Delhi, in collaboration with the Ministry of Information and Broadcasting, Government of India

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*Ambika Soni*



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भारत सरकार  
MINISTER OF INFORMATION & BROADCASTING  
GOVERNMENT OF INDIA

13 FEB 2012

### **FOREWORD**

I am very happy to note that the Community Radio movement in the country is breaking new ground. The energy generated by the Community Radio Stations in the field is palpable. Ministry of I&B has been striving hard in the past few years to strengthen the Community Radio movement and I am happy to note that the number of functional Community Radio Stations in India has increased significantly in the last couple of years.

I am of the firm belief that community radio is one of the best tools for empowering communities, particularly our rural and remote communities that seldom find a voice in the mainstream media. We plan to engage community radio stations in a very big way for spreading messages about flagship programmes like Mahatma Gandhi National Rural Employment Guarantee Scheme, National Rural Health Mission, Mid-day Meal Scheme etc. through CR Stations. We are committed to provide more support to CR Stations not only through policy but also through sustainable schemes of the Government so that more and more Community Radio Stations could be set up in the country. Towards this end, Ministry has already prepared a Plan Scheme for providing financial support to Community Radio Stations in the Twelfth Five Year Plan. This, I believe, will provide a great impetus to the Community Radio movement in the Country.

The first Community Radio Compendium, 2011 had brought out the important work being done by CR Stations across the country. Many ministries and departments have been motivated to tap the potential of Community Radio after getting to know about CR Stations through the Compendium. I am sure the Compendium 2012 will generate greater awareness of grassroots radio and further help policy makers and other stake-holders to tap the potential of CR Stations for community empowerment, taking our country towards achieving its development goals.

I appreciate the efforts taken by CEMCA in bringing out the second edition of the Compendium in association with the Ministry of Information and Broadcasting.

  
( Ambika Soni )



एस. जगतरक्षकन  
S. JAGATHRAKSHAKAN



राज्य मंत्री  
सूचना और प्रसारण  
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GOVERNMENT OF INDIA  
SHASTRI BHAWAN, NEW DELHI-110115

### FOREWORD

It gives me great pleasure to learn that the second edition of the Compendium on Community Radio Stations of India has been brought out together by the Ministry of Information & Broadcasting and CEMCA

Though India has made great strides in the field of economic development, our human development indicators, especially in the field of health and education, still need improvement. One of the important reasons for this is the lack of information in the community about their rights and how they can utilize Government Programmes and Schemes for their benefit. It is, therefore, absolutely essential to reach out to the marginalized people in the country to ensure that the benefits of development reach their doorsteps. Arignar Anna once said that he could see God in the smile of poor people. I too believe that the poor and deprived should have access to basic amenities to improve their quality of life. Community Radio can certainly help to achieve this goal by involving the community in the development process.

I have noted that some States like Tamil Nadu, Uttar Pradesh, Maharashtra and Karnataka have established a greater number of Community Radio Stations than other States. I would, therefore, urge civil society and educational bodies in all other States and Union Territories to come forward and set up more and more Community Radio Stations to strengthen community communications as well as information dissemination. The Compendium 2012 provides comprehensive information about the signature programmes of each Community Radio Station, their hours of broadcast and how they engage fruitfully with their community. I am sure this Compendium will be a one-stop information source for all Ministries and Departments to know more about Community Radio and will also motivate them to find ways and means of working together with CR Radio Stations to strengthen the democratic fabric of our country.

  
(S. JAGATHRAKSHAKAN)

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GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION & BROADCASTING  
NEW DELHI-110115  
10<sup>th</sup> February, 2012

### MESSAGE

I am very happy to learn that 2<sup>nd</sup> Community Radio Sammelan is being organized with the participation of more than 100 CR Stations. We have come a long way from the year 2006 when the revised Community Radio Policy opened up an opportunity for grassroots organizations to operate Community Radio Stations in India. We firmly believe that Community Radio has the potential to strengthen democracy by providing a voice to the marginalized and unheard.

We have, in the last couple of years, broken new ground in creating a conducive environment for the growth of Community Radio Stations in India. We have speeded up the application process by holding monthly coordination meetings with concerned ministries and through regular follow-ups. The processing time for CR applications has been brought down significantly. People can also now apply online and track the status of their applications. This has brought about transparency and accountability in the system. A Facilitation Centre has also been opened up in the Ministry with a toll-free phone number where people can call up for any information relating to community radio.

Ministry has also recently revised DAVP advertisement rates for CRS from Re.1/- per second to Rs.4/- per second. Ministry has also issued guidelines and rates for ministries and departments of the Government to sponsor programmes on Community Radio Stations. Taking a proactive role, Ministry has also instituted National Awards for Community Radio in various categories from this year. This, I am sure, will motivate all Community Radio Stations to strive for excellence in community engagement.

Though much has happened in the past, as Robert Frost has put it, "we have miles to go before we sleep".

This compendium, which brings together the success stories on Community Radio initiatives across the country, I am sure, will be useful to all stake holders who are involved in the growth of Community Radio and also in the development of the country.

*Uday Kumar Varma*  
(Uday Kumar Varma)





## Preface

Commonwealth Educational Media Centre for Asia takes great pleasure in publishing this Compendium of Community Radio Stations in India 2012 and thanks the Ministry of Information and Broadcasting on behalf of its President Sir John Daniel, Prof Asha Kanwar, Vice President, and on its own behalf for entrusting their confidence for the second year in succession.

We are grateful to Ms Ambika Soni, Honourable Minister for Information and Broadcasting, Government of India for her dynamism and encouragement to the community radio sector in India and for her foreward. We thank Mr S Jagathrakshakan, Minister of State for Information and Broadcasting, Government of India, for his support to the movement as well as his views expressed in this compendium.

We thank Mr Uday Kumar Varma, Secretary, Ministry of Information and Broadcasting, Government of India, for entrusting us with this task and for his vision documented in this publication.

Ms Supriya Sahu, Joint Secretary, Ministry of Information and Broadcasting, Government of India, the visionary behind this venture need special mention and we would like to place on record the important role that she played in bringing out this compendium. I also would like to thank Mr Inderjeet Grewal and his team from the CRS cell of the Ministry for unstinted cooperation.

This volume was painstakingly collected, compiled, designed, and edited by Ms Jayalakshmi Chittoor and was assisted by Mr Chittoor P Krishnan. We would like to mention her hard work and also sleepless nights she had in bringing out this edition on time.

I have to place my appreciation for my colleagues at CEMCA, Ms Rukmini Vemraju, Mr R Thyagarajan, Ms Nutan Bharati, Ms Monica Sharma, Mr Sunny Joseph and Mr Sanjeev for their continued cooperation in the venture.

I would like to mention the role of youngsters like Charu Sharma, Rupica Saxena, Hema Priyadarshini, Poonam Shrivastava, Nilofar Ali, Pravesh Sharma, and the consultants Mr Vipin Sharma and Ms Bharti Malhotra.

Our thanks are due to M/s Mensa Design and their designing team for their painstaking professional printing of this compendium.

I am leaving CEMCA in June 2012 with the great satisfaction of organising more than 30 awareness workshops for the Ministry of I & B, GOI, from 2007 in nook and corners of the country and also for having organised two National Community Radio Sammelans and do hope that in the years to come CEMCA will continue to work with Government of India in taking forward this great social communication revolution forward.

**Dr R Sreedher**

**Director**

**Commonwealth Educational Media Centre for Asia (CEMCA)**



**CONTRIBUTIONS FROM THE  
COMMUNITY RADIO STATIONS**



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## Bol Hyderabad @90.4 MHz

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Hyderabad-500046

Mobile: +91-9394315787 E-mail: bolhyd90.4@gmail.com

### Background

Bol Hyderabad @90.4 broadcasts its programmes for five and a half hours between 7:30 am – 9:00 am and 5:00 pm – 9:00 pm (Monday to Friday) and from 3:00 pm – 9:00 pm on Saturday and Sunday.

### Signature Programme

The CRS is only three months old and has not yet developed a signature programme.

### Funding and Support

We have not worked with other Government groups or organisations.

### Transmitter and Transmission

The CRS 50 Watt Transmitter was procured from Webel Mediatronics Limited and Y N R Media has assisted us to set up the Transmitter.

We have not yet experienced any transmission downtime.

### Programme Management

Bol Hyderabad has a Radio Council that advises it on all matters pertaining to content which can be accessed at [http://snscomm.uohyd.ernet.in/bolhyd/about\\_us/rac.html](http://snscomm.uohyd.ernet.in/bolhyd/about_us/rac.html)



*A programme being recorded at Bol Hyderabad Studio*

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Vice Chancellor	Chairperson	Vice-Chancellor, Management, UoH
2	Prof Vinod Pavarala	Member	Dean, SN School
3	Prof Mohan G Ramanan	Member	Dean, School of Humanities
4	Prof Mohd Baig Ehsas	Member	Department of Urdu
5	Prof B Rajashekhar	Member	School of Management Studies
6	Dr Anupama Potluri	Member	Asst Prof, Dept of Computer and Information Sciences
7	Dr Pammi Pavan Kumar	Member	Asst Prof, Dept of Telugu
8	Mr M M Sarwari	Member	Head, Dept of MCJ, MANUU
9	Ms Uma Magal	Member	Freelance Filmmaker, Principal International School, Tolichowki
10	Mr Ashish Kumar	Member	PRO, University of Hyderabad
11	Mr Vasuki Belavadi	Convenor	Dept. of Communication, SN School
12	Dr Usha Raman	Convenor	Dept. of Communication, SN School

## Programme Content

S No	Title	Format	Subject	Description
1	Caught in Passing	Interview	With visiting experts to the University, from various fields	The university gets a number of distinguished visitors on a regular basis. Caught in Passing interviews them about their work and experiences.
2	<i>Sheber Ke Masboor Adde</i>	Feature	Light-hearted feature on various places in Hyderabad	<i>Ali bhai antowallah</i> takes Bol Hyderabad 90.4 FM correspondent through the history and the importance of various places in the twin cities of Hyderabad and Secunderabad.
3	<i>Katha Corner</i>	Narration	Narration of stories	Stories narrated by two people with special effects, music, etc.
4	<i>Poetry Mohalla</i>	Recitals	Recitation of poetry	Sridala, herself a poet, takes the listeners through a journey of poets both old and contemporary, in Hindi, English and Telugu languages with analysis and offers fresh perspectives.
5	<i>Wob Kal Iss Pal</i>	Songs	Old classics	Two RJs discuss and present classics from Bollywood.



*RJ of Bol Hyderabad meets a woman to record her opinion*

### Community Participation

Since the station is just three months old, efforts are underway to involve the community.

**Languages of Broadcast:** Telugu, Hindi and English

### Sustainability Strategy

The University funds the radio station. We plan to attract commercials in a couple of months from now, and also plan to get DAVP advertisement empanelling at the earliest.

### Key Challenges Faced

The floating population of the University poses a challenge since the content team members from the student community cannot be engaged beyond the duration of their studentship.



## Deccan Radio @107.8 MHz

Zahed Farooqui, Station Manager, c/o Abid Ali Khan Educational Trust, The Siasat Daily  
JN Road, Abids, Hyderabad-500001

Mobiles: +91-9848256515, +91-9246365401 E-mail: deccanradio107.8mhz@gmail.com

### Background

Deccan Radio broadcasts its programmes @107.8 MHz for six hours daily between 8:00 – 11:00 am and 5:00 – 8:00 pm.

### Signature Programme

The signature programmes of the Deccan Radio CRS are *Sebath Naama* and *Dadi Maa Ke Nusqe*. *Sebath Naama* is a programme which focuses on general public health-related issues such as TB, AIDS, Cancer, Thyroid, Heart Diseases, Viral Infection, Blood Pressure (how to control), Diabetes and other women-related health issues. *Dadi Maa Ke Nusqe* focuses on natural cure home remedies since they are currently gaining momentum. So we came up with the idea of starting a programme *Dadi Maa Ke Nusqe* where people can head their way towards adopting home remedy treatment to get rid of several forms of diseases.



Deccan Radio Studio

### Funding and Support

We have worked with other Government groups or organisations, such as REACH Akshaya TB Project. REACH is a Chennai-based non-profit organisation working on community health issues and Tuberculosis (TB) in particular. The objective of this project is to work closely with community in the fight against TB. We broadcast 16 episodes on TB-related themes and issues.

Each episode comprised of minimum duration of 30 minutes. A five minute capsule for each episode is pre-recorded and approved by REACH. The episodes are based on the list of key topics identified by REACH. The episodes are primarily in the language of the station, a few English words may be used for technical terms.

Each episode was aired twice a week for 4 weeks between 1 August and 30 November (once as original and once as repeat). The entire series is then repeated from January at more frequent intervals, culminating on World TB Day on 24 March 2012. Each station will therefore broadcast a minimum total of 64 half-hour episodes. A minimum of 4 episodes include live phone-ins or phone-outs, as per the station's convenience. One community meeting/listener's group is held every month between August 2011 and March 2012, a total of at least 8 in all.

### Transmitter and Transmission

The Transmitter is Gateway 50 Watts and it was installed with the assistance of World Development Foundation, New Delhi.

We have not experienced any transmission downtime.

## Programme Management

We have no separate Content/Programme Management Committee. The Manager and volunteers are taking care of it.

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Sehat Naama</i>	Interviews, Self recorded	Health Issues	This show focuses on health issues with doctors.
2	Education	Talks, Lectures, Interviews	English Language, Career Assistance	In this show we give lessons for practicing English and also take interviews from educationists on notifications and all.
3	<i>Bachon Ki Duniya</i>	Students and Self recorded	Children	A children's show, which entertains them with stories, poems and also gives parenting tips for women.
4	<i>Hamara Mashara</i>	Self recorded, talks	Social Issues of Society	The programme focuses on the problems facing by common people in day-to-day life, specially women.
5	<i>Kya Aap Jaante hain?</i>	Self recorded	General Knowledge	A programme that gives technology, health, knowledgeable information, facts (known/ unknown) from science, geography to the various topics.

## Community Participation

Community participation requires going beyond discussion to enable community to become an integral part of the concept, decision making and action process. Our team selects a targeted area and moves there.

First they communicate with the people in a friendly manner and try to give the comfort level for better communication. Slowly and gradually by talking generally we bring them near to the topic. Once the common person becomes friendly and starts talking, we try to involve them to the fullest.

**Languages of Broadcast:** Urdu, English, Telugu

## Sustainability Strategy

At present Deccan Radio is supported by Abid Ali Khan Educational Trust. We are publishing our daily fixed-point chart in the newspaper with the strategy to grab the attention of listeners as well as the advertisers for commercials.

## Key Challenges Faced

As our radio station is situated in Metro city, we are facing the challenges of obstruction of frequency from high rise buildings and pollution. We are struggling to reach our targeted communities. If the concept of repeaters is implemented then it will be very helpful for every community radio station to reach their targeted audience.



Deccan Radio Action



## **KMIT Tarang @90.4MHz**

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3-5-1026, Narayanaguda, Hyderabad-500029

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### **Background**

KMIT Tarang @90.4 MHz broadcasts its programmes for two hours on Monday to Saturday between 4:00 pm – 6:00 pm.

### **Signature Programme**

Our signature programme is student education wherein school teaching using State Institute of Educational Technology (SIET) content, training on life skills, education awareness programmes, interviews, etc. are broadcast.

### **Funding and Support**

We are working closely with SIET, AP and other State Government groups. They are giving content for high school education like English, Computers, Mathematics, etc.

### **Transmitter and Transmission**

The 50 Watts transmitter was procured from NOMAD and GRINS software assisted us to set it up.

We have not experienced any transmission downtime.



*Broadcasting in progress at KMIT Tarang*

### Programme Management

Students are the core members, while faculty and management support their ideas. We encourage any kind of idea which develops the student education.

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Abhishek Astanna	Life Skills Faculty	Representative of NGO
2	Rahul Dugni	Content Evaluator	Student Community
3	Surya Prakash	School Education	Management of Institution

### Programme Content

S No	Title	Format	Subject	Description
1	<i>School Education</i>	Teaching Lessons	Mathematics, English, Computers, etc.	Teaching high school education from KMIT CR
2	<i>Life Skills</i>	Discussion sessions	Vocabulary Building, Reasoning skills development, Placement tips, etc.	SMS based interactive sessions on development of vocabulary, interview techniques etc.
3	<i>KMIT Quiz</i>	Interactive session on General Knowledge	Current affairs	Experience global awareness where there is a SMS and Phone call based shows. Topics and Discussions cover Healthcare, Information Technology, etc.

### Community Participation

Interaction with the community is done through various ways. Our primary target is school and college going students from the community. We go to the student community and gather the necessary information. We encourage ideas of students and come up with a suitable solution.

**Languages of Broadcast:** English, Hindi and Telugu

### Sustainability Strategy

At present, KMIT Tarang is supported by Keshav Memorial Education Society (KMES) and Keshav Memorial Institute of Technology (KMIT) Management. We are looking forward for sponsors for their promotional activities. In another half a year we are going to be fully sustainable.

### Key Challenges Faced

Frequency is low or weak in tall building zones, hilly areas and heavy traffic zones.



KMIT Tarang Talent Pool



Content editing at KMIT Tarang



## SVFM CRS Tirupati @90.4 MHz

AVSS Vibhishana Sharma, Station Manager, SVO Degree and PG College  
KT Road, Tirupati-517507

Phone: 0877-2264055 Mobile: +91-98662234482 E-mail: svfmradi@gmail.com

### Background

SVFM CRS Tirupati broadcasts on 90.4 MHz for 12 hours in two slots between 6:00 am – 12:00 noon and 2:00 pm – 8:00 pm.

### Signature Programme

*Jnana Prakasam* is our signature programme. Through this programme we enlighten the public from children to old people by providing them all kinds of 'live well – know-how methods' through the valuable suggestions, talks and interviews with various officials of different public offices, experts in different fields, artists and others. Some of the topics we have covered and have been covering are: How to prevent ragging in higher education institutions; Harms and disadvantages of using plastic; Awareness programme for people in slums to avoid spreading garbage on the roads; Discussions for better use of Internet; Traffic rules awareness programme; Fire preventive precautionary suggestions; Public awareness towards weights and measures while purchasing from shops; and Consumers' rights; etc.

The slot for this most popular programme of our CRS is from 3.00 pm – 3.30 pm on all the week days except Sunday.

### Funding and Support

We have been working with all local government organizations on different occasions. We played a leading role in the Chittoor district centenary celebrations held during 2011 in collaboration with Chittoor District Administration.

We actively participated in the 500<sup>th</sup> birthday celebrations of the famous historical King in South India Sri Krishnadevaraya organized by TUDA (Tirupati Urban Development Authority) and many such public events.

### Transmitter and Transmission

Since its inception, the 50 Watts Transmitter was setup under the technical guidance of Bharat Electronics Limited, Bangalore and if any complication arises, the rectification work/solving process is regularly carried out by the Engineers of Bharat Electronics Limited on payment basis.

In the beginning our transmitter was situated on the hill top of Tirumala hills. Then the transmission was not reaching certain localities even within the range of 5 km. Hence the transmitter has been brought to the premises of SVO Degree and PG College. Ever since, it is able to cover a radius of 25 km. There has been no transmission downtime



*Inauguration of SVFM CRS Transmitter at new site*

## Programme Management

S No	Name of Person	Designation	Representative of Management
1	Dr AVSS Vibhishana Sarma	Station Manager	In charge of the Radio Station
2	Sri D Nageswara Rao	Executive Engineer	Officer In charge
3	Dr N Vijayalakshmi	Principal, SVO College	Approving Authority
4	Dr N Vidyaranya Swami	TTD Educational Officer	Approving Authority
5	Sri Venkata Ramana Reddy, IAS	Joint Executive Officer, TTD	Approving Authority
6	Sri L V Subrahmanyam, IAS	Executive Officer, TTD	Approving Authority

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Arogya Sri</i>	A programme of 20 minutes	Health	A programme on all weekdays except Sundays on individual and social health care through experts of Allopathy, <i>Ayurveda</i> and Homeopathy.
2	<i>Mahila Samayam</i>	30 minutes	Women's programmes	Various programmes of women's over all development.
3	<i>Gramina Sobha</i>	30 minutes	Village welfare programmes	Different programmes are broadcast for the prosperity of village life.
4	<i>Vidya Saurabham</i>	30 minutes	Academic programmes	Information on different academic openings in various Universities and Institutes of higher education are designed and broadcast.
5	<i>Kalasiskbana</i>	30 minutes	Training in fine arts	Through this programme training in different audio based fine arts such as playing <i>Mridangam</i> , light music, etc. are planned and broadcast.



*SVFM CRS covers seminars and meetings in the University and Colleges of the community*

## Community Participation

The programmes which have been designed are beneficial for all sections of society. Some of our programmes are meant for understanding urban living. Some are very useful for villagers. Some programs are exclusively directed for women's welfare. Similarly for youth, children and all others various programmes have been designed and broadcast from time to time. For this purpose the programmes covering health, education, social well-being and cultural spheres of life are being designed.



**Languages of Broadcast:** Telugu, occasionally in Hindi and English

### Sustainability Strategy

Sri Tirumala Tirupati Devasthanams (TTD) is the main and the only funding agency of our community radio. This is one of the most popular non-religious services offered by TTD to the citizens of Tirupati irrespective of caste, creed and religious differences. TTD is organizing a Balamandir (an orphanage home), BIIRD (A rehabilitation centre for physically handicapped by providing them artificial limbs), SVIMS (a super specialty health complex offering free treatment for all kinds of diseases for people of below poverty line), educational centres and many such institutions for the benefit of all walks of life beyond caste, creed and religion. That is the very reason why our CRS is able to sustain well without depending on any public donations or advertisements from any commercial or other organizations.



*Women of the community are covered to voice their concerns*

Besides this, our programme formats and schedule is the second strong source of our sustainability. Through our programmes we could win the hearts of all the people and we have a large number of constant listeners, NGOs, students, housewives and even higher officials of different public and private organizations who participate with equal zeal, enthusiasm and interest.

### Key Challenges Faced

In order to cater to the needs of local community, there is a dire necessity for enhancement of the capacity of the transmitter from 50 Watts to 250 Watts as we are in the shadow zone area of the great range of the Seven Hills of Tirumala which are known for their height and width. If this requirement is properly fulfilled, majority of the community groups will be benefited.



## Radio Vishnu @90.4 MHz

Dr G Srinivasa Rao, Director, Shri Vishnu Engineering College for Women, Vishnupur  
Bhimavaram, West Godavari District-534202

Mobile: +91-9666832284 E-mails: principal@svecw.edu.in, radiovishnu@gmail.com

### Background

Community Radio Vishnu @90.4 MHz broadcasts for 12 hours daily in two slots between 6:00 – 10:00 am and 12:00 – 8:00 pm.

### Signature Programme

The much acclaimed programme is 'Abaram-Arogyam' (Food-Health). The programme 'Abaram Arogyam' was later renamed as 'Mavuri Amma' as a part of DST Project 'Science for Women Health and Nutrition' for a period of 6 months from 19<sup>th</sup> February 2011 to 19<sup>th</sup> August 2011. Again, the title 'Abaram - Arogyam' has continued to remain the same after the project ended.



*Live programming at the Studio*

This programme covers various significant themes on the essentials of healthy life such as 'General Health', 'Pregnancy', 'Nutritious Food', 'Diseases', 'Girl Child Education', 'HIV', 'Stress and Strain related problems' 'Women Empowerment' and 'Dental Awareness'. The programme has a lot of influence on the villagers of all ages. After a survey, it was found that the people are very happy with the transmission of useful information on varied health-related topics. It is quite interesting that they are adopting and then, following health tips.

### Funding and Support

We have worked with other Government groups and organizations like KVK, Health Department, etc. The Krishi Vigyan Kendra, at Undi village is associated with seven scientists from different areas of knowledge (rice, horticulture, fisheries, management, etc.) contributes half an hour programme every day which includes outreach programme for the farmers.

In association with Transport Department, Government of Andhra Pradesh, Bhimavaram, Radio Vishnu @90.4 CR broadcasts a Live Programme of one hour duration every second Saturday on the topic 'Road Safety Rules and Precautions'.

Another outreach programme is also conducted quarterly at every village in the entire region of Radio Vishnu @90.4 MHz. In association with Primary Health Centre (PHC) of Durgapuram, and Palakoderu, Radio Vishnu @90.4 MHz is conducting health awareness programmes in different villages and is also in association with ICDS, Vissakoderu for child-care suggestions.

### Transmitter and Transmission

Our station has put 50 Watts (1+1) Transmitter that was manufactured by and set up by Bharat Electronics Limited, Bangalore.

We have experienced transmission down time on 17 November 2011 between 2:00 pm – 8:00 pm due to high VSWR in the transmitter due to heavy rains and squally winds.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representatives of NGO/Community/ Management of Institution/Radio Station
1	Sri M Radha Krishna (Campus Director)	Chairman	Management of Institution
2	Dr G Srinivasa Rao (Station Director)	Member	Principal of the Institution
3	Dr P Srinivasa Raju	Member	Vice-Principal of the Institution
4	Mr J Prasad Raju (GM, SVES, BVRM)	Member	Management of Institution
5	Dr UV Ramana Raju	Member	Expert
6	Mr D Surya Narayana Raju (President, The Karunya Welfare and Service Centre)	Member	Representative of NGO
7	Ms P Annamani	Member	Representative of Community
8	Mr G Omkara Murthy (Programme In-Charge)	Member	Representative of Radio Station
9	Mr S Hanumantha Rao (Station In-Charge)	Convener	Representative of the Institution

## Programme Content

S No	Title	Format	Broadcast Timing	Subject	Description
1	<i>Aabaram–Arogyam</i>	Interviews Talks and Live	7:00 – 7:30 am 3:30 – 4:00 pm	Health and Nutrition	Interviews and live programmes with experts and the talks on the experiences of community people.
2	<i>Rythanna</i>	Talks and Interviews	7:30 – 8:00 am 6:00 – 6:30 am	Advices to the farmers	Expert Talks by KVK Scientists and Interviews and talks by farmers based on their own experiences.
3	<i>Balvinodini</i>	Talks, Skits and songs, etc.	8:30 – 9:00 am 6:30 – 7:00 pm	Poems, Quiz, Talks about National and International great leaders, Scientists, Sports, etc.	Children from 24 Government schools and 5 private schools in and around Bhimavaram give a programme of half hour duration every day on the subjects mentioned.
4	<i>Mabila</i>	Talks and Interviews	2:30 – 3:00 pm	Health Tips, Cooking methods, etc.	Traditional health tips by old women, beauty tips by young women, and also cooking methods for nutritious food.
5	<i>Prathibha vanthulu</i>	Talks and Interviews	8:00 – 8:30 am 4:00 – 4:30 pm	Talks about Great Personalities	Great lives of freedom fighters, patriots, philosophers and scientists.

## Community Participation

Radio Vishnu @90.4 MHz covers nearly 35 villages. These villages mostly depend on agriculture, horticulture, aquaculture and handcrafts. People, who are dexterous in each area, are identified and related talks are given by them. When invited to give such talks or interviews, these people always feel very happy to share their knowledge.

Women participate in various programmes in large numbers which concentrate on health, hygiene, beauty, child care, education and many programmes of utmost importance for the general public. School children often give programmes

on folk and light music songs, recitation of poems in Telugu, Sanskrit, Hindi, and English, awareness about traffic rules and the use of bio-ingredients in place of plastics and talks on great personalities.

Community people enthusiastically involve themselves in all live programmes by posing questions to the experts of various fields present in the studio. This type of exposure will benefit all the listeners in understanding various problems that cause inconvenience and disturbance in their lives.

**Language of Broadcast:** Telugu (with recitations in Sanskrit, Hindi, English on occasions)



*A successful woman being interviewed by Radio Vishnu*

### Sustainability Strategy

Radio Vishnu @90.4 MHz began with an initial investment of ₹ Twenty Five lakhs towards equipment and infrastructure that also includes Transmitter (1+1), mixers (1+1), microphones, voice recorders, phone-in equipment, outdoor broadcasting (OB) equipment with small mixer and notepad and studio with acoustic treatment. Monthly recurring investment goes around ₹ Sixty Four thousand towards salaries to Programme Producer, Announcers and Technicians. These expenses also covers remuneration to students under ‘earn while learn’ scheme. With maximum utility of the station and studio, the monthly maintenance has reached Fifteen Thousand towards electricity and transportation. Apart from this, annual maintenance is ₹ Thirty Thousand towards equipment service charges and gifts to the best contributors.

We broadcast local advertisements for five minutes in each hour of broadcasting. Such income goes to about ₹ 4 lakhs per annum. In future, finalization of DAVP rates and the ongoing process of DAVP empanelment are likely to make the station self-sustainable.

### Key Challenges Faced

Radio Vishnu @90.4 MHz has spread its wide wings in the service of 35 villages. It can also further spread its services for many more villages with the provision of 100 Watts power. Community people who are not under coverage area have many times expressed their desire for Radio Vishnu programmes and have appealed for such facility to their villages. We request for the sanction of 100 Watts instead of the current 50 Watts Transmitter.



*Engaging the community women*



## Jnan Taranga @90.4 MHz

Ankuran Dutta, Station Manager, Krishna Kanta Handique State Open University  
Housefed Complex, Dispur, Guwahati-781006

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### Background

Jnan Taranga CRS operates on 90.4 MHz and broadcasts for 22 hours daily between 3:00 pm – 7:00 pm and 8:00 pm – 2:00 pm.

### Signature Programme

Our signature programmes are live from community *Swasthya Charcha* (public issues on health); *Nyay* (legal phone-in programme); *Yuva Taranga, Raban*, (youth programmes), *Jagriti* (programme on entrepreneurship); *Bibhawan, Baraniya* (thinking, life and works of community members), *Nepathya* (radio drama), *Beekhyan* (radio documentary), *Antaranga Aalap* (interview programme); *Sisbu Teertha* (children programme); *Neeravadhi* (novel reading); *Bhasa Siksha* (language teaching); folk music programme; *Angana* (women programme); *Manar Khabor* (community phone-in programme for 1 hour daily on various topics).



Boro social activists in studio of Jnan Taranga

### Funding and Support

We have worked with Government and Non-Government organisations. Some of them are Agriculture, Public Health, Veterinary and Inland Fishery Departments under Government of Assam, State Institute of Rural Development (SIRD); Central Silk Board, Central Labour Education Board, Tea Board, Central Rubber Board, Coconut Board under Union Government; *Mabila Samata Samiti, Aarohan, Parijat Academy, Ambikagiri Memorial Trust, Chinmoy Vidyalaya, Government Schools, Colleges, Universities, Music Schools, Sankardeva Kalakhestra, Rabindra Bhawan, District Library, etc.* for content development.

### Transmitter and Transmission

The two Transmitters FMT 50 Watts were installed by Webel Mediatronics Limited, West Bengal.

We have not experienced any transmission downtime until now.

### Programme Content

S No	Title	Format	Subject	Description
1	<i>Samadhan</i>	Discussion	Solving of social problems	Activists in Human Resource Development provide solutions for community based problems. Evening Show.
2	<i>Baraniyo</i>	Interviews	Interviews based on various fields	Interviews of prominent personalities are broadcast. Evening show, also repeated.
3	<i>Sasthya Charcha</i>	Discussions	Discussions on health issues	Discussions with physicians regarding health and hygiene. Evening show, also repeated.
4	<i>Manar Khabor</i>	Discussions, phone-in, live from field	Social topics (serious, informative and entertaining)	Daily one hour live programme on different social issues, accompanied with folk and modern Assamese songs of community singers.
5	<i>Yuva Taranga</i>	Interaction	Youth motivational	Participation of the youth members of community. Evening show, repeated.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/ Radio Station
1	Prof Srinath Baruah	Advisory Committee	
2	Sri RB Mahanta	Advisory Committee	
3	Dr MC Sarma	Advisory Committee	
4	Prof Md. Taher	Advisory Committee	
5	Sri Anil Bodo	Advisory Committee	
6	Mr Basanti Laskar	Advisory Committee	
7	Sri PK Jain	Advisory Committee	
8	Dr Ankuran Dutta	Advisory Committee	
9	Sri Rajat Baran Mahanta (ACS)	Station Director	Registrar, KKHSOU
10	Dr Ankuran Dutta	Station Manager	Asst Professor in Mass Communications
11	Hemprokash Mout	Duty Officer	
12	Md Najrul Ali	Transmission Coordinator	
13	Priyanka Bhattacharjee	Programme Coordinator	
14	Trisha D Baruah	Training Coordinator	
15	Gitali Kakoty	Junior Programme Producers	
16	Debahuti Chakraborty	Junior Programme Producers	
17	Mridusmita Sarma	Radio Anchors	
18	Madhukrishna Barthakur	Radio Anchors	
19	Pratisha Hazarika	Radio Anchors	
20	Dr Ditimoni Gogoi	Radio Anchors	
21	Arunima Goswami	Radio Anchors	
22	Sarifuz Jaman	Radio Anchors	
23	Garima Mazumdar	Radio Anchors	
24	Rajesh Kr Sarma	Office Assistant	

## Community Participation

We move to local and rural places to interact with common people. We collect data and information about their problems and issues to showcase it in front of the community. Women related issues like health; empowerment; domestic violence; etc. are raised in '*Angana*' and offered possible solutions by experts.

We go for field reporting in '*Sishu Tirtha*' and provide children a platform to participate in activities like singing, recitations, drama, etc. The community members also participate in phone-in programmes like '*Manar Khabor*' concerning different issues like superstitions, youth involving in politics, unemployment, etc.

*Jagriti*' is a motivational programme where entrepreneurs encourage the community members in different fields. We also cover positive stories such as the initiatives taken by the change agents in society.



Live from community being recorded by volunteers

'*Sastha Charca*' is a health based programme where physicians discuss about health based issues and the community members participate by directly communicating with them through phones. 'Live from Community' is a live community based programme where we visit social places and raise their issues which are solved and discussed by experts present in our studio. 'Career' is a career based programme where career consultants provide information on different career opportunities. Listeners can participate by asking queries regarding their careers. Listeners also visit our studio and participate in various programmes.

**Languages of Broadcast:** The primary language is Assamese. The station also broadcasts a few programmes in Hindi, English, Bengali, Boro, Nepali and Karbi serving different communities in the coverage area.

### Sustainability Strategy

We are collecting advertisements from various public and private enterprises, semi-Government organisations, local firms, etc. We are also looking for funds from Krishna Kanta Handiqui State Open University as it has undertaken our community radio station, Jnan Taranga. The community radio is fully dependent on the funds of the University since the revenue collection is very low for its sustainability.

Jnan Taranga is a DAVP empanelled station. The sustainability of a community radio station requires manpower apart from financial support. For that, we are seeking volunteers from various fields and organizations to participate in our community radio service.

We have already managed a few volunteers for the community based programmes and are trying to enrol more. Sufficient funds as well as efficient manpower can lead to the sustainability of our community radio station.

### Key Challenges Faced

Some of the key challenges that we have faced are primarily the low quality of transmission. As we all know that the transmitter of a community radio station is only 50 Watt. An urban area like Guwahati where there are more than four private FM stations with 10 MW transmitters, the frequency of the community radio stations get disturbed. As Assam is under North East region, the transmission often gets disturbed due to the increase of shadow areas caused by hills.

The low revenue generation is another serious issue. Because of the poor quality transmission, the advertisements providers are reluctant to broadcast advertisements through community radio stations.



*School children and community members at an interactive session with Jnan Taranga volunteers*



## Radio Luit @90.8 MHz

Kandarpa Das, Station Director, Institute of Distance and Open Learning  
Guwahati University, Guwahati-781014

Mobiles: +91-9207410112, +91-9207410117 E-mail: radioluit@gmail.com

### Background

Radio Luit @90.8 MHz has been established under Guwahati University (GU) and broadcasts its programmes for 12 hours daily from 8:00 am – 8:00 pm.

### Signature Programme

*Mukoli Sora* (Open Forum), the signature programme of Radio Luit, is broadcast everyday in a week except Saturday in which we discuss with listeners through phone different topics related to career counseling, science, education, cultural, social awareness, etc. This programme has maximum participation of community members. Average number of calls received everyday is around 25. The composition of callers includes shopkeepers, students, housewives and general public.



*Radio Luit Studio*

For every programme, experts on various fields related community development are invited to discuss and respond to calls. Listeners actively participate in this programme by asking questions and giving their views. On the last Sunday of every month in this programme we invite one of our regular listeners to the studio to participate in a live programme and interact with other community members.



*Radio Luit in action*



## Funding and Support

The CRS is fully supported by Guwahati University Funds, and has not yet worked with other Government groups or organisations.

## Transmitter and Transmission

The 50 Watt FM stereo Transmitter FMT-50 was provided and installed by Webel Mediatronics Limited, Kolkata.

The CRS has not yet experienced transmission downtime.

## Programme Management

Name of Person	Designation in Management Committee	Representative of NGO/Community/Management of Institution/Radio Station
Prof OK Medhi	Chairman	Vice Chancellor, Guwahati University
Mr UC Das	Member	Registrar
Dr Kandarpa Das	Convener	Director, IDOL, GU
Prof Abani Kumar Bhagabati	Member	Professor, GU
Prof RKD Goswami	Member	Professor, GU
Dr Bhaskarjyoti Bora	Member	Professor, GU
Prof (Ms) Archana Sharma	Member	Professor, GU
Prof Upen Rabha Hakasam	Member	Professor, GU
Dr Swarna Prabha Chainary	Member	Professor, GU
Dr PC Das	Member	Community Member
Dr Dilip Kalita	Member	Community Member
Ms Ranjana Talukdar Bora	Member	Community Member
Mr Dil Mahammed Sheikh	Member	Community Member
Mr Niren Baishya	Member	Community Member
Dr Hasmat Ali	Member	Community Member
Mr Pramod Kumar	Member	Community Member
Sri Chandan Narayan Dev	Member	Community Member
Dr Dilip Bora	Member	Professor, GU

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Anataar Pathdaan</i>	Interactive show	Classroom in studio	A half hour syllabus oriented interactive programme where participants are teachers and students of schools, colleges and universities. Morning, noon and evening.
2	<i>Krisbi Katha</i>	Interview, talks and discussions	Agriculture, horticulture, fishery and animal husbandry	A half hour programme involving the villagers, farmers and experts. Noon show.
3	<i>Kakoli</i>	Storytelling, information, participation of children, etc.	Children's programme	One hour programme with stories, quiz and children's performance.
4	<i>Ei Jalukbarir Romeo Juliet</i>	Interaction with phone-in participation of listeners	Youth, motivational	Chit-chat with University students covering their emotions, aspirations and highlighting their hidden talents.
5	<i>Bikhyon</i>	Discussions	Public issues on day-to-day topics	Discussion with teachers, students and community members.

## Community Participation

Programmes are planned and designed to ensure maximum participation of the community members. Radio Luit's activists regularly visit the surrounding villages to meet people from various vocations. Views and opinions from the community members are gathered on regular intervals regarding quality of transmission and their suggestions for new innovative programmes. Programmes are broadcast in such a way that listeners become eager to listen to their own voice. School children and their teachers are engaged regularly in production of variety programmes. The most participating programme is *Mukoli Sora* (Open Forum), where maximum participation of the community members is ensured.

**Languages of Broadcast:** Assamese (90%); Bengali, Hindi, English, Bodo and Nepali (10%)

## Sustainability Strategy

At present the Institute of Distance and Open Learning (IDOL) of the GU supports Radio Luit. The students of Mass Communication programme use the studio and other broadcasting system as a part for practical hands-on experience. A part of the fees have been put to subsidise the expenditure of the CRS. Radio Luit has also started getting some advertisements from the local community entrepreneurs. DAVP empanelment is awaited for the last six months or so.

Radio Luit plans to generate sufficient funds in order to become sustainable by introducing short term professional academic programmes. Academic programmes related to Radio and TV broadcasting may bring some revenues. Post and Telegraph Department and NF Railway have already shown interest to advertise through Radio Luit, provided it is empanelled by DAVP.

Given the present scenario, it may take another two years to make Radio Luit self-sustained.

## Key Challenges Faced

On 1 March 2011, Radio Luit officially represents itself as the community radio service of Guwahati University with different content. Radio Luit came out for the communities in and around of Guwahati University. Broadcasting programmes in six different languages, this station has faced short range of its Transmitter as its big challenge. Compared to the participation of sound community members, the listeners many times complain that they cannot listen to their programmes because of limited coverage.

Radio Luit often fails to fulfill the demands of listeners when they want to listen to Hindi film songs, both old and new, due to copyright reasons.



*Community women share views on mobile*



*School children participate in Radio Luit programme*



## Jyotirgamaya @91.2 MHz – Padho aur Padhao

Dr Archana R Singh, Chairperson, School of Communication Studies, Panjab University, Chandigarh  
 Mobile: +91-9815009753 E-mail: puradio@pu.ac.in

### Background

Jyotirgamaya @91.2 MHz was set up by the School of Communication Studies, Panjab University, Chandigarh in 2011 serving as a platform for awareness generation, education and experience sharing with the community.

The CRS has four broadcast cycles during the day totaling 10 hours. The time of operations of the CRS is 8:00 – 11:30 am, 1:00 – 3:30 pm, 5:00 – 7:30 pm and 8:00 – 11:00 pm. The programmes cover education, health, music, cultural programmes, social issues, travel information and religious discourses.

### Signature Programme

The signature programme of the CRS is *Shubh Prabhat Chandigarh*. Broadcast at 8:05 am it embodies the spirit of Jyotirgamaya. *Tamaso Ma Jyotirgamaya* is the ideology of Panjab University. The main function of CRS and educational institutions being spread of knowledge, this programme tries to spread the light through spiritual discourses and hymns. This programme kick-starts the day on an optimistic note and the rest of the programmes follow throughout the day educating, enlightening and awakening.

The programme variety includes:

- Hymns and Prayer Songs*: Songs sung by the members of the community, not necessarily belonging to any particular religion.
- Discourse: Teachings of the Gurus (Japji Sahib)*, Swami Vivekananda, Brahma Kumaris, etc. recorded in the studio with the help of experts.
- Thought for the Day*: A good thought that brightens the day of our listeners.
- Destination for today*: Details about any spiritual destination are discussed. The RJ informs the listeners about these holy places and gives important information such as how to travel, when to travel, weather, transport, boarding and lodging facilities of the given destination such as Vaishno Devi, Golden Temple, etc.

### Funding and Support

The CRS has been working with people from the community including:

- Doctors from Post Graduate Institute (PGI), Chandigarh regularly help us with our programmes on health. They are also members of our advisory body.
- Faculty from Panjab University departments.
- Government officials from Doordarshan, All India Radio, Chandigarh Police, Government Hospitals, State PR departments have participated in interviews and Talk shows.

No collaborations have been worked out yet.



RJ at work in the Studio of Jyotirgamaya CR

## Transmitter and Transmission

Two 50 W FM transmitters with stereo coder 90.4 MHz (later changed to 91.2 MHz) procured from Webel Mediatronics Ltd. were set up with the assistance of Broadcast Engineering Consultants India Ltd. (BECIL).

The CRS has experienced instances of transmission downtime, but have not noted the dates.

## Programme Management

S No	Name of Person	Designation	Organisation
1	Dr Archana R Singh	Co-ordinator PU Radio	School of Communication Studies, PU
2	Prof Sanjay Wadwalkar	Member	School of Communication Studies, PU
3	Mr Jayanth Pethkar	Member	School of Communication Studies, PU

## Programme Content

Programme mix of key programmes of Jyotirgamaya 91.2 MHz.

S No	Title	Format	Subject	Description
1	<i>Shubh Prabhat Chandigarh</i> 8:05 am	Talk, Music	Morning <i>bhajan</i> , devotional discourse	The morning programme comprises of devotional songs sung by the members of the community, discourse by spiritual leaders such as Brahmakumaris, Priests, Gyanis.
2	Health Factor 9:00 am 5:00 pm	Interview	To keep healthy lifestyle	Famous health expert, Mr Amar Chandel describes the easy way to healthy living by changing eating habits and lifestyle. The style is conversational and attractive.
3	<i>Shiksha ke Anek Ayaam</i> 11:00 am 3:00 pm 7:00 pm	Interview	New areas/ subjects for education	Experts from different fields of education answer questions about their discipline of study. The programme acts as career guidance to our young audiences.
4	<i>Ek Kabaani</i> 11:15 am 3:15 pm 7:15 pm 9:45 pm	Story telling	Community members narrative stories they heard in childhood	Since we are losing all the oral traditions, this programme helps us connect with young children. Community members from all walks of life, across age groups and educational and economical backgrounds come to read stories. No story has been repeated yet.
5	<i>Sureeli Ratein</i> 8:00 pm	Music	Songs interspersed with messages	CRS plays songs that are recorded in our studios. Community members join us and play musical instruments and sing songs. Student RJs add interesting narratives to create beautiful interesting entertaining programme for our listeners as they drive home from work.

## Community Participation

Our community consists of:

- The students, faculty, staff of Panjab University and its affiliated colleges and PGI, Chandigarh. Professionals and highly educated community members work and reside here.
- Residents of Chandigarh, some parts of Panchkula and Mohali. Largely urban and educated population.
- Villages surrounding the city, colonies in the city. Semi-urban and low literacy levels can be found in this population.



Community participant in the Studio of Jyotirgamaya CR



*Live on-air students in a programme at Jyotirgamaya Studio*

We engage with the community by regular interviews with members of the community. Artists, singers, musicians, invited to perform and community members are invited to read out stories in *Ek Kahani*. Training of young children from low income group colonies and helping them to become self-sufficient through 'Junior RJ' programme. Voluntary activity by members of the community by making audio books for visually impaired students. We have already produced 5 audio books with 60 hours of recording for visually challenged students with the help of the community. Helping physically handicapped children to learn to use their voice and speech for self-sustenance. Providing internship for 15 days or one month to any member of the community who wants to learn the functioning of radio. Celebrating religious and national functions with community participation such as Independence Day, Republic day, Diwali, Holi, Children's day, Christmas etc.

**Languages of Broadcast:** Hindi and Punjabi, with a mix of commonly used English and Haryanvi words

### Sustainability Strategy

We have applied for Empanelment with Panjab Government, Chandigarh UT Government and Haryana Government. Further, we have also submitted a proposal to DST for a project that will sustain CRS for three years, and if funding is secured, the CRS can become sustainable by 2012.

### Key Challenges Faced

There are technical constraints that challenge the CRS:

- a **Technical constraints in transmission:** The transmission of our programmes is erratic. Sometimes the range extends to 12 kms and sometimes it is limited to 5 Kms Our regular listeners have complained about this. The transmission also varies in terms of clarity on day to day basis.
- b **Limited range:** Many people who listen to our programmes on campus cannot listen to them when they go home, due to limited range.



## Krims CRS @90.8 MHz

Neeraj Karan Singh, Station Manager, BU-Block, Plot No. 1  
 Main Outer Ring Road, Pitampura, Delhi-110034  
 Phones: 011-47529008/9 E-mail: krimsneerajkaran@gmail.com

### Background

Krims CR station @90.8 MHz broadcasts its programmes for 16 hours between 7:00 am – 11:00 pm.

### Signature Programme

*Aapke Adhikaar* is the signature programme of Krims CR based on rights of a common man. We educate our listeners about their rights like child right, fundamental rights, consumer rights, women rights, right to education, right to information, etc. This programme enters the heart of the community people. Several calls and feedback are received about this programme asking us to know the specific rights of the common man. The idea of *Aapke Adhikaar* is to ensure community participation, making the community aware of their rights and duties.



*Krims CRS Studio*

### Funding and Support

We are not working with any Government groups or organisation at any level. But, we are working with some NGOs like YUVA and Samvedana, on social issues and community problems.

### Transmitter and Transmission

The WML – CRS-50 Watt Transmitter set up was procured from Webel Mediatronics Ltd., and HCL Infosystems Ltd., New Delhi assisted in installation of the transmitter.

We have not faced any type of breakdown because we have a back-up system and voltage stabilizer with the station to prevent any such crisis.



*Success story*



*An RJ at work*



*Youth unite for volunteer action*

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Mr Ravinder Aggarwal	Chairman	Management of Institution
2	Mr Neeraj Karan	Station Manager	Radio Station

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Aapke Adhikaar</i>	Narration, Drama and Interviews	Rights	Creating awareness about several rights related to the common man and the community.
2	<i>Aao Jaanein</i>	Talks Show	Social Problems	This programme based on social problems and their solution. Like–water pollution, power save, save food, civic problems, etc.
3	Ladies Junction	Narration, Interviews	Women	In this programme we discuss story of successful lady, health, ladies’ problems, opportunities for ladies, legal issues of ladies, expert advice.
4	<i>Youngistaan</i>	Narration, Interviews	Youth	We discuss story of successful youth, new opportunities, youth problems with expert advice.
5	<i>Hulla Bol</i>	Drama	Social issues	A dramatic filler based on social problems and issues.

## Community Participation

Krims CR is clearly based on community development. Our programmes have been prepared with the vision of development and educate. We have established credible relationship with community persons and their problems through our programmes. We cover community local events and give a platform to the community artistes to pursue their talent on our radio station. Krims CR takes part in various events in the coverage area of the station and also invites experts on subjects covered. Our reporters visit and take sound bytes from the community. We believe in outdoor broadcasting (OB) for the community. We collaborate with NGOs also to serve the community.

**Language of Broadcast:** Hindi

## Sustainability Strategy

We are facing disturbance due to the low frequency of Transmitter. It is the biggest problem for us. We are trying to sustain a lot. When we try to take advertisements the advertisers complain of bad Transmitter signals.

We are facing disturbance and low frequency of transmitter. It is the biggest problem for us. We are trying to sustain a lot. When we try to seek advertisements the advertisers complain about bad transmitter signals. From the starting of our radio station, we are completely dependent on loans. We are running our radio station with the help of executive members of the society. Executive Officers and the members collect loans and spend on development of society through community radio station Krims FM 90.8.

In future, we want help to solve the disturbances and low frequency problem of transmitter to catch local advertisers and community events managers. Now a day’s some commercials are broadcast from our radio station, but, they are all free of cost, to influence the local advertisers. In future, we want financial support from the Government for commercials and campaigns through DAVP registration.

## Key Challenges Faced

In the current scenario, we are facing a big problem of disturbance and low frequency of Transmitter. After these complaints we did a research in the area. We found the listeners’ complaints are right. We need support for Transmitter Power enhancement.

Second key challenge for our radio is finance. Because of disturbance and low frequency of transmitter we are not able to take any type of advertisements. Our marketing person tried a lot but advertisers are not satisfied with our range of area. We need financial support through commercials and campaigns with DAVP registration.



*Volunteer takes part in a programme*



*Youth volunteers at Krims CRS*



## Radio JIMS @90.4 MHz

Sanyogita Choudhary, Station Manager, OCF Pkt-9, Sector-B, Vasant Kunj, New Delhi-110070  
 Phone: 011-49334900 E-mail: radio.vk@jagannath.org

### Background

Radio JIMS broadcasts its programmes for four hours daily between 8:30 am – 12:30 pm.

### Signature Programme

The signature programme is called *Maansha*. It is one hour programme which not only talks about empowering women but also making them socially, politically, economically and legally aware about issues related to them. Special focus is given towards addressing problems faced by women and adolescent girls and boys and is aired twice a week. Five girls from the community have been identified and trained to develop scripts on problems faced by young people. A number of women who



*Radio JIMS Studio*

had never stepped out of their four-walls have now got a voice. Problems faced by community are being regularly addressed through interview and discussion based programmes.

### Funding and Support

We have not sought any support or funding from nor are we are working with any Government groups or organisation at any level. Radio JIMS works with active participation with some voluntary organisations like Rotaract club, DART (Delhi Achievers Round Table Conference). The nature of the partnership is to make the community aware about of their rights and duties in context of the changing environment. This partnership focuses on programme excellence that leads to more vibrant, participatory communities, in order to form a closer link between the people and the programming.

Radio JIMS works in partnership with NGOs joining in to learn from their expertise. With local actors, we help create community-driven agencies that can aggregate resources and set professional standards for radio stations to ensure long-term sustainability. Our work is informed by broad field experience and focused research. We are both teachers and learners, continually seeking innovative and effective solutions to share with others.

### Transmitter and Transmission

50 W FM Stereo Transmitter (FMT-50) was supplied by BECIL (Broadcast Engineers Consultant India Ltd).

We have not faced any transmitter downtime.



## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Dr Ravi K Dhar	Overall In-charge	JIMS, VK
2	Dr Neeru Johri	In-charge, content development	JIMS, VK
3	Ms Sanyogita Choudhary	Station Manager and In-charge for production	JIMS, VK
4	Ms Ritu Sood	Script writing In-charge	JIMS, VK
5	Ms Anita	Narration	Community Member
6	Ms Varsha	Script Writing	Freelancing

## Programme Content

S No	Title	Format	Subject	Description
1	Manshaa	Discussion	Women Empowerment	Half an hour programme which talks about not only empowering women but also making them legally aware about day to day issues: 9:00 am–9:30 am.
2	Mind Body and Soul	Talk	Spirituality	This programme self and spiritually: 9:30 am–10:00 am.
3	Career Wise	Information Sharing	Career Counseling	Counseling students about various career options available: 10:00 am–10:30 am.
4	<i>Paisa Vassol</i>	Review and Analysis	Film Review	Talks about latest film reviews and infotainment: 10:30 am–11:30 am.
5	<i>Baat pate ke</i>	Magazine format	Health Capsules	Health programme related to people's health, one hour every day: 11:30 am–12:30 pm.

## Community Participation

Community participation is ensured by taking regular feedback as well as addressing the community problems. Radio JIMS @90.4 MHz provides opportunity of reaching to the community by giving voice to the voiceless. Community members



*School children from the community at the Radio JIMS*

have been identified to work as volunteers to advocate on issues of social concern. They are made aware about Government programmes, schemes and the services available in their vicinity. There have been a number of success stories. Many have been empowered, thanks to Radio JIMS. Community Radio provides a forum for continuous dialogue with the community. Capacity building initiatives for script writing for comperes are regularly done.

Community members from the nearby slums of Mahipalpur, Masoodpur, Raangpuri Pahari and surrounding areas are active participants engaged in programming and production activities of the CR. The interactive nature of our programme makes it a powerful medium for education and development in the region.

Besides, we also work with local community groups including NGOs and school in local areas within the radius of 5 kilometres whose voices and concerns are given a patient hearing. Community participation is ensured by taking regular feedback on current issues and problems faced by the community.

**Languages of Broadcast:** Hindi and English

### Sustainability Strategy

Radio JIMS focuses on producing need based programmes with active community participation and engagement of local institutions like schools, clubs, etc. It aims to provide training community members as well as students for performing multiple roles as reporters, producers and announcers. Today, Radio JIMS is empowering not only its listeners but, is also mobilising them by informing, persuading and educating them on social issues. Change is a constant process. Currently the resources of the Institute cover the costs. Radio JIMS shall achieve its target by 2013 by engaging in Project Implementation and through advertisements in the coming years.



*A successful woman at Radio at JIMS*

### Key Challenges Faced

The key challenge has been to ensure male participation from the community. Men are very hesitant to give time for any kind of programme. The station will require support for capacity building and hand holding for better programme output.



*Women from local community groups regularly visit Studio to voice opinions and concerns*



## DU CR @90.4 MHz

Dr Vijaya Lakshmi Sinha, Programme Manager, DUCR 90.4, School of Open Learning  
University of Delhi, Delhi-110007

Web: [www.sol.du.ac.in](http://www.sol.du.ac.in) Mobile: +91-9811505366 E-mail: [ducr90.4@gmail.com](mailto:ducr90.4@gmail.com)

### Background

DUCR @90.4 CRS broadcasts for eight hours daily in two slots: 8:00 am – 1:00 pm and 4:00 pm – 7:00 pm.

### Signature Programme

The signature programme of the CRS is *Sanjay Basti Se*. It is a community based programme. Sanjay Basti is situated only 3 km away from DUCR in Timarpur area in North Delhi. The mixed population of Sanjay Basti is around 20,000 and represents people from different states. DUCR has adopted Sanjay Basti for the overall development and increase the standard of living of the community residents there. We have produced a host of programmes on health, sanitation, ration card, education of children sports, *lokgeet* of different states, etc.

The programme is being broadcast every Saturday for one hour. Most of the programmes are recorded in the *basti* itself. Sometimes, the other bastis as *Majnu Ka Tila*, *Gulabi Bagh*, etc. are also covered in the programme.



*Pathshala in DU CR Studio*

### Funding and Support

DUCR is producing health programmes 'Hello Doctor' in collaboration with World Lung Foundation (WLF), one programme per week. World Lung Foundation sends a Doctor every week to the studio. Being a phone-in-programme, the doctors are in live discussion with the community.

With the help of Department of Commerce, Delhi University, we are broadcasting programme on consumer awareness. DUCR is broadcasting short plays on social issues with the help of National Literacy Mission. Chronic Care Foundation is also providing doctors for interviews to discuss chronic diseases such as: AIDS, Cancer, Kidney related diseases, etc. With the help of 'Yamuna Bachao Foundation', we are broadcasting programmes on cleanliness of Yamuna river and other related matters.

National Leprosy Mission has also approached to broadcast different programmes on Leprosy which is going to start soon. Ministry of Health and Family Welfare has also given us almost 250 programmes on different subjects related community health. NIIT (National Institute of Information Technology) has produced a programme on employability. Vigyan Prasar, Department of Science and Technology, Government of India, has given us support to produce 52 episodes of science-based programmes.

Few NGOs are also working with DUCR such as Sanskari Welfare Society, Sahayog Women Welfare, Jagori, Diksha, etc. to produce programmes on social issues related to women.

### Transmitter and Transmission

Power of Transmitter of DUCR 90.4 is 50 Watts which was supplied and installed by Bharat Electronics Ltd, Bangalore.

Due to problem in the console, it was sent for repair and transmission was not on air for one day i.e. 6 May 2011.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/ Radio Station
1	Vice-Chancellor	Chairman	Delhi University
2	Prof HC Pokhriyal	Member, Secretary	Executive Director, SOL, DU
3	Prof SK Vij	Member	Dean, Student Welfare
4	Dr Savita M Datta	Member	Director, Campus of Open Learning, DU
5	Dr Minoti Chatterjee	Member	Principal, Kamla Nehru College, DU
6	Dr Anjali Mittal	Member	Music, Faculty, University of Delhi
7	Dr Suchitra Gupta	Member	Dy. Dean Culture, DU
8	Dr R Sreedher	Member	Director, CEMCA
9	Shri Shyam Gupta	Community Member	Sanjay Basti
10	Shri Narender	Community Member	State Training Research Centre for Community Training
11	Smt Vijaya Lakshmi Sinha	Programme Manager	Delhi University Community Radio

## Programme Content

S No	Title	Format	Subject	Description
1	Right to Information	Phone-in-Programme	Right to Information	Phone in programme on Right to Information Act.
2	<i>Anchui Zindgi</i>	Interview	Interview	With the grassroots level community to know about their life, struggle and success story.
3	SOL Calling	Phone-in-Programme	Queries about the SOL related Educational and Administrative problems	Phone-in programme with the students and their parents to expert of School of Open Learning, University of Delhi.
4	<i>Vigyan Hamare Aas Pas</i>	Science Programme on Planet Earth	All the aspects of planet earth included in the programme	A programme on Planet Earth produced 300 episodes in the form of talks, interviews, phone-ins, plays, quizzes, etc.
5	Discussion on current affairs	Discussion	Current Affairs	Discussion on current affairs such as Global warming, Gharelu Hinsa, Women Safety in Delhi, Domestic Labour, Women Security, Smoking, Waste Management, Nutritious food, etc.



DU CR broadcasts Science Quiz live

## Community Participation

DUCR has made it a point to produce more and more interactive programmes with the community. If community is involved in the programme they are interested to listen and in turn, tell their friends and relatives also to listen to the programme. It ensures the listener to commitment towards the content of the programme. *Ubharte Kalakar, Meri Pasand Community se, Nai dishayen* (interview with disabled), *SOL Calling, Success Mantra, Ek Pyali Chai DUCR Ke Sath* are the programmes of such nature and almost all the programmes are very popular. Sometimes community members are invited to the studio to take interviews, discuss social issues, to share their success stories, to record *Lok geet* (Folk Songs), etc.



*Awareness on Impact of Pollution at Jantar Mantar*

DUCR team often visits the communities to record programmes such as *Lok geet, Sanjay Basti Se*, etc. The production team often visit the nearby Government school to record about the mid day meal scheme's performance, training about the safety measures to young girls by police authority, songs by school children on social issues such as population control, AIDS, conservation and planting of trees, etc.

**Languages of Broadcast:** Hindi. Community members also use Bengali, Dogri, Punjabi, Garhwali, Kashmiri, Bhojpuri, Urdu and Sanskrit in their programme content.

## Sustainability Strategy and Key Challenges Faced

DUCR does not have funding issues as they have budgeted funds from DU Development Fund. Besides, the Projects that we have undertaken also provide content development support.

There are no specific challenges being faced by us.



*Educational trip to Biodiversity Park*



## Jamia Community Radio @90.4 MHz

Dr GR Sayed, Station Manager, AJK Mass Communication Research Centre, Jamia Millia Islamia  
Jamia Nagar, New Delhi-110025

Phone: 011-26987285 Extns.: 4140 and 4196 E-mail: jamiacommunityradio90.4@gmail.com

### Background

Jamia Community Radio (JCR) is a programme of the Jamia Millia Islamia, a Central University. It operates on 90.4 MHz frequency. It broadcasts its programmes for six hours daily between 10:00 am – 1:00 pm and 2:00 – 5:00 pm.

### Signature Programme

*Ye Janna Zaroori Hai* is our signature programme which deals with health and hygiene issues. It is broadcast in a two-presenter format wherein they discuss fundamental issues concerning human health and hygiene. The presenters interact in a lively fashion and discuss the selected topic inside out, bringing out the finer details to the fore. Another feature of this programme is live phone-in from the community listeners. This not only provides an opportunity to the listeners to share their views and health problems but also imparts a feeling in them of being a part of JCR. We have just concluded a 20-part series on dental hygiene. Other themes of public interest that we have covered include child health, women health, law awareness, non-use of polythene etc. Our programme is well received in Delhi and National Capital Region (NCR). The heavy call traffic is the barometer of our success.



*RJs and students in the Jamia CR Studio*

### Funding and Support

Our CR Station is supported by funds of the University. We also levy fees from the students. We have neither worked with other Government groups or organizations nor raised any funds as projects.

### Transmitter and Transmission

We have a 50 Watt Transmitter which was provided to us by BECIL.

The CRS has never faced a transmission breakdown of more than 5 minutes throughout the year as we are getting sufficient electricity and there is standby arrangement of a powerful inverter for back up.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Father Pinto	Advisor	Holy Family Hospital
2	Prof Zubair Meenai	Advisor	Jamia Millia Islamia
3	Registrar, Jamia Millia Islamia	Advisor	Jamia Millia Islamia
4	Dr GR Syed	Station Manager	Jamia Millia Islamia

## Programme Content

The five programmes we showcase as a bouquet are in the table given below:

S No	Title	Format	Subject	Description
1	<i>Khawateen Zindagi Ki Nai Raahon mein</i>	Interview/Discussion	Gender Issues	Weekly
2	Career and Guidance	Talk Show	Job opportunities	Weekly
3	<i>Jamia Nama</i>	University Campus Updates	Activities of University Campus	Weekly
4	<i>Bazm-e-ghazal</i>	Narration	Literary information and other useful tips	Daily
5	<i>Khel ke Maidaan Se</i>	Discussion	Sports round up	Daily

## Community Participation

Radio Jamia has a clear vision for the upliftment of the society and to create a scientific temperament among the listeners through its programmes.

We often include community members as well as university teachers in all programmes. We bring forward the community talent. The opportunity that the JCR provides to local talent has ensured that we are able to keep the local cultural practices alive.

As of now we have no official collaboration with any NGO or Government agencies.

**Languages of Broadcast:** Hindi and Urdu

## Sustainability Strategy

We are self-sustained and funded by University funds as a budgeted activity.

## Key Challenges Faced

The key challenges faced are unwillingness of experts/community members to remain actively engaged in the programme and management of the CR Station. This is primarily because we do not have enough dedicated funds for more staff. We also face staff crunch.



*Group discussion programme in progress*



*Jamia CR roving Rj with a student of Jamia Millia Islamia*



*Women participants in a studio recording of a programme*



## JIMS Community Radio @96.9 MHz

Nirmal Bhatnagar, Station Manager, Jagannath Institute of Management Studies, Sector 5, Rohini  
New Delhi -110085

Phones: 011-27042296, 45184106, 45184107 Mobile: +91-9810329244

E-mails: jimscr96.9@gmail.com, nirmalbht@gmail.com

### Background

JIMS Community Radio @96.9 MHz broadcasts its programmes for eight hours from 10:00 am – 6:00 pm.

### Signature Programme

*Community Ki Aawaz*, is a programme in which people from the community share their problems, achievements, culture, traditions, health and other issues. The programme comprises of recorded as well as live broadcast. Community people visit the station for interaction with experts and for presenting programme.

### Funding and Support

We have worked with Ministry of Science and Technology in coordination with CEMCA on 'Science for Women' project. Research was conducted with thousands of women from our community (Mangol Puri, JJ Colony, Shahabad Dairy, etc.) and ninety programmes were broadcast covering their interest on our CR. We are the notified training centre for Certificate in Community Radio programme of Indira Gandhi National Open University and till date we have trained five batches in our community radio station.

We are in close coordination with Karmarth NGO and are training their participants on our radio. Last summer we trained 43 students from Karmarth in handling programme production, broadcasting and running of CR.

### Transmitter and Transmission

The 50 Watt transmitter was procured from and installed by Bharat Electronics Limited, Bangalore. They are assisting us in its upkeep and maintenance. We also take the services of Technomedia for transmission related problems.

We have not had any transmission downtime. In case of any persistent transmission downtime problems, immediate action is taken.

### Community Participation

We interact with experts from the professional fields such as health, nutrition, entrepreneurship, social, cultural and economic issues over the radio for the benefit of the community. The major objective is to turn them into holistic personalities clubbed with entertainment.

The community is given an assurance that the radio is their voice and they can use it for education, information and entertainment. Groups of our students visit the localities and interact with community to find out their problems, strengths and interests. Based on this they invite them to come to the station and share their issues and thoughts with others. Experts are called for question answer sessions on community problems, which are discussed with groups of women men and children in our own studios and in their own localities. Live programmes with phone-ins are done on different occasions and functions organized by community. Special recordings of folk music of different cultures are broadcast for community entertainment.



*Women from the Community take part in programmes at JIMS CR Rohini Studio*



## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Mrs Nirmal Bhatnagar	Secretary	Station Manager
2	Mr Rajesh Kumar	Joint Secretary	Radio In charge
3	Mr Surender Dhaka	Convenor	Radio station
4	Ms Kalpana	Member	NGO
5	Ms Tusha	Member	NGO
6	Mrs Pushpa	Member	Community (Mangol Puri)
7	Mrs Kanta Rani	Member	Community (JJ Colony)
8	Mr Lakshmi Narayan	Member	Mangol Puri
9	Mrs Anshoo Walia	Member	Institution
10	Mrs Preeti Batra	Member	Institution
11	Mr Vinod Verma	Member	Institution
12	Mrs Anguri Devi	Member	Community (Shahabad Dairy)

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Community ki Aawaz</i>	Narration/ views of community	Social Issues	This covers all subjects of interest to the community, with their interactions.
2	<i>Aao Achchi Sehat Banayein</i>	Talk/ Drama/ Interviews and experts interaction	Health	Doctors and expert give advice and old women provide traditional tips.
3	<i>Naya savera nayi raah</i>	Interview	Career	A programme where we focus on career for young boys and girls.
4	<i>Chaupal</i>	Discussion	Awareness	In this programme we hold talks on current affairs, rights and duties.
5	<i>Dhanak</i>	Radio Magazine	Entertainment	It is a mix package of programme covering humour, music, natak, folklores, etc.

**Languages of Broadcast:** Hindi and English (occasionally)

## Sustainability Strategy

Our management is meeting the entire expenses of running the station. We have grown fast in our expansion programme as we have strength of about three hundred plus students studying Mass Communication with us, who have radio as a full subject for all the three years duration of their course. We are looking for advertisement support from DAVP, which will not only give us some funds but will provide a good platform for spreading Government messages.

## Key Challenges Faced

We require support from local Government Agencies like MCD, BDOs, Police officials, Government doctors and others to participate in our radio programmes and interact with the community. These officials when approached are reluctant to give their views on a private forum.

In order to improve our broadcast and get specialists, we need to generate funds for which support of Government advertisements through DAVP is difficult to achieve.

We have been raising the issue relating to increase the antenna height from 30 metres to 50 metres for clarity and better reach of transmission.



Folk songs being sung by Community participants



## Samudayik Rudino Radio Station @90.4 MHz

Ms Shanta Koshti, Station Manager, SEWA Academy – Community Rudino Radio Station  
 'Krishna Bhuvan', Ellisbridge Corner, Opp. Sakar II, Town Hall, Ahmedabad-380006  
 Web: [www.radiosewa.org](http://www.radiosewa.org) Phones: 079-26577115, 079-26580474 Fax: 079-26587708  
 E-mail: [sewaacdy@youtele.com](mailto:sewaacdy@youtele.com)

### Background

Samudayik Rudino Radio Station broadcasts on 90.4 MHz for eight hours daily. Programmes are broadcast from 9:00 am – 1:00 pm and 4:00 pm – 8:00 pm daily. SEWA, an NGO, began its first community radio programme entitled Rudino Radio (Rudi's Radio) in April 2005. The Rudino Radio, a weekly 15-minute programme broadcast on every Saturday from 8:00 pm to 8:15 pm, is produced and broadcast by employees of SEWA. The programme extends to the Ahmedabad-Vadodara area on All India Radio-Ahmedabad (AIR-Ahm.) airwaves.

### Signature Programme

Our signature programme is Saltpan Workers. Each day the programme is broadcast from 9:00 am – 9:30 am and is repeated in the evening. The format of the programme is a combination of drama and interview and focuses on women. It draws inspiration from Gandhiji's fight for the rights of salt workers in Gujarat was rekindled for the purpose of discussing the importance of identification cards for saltpan workers. An expert was invited to talk about the benefits and necessities of I-cards.



*Community participants in a Studio recording*

### Funding and Support

Rudino Radio has sustained its programme and management through the core support.

It has partnered with several institutions and benefitted for content programming. The Rudino Radio programme is broadcast from All India Radio-Ahmedabad (AIR-Ahm.) airwaves, which is a weekly 15-minute programme aired on every Saturday from 8:00 – 8:15 pm. CEMCA and DST supported 40 health programmes during the year. IIT Delhi Gram Vaani supported 10 programmes. Lok Swasthaya Mandali supported 20 programmes. SEWA Bank supported 15 programmes. Mahila Housing Trust supported 10 programmes. Sangini Bal SEWA Mandali supported 9 programmes.

### Transmitter and Transmission

**Transmitter Details:** 50 W FM Opera Stereo Transmitter in 1u 19" RACK with 600W FM ANTENNA SYSTEM 2 DIPOLES N-N. The agency that has assisted us to set up the Transmitter is Telecomunicazioni Elettroniche Milano srl, Milano, Italy.

The CRS does have transmission downtime due to power failure or system problems. We have a unique system of tracking the dates/time and archiving. We maintain all the MP3 files of programmes broadcast and we maintain the year wise/date wise excel files to record the broadcast.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Ms Namrata Bali	Director	Radio Station
2	Ms Shanta Koshti	Coordinator	Radio Station
3	Ms Baluben Makwana	Producer	Representative of NGO
4	Ms Nisha Mali	Producer	Representative of NGO
5	Ms Parul Rawat	Producer	Representative of NGO

## Programme Content

Samudayik Rudino Radio Station has the following bouquet of programmes.

S No	Title	Format	Subject	Description
1	Salt pan Workers	Drama and Interview	Women	Gandhiji's fight for the rights of salt workers in Gujarat was rekindled for the purpose of discussing the importance of identification cards for saltpan workers. An expert was invited to talk about the benefits and necessities of I-cards.
2	Vegetable Vendors	Bhavai	Health	Vegetable Vendor's health problems described in a Bhavai format.
3	Environment Conservation	Interview	Environment	Impact of Global Warming on Environment. Information on environment conservation ways. Interview of Dr. K G Mehta.
4	Right to Education	Drama	Children	Backdrop of children from different backgrounds. Information on RTE provided during discussion with children.
5	International Women's Day	Radio Drama	Youth	International Women's Day celebration at Manipur, Sanand Taluka and sharing of Parul's dream of her travel to space with Sunita Williams.



Samudayik Rudino Radio Station success story



*Women workers are interviewed in the field*

## Community Participation

The radio station is the voice of villagers and women. The Community Rudino Radio Station is run and managed by a team of community women. Our station revolves around the community. The radio productions are done for the community people, by the community people.

We have special segments for women, children, elders, and youth. Our uniqueness is that we have formed *Sbrota Mandal* (Listener's Groups) to encourage people to listen to radio and for them to utilize the information relevant to them. For example, some teachers who listen to our radio programmes have pledged to take the CDs to school and narrow cast the CD and discuss the subject.

Through our radio we record the information of the village and broadcast the same for other we thus try to bridge the gap among various communities. We also narrow cast our radio programmes for wider outreach. We also organise workshops, exposure visits, and events to encourage community participation.

**Language of Broadcast:** Gujarati

## Sustainability Strategy

The programmes that we broadcast disseminate information on a wide range of issues which enables the community to be exposed to diverse ideas and helps them seek employment. We produce programmes as per the requirements of cooperatives and our sister organizations on varied issues like health, micro finance, child care etc and we charge a nominal fee for the same (₹ 1 per second). Our *Vadhamana* programme covers conveying best wishes on behalf of the community on happy occasions. The community people voluntarily pay some amount to us which goes to a common pool for the Radio. Listeners groups also contribute in kind for instance they would prepare a special dish etc when they come to the CRS. We charge a small fee to communities/visitors who come for exposure visits. Trained community members function as resource charging a nominal amount.



*Community women while at work participate in programmes of Samudayik Rudino Radio Station*

We hope to become sustainable by another 5 years.

## Key Challenges Faced

The two key challenges facing the CRS that require support are:

- 1 Towards subsidization on technology. Because radio as a medium of communication is low cost but the technology utilized to make Radio programmes is very costly.
- 2 The increase of radius by the government will contribute and facilitate the development of CRS.

We aspire to build community capacities with newer technologies. The Community Radio Station and the Community both strives towards progress, if they work hand in hand.



## CCS Haryana Agricultural University @91.2 MHz

Dr Joginder Singh Malik, Station Manager, O/o Joint Director (Extension),  
Directorate of Extension Education, CCS HAU, Hisar-125004  
E-mail: jsmalik67@gmail.com

### Background

CCS HAU Community Radio Station operates 91.2 MHz frequency for four hours daily from 9:00 am – 11:00 am and 3:00 pm – 5:00 pm.

### Signature Programme

The CRS broadcasts programmes on Agriculture, Veterinary Sciences and Animal Husbandry, Farm Women, Agricultural Engineering related programme, Success stories of farmers, Market pricing and future trend, Meteorological recommendation and Haryanvi cultural programmes.

It broadcasts agricultural information on day-to-day, monthly and seasonal basis by experts of the University. These information consist of: *Do's and Don't* of agriculture, know-ledge of new researches about seeds, Fertilisers and pesticides, package of practices for *rabi* and *kharif* crops, remedies of various plant diseases, etc. It broadcasts Veterinary and Animal Husbandry information on new breeds of cows and buffaloes, solution to their day-to-day problems, safeguard against any disease outbreak, dairying and animal products. This CRS has great advantage of having experts of foods and nutrition, clothing and textiles. These experts give timely information to village women related to their fields and provide information regarding new technologies and skills for entrepreneurship.

### Funding and Support

The Community Radio Station in collaboration with Department of Agri-Meteorology provides daily weather report to the farmers and recommendations for agricultural practices as well as for dairy, accordingly. This CRS also provides '*Mandi ke Bhav*' and future trends of the agricultural produce. It helps farmers to sell their crops at highest available price to earn more profit. To motivate farmers, the Community Radio Station broadcasts success stories of farmers, farm women and youth in their own voice. This helps them 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 how various agencies help them to solve these problems.

The State of Haryana is very rich in its culture. The Community Radio Station has large collection of *Haryanvi Ragini, Kisse, Sang, Geet and Bhajan*. This whole collection is developed by the University by the full support of local artists. This not only provides opportunities to local community to show their talent but also increases involvement, for societal development which is the main focus of Community Radio.



CCS HAU CRS Studio

The CRS is working in collaboration with five colleges in the University, two Universities of Hisar (LLRUVAS and GJU S and T), Department of Agriculture, Government of Haryana.

### Transmitter and Transmission

The Transmitter is 'Gateway India' made and set up by World Development Foundation, New Delhi. Our Station has never experienced transmission failure since its operation, but the quality and uniform radial distribution in coverage area is disturbed/fluctuate sometime with change in climatic conditions.

### Programme Management

There is not as such the Content/Programme Management Committee at this CRS. But all the programmes broadcast are approved by Joint Director (Extension) and Director Extension Education. The schedule of programme is decided by Subject Matter Specialist, of the Directorate of Extension Education as per the needs of the farming community. In addition, time to time feedback is also taken from local community and content is decided accordingly.

### Programme Content

S No	Title	Format	Subject	Description
1	<i>Kisan Charcha</i>	Interview with expert	Agriculture, Veterinary and Animal Husbandry, Home Sciences, Agricultural Engineering	Expert provides need based detail information on a particular topic of the season to the farmers, farm women and other allied fields.
2	Success Stories	Interview of successful farmer	Agriculture, Veterinary, Dairying, Marketing, Diversification etc.	Successful farmers tell their success stories in their own voice to motivate other farmers.
3	<i>Mausam ki Jankari</i>	Scientific news bulletin	Meteorological Information twice a week	Scientists provide weather informations to the farmers and recommendations related to their agricultural practices as per the change in climate.
4	<i>Mandi ke Bhav</i>	Scientific news bulletin	Weekly update of prices of agricultural produces	Experts of Agricultural Economics provide weekly update of price of agricultural produces and future trends as well in advance.
5	<i>Haryanvi Chopal</i>	<i>Haryanvi</i> cultural programme	<i>Ragini, Haryanvi Kisse, Geet,</i> jokes, religious songs etc.	The <i>Haryanvi Ragini, Haryanvi Kisse, Geet,</i> jokes, religious songs etc. prepared by local community are broadcasted in this programme.

### Community Participation

The community of this CRS is farmers, farm women, scientists of the university and people residing in the coverage area. The community participation is ensured by scientific talks/interviews of the scientists, farmers by their queries through mail, success stories, farm women by various home science interactive programmes and trainings, the local population by *Haryanvi* cultural programmes prepared from them only. All the entertainment and cultural programmes are generated through the local community only. In this way all the segments of local community are involved.



Cultural programme coverage by CCS HAU CRS



*Cultural programme coverage by CCS HAU CRS*

**Languages of Broadcast:** Hindi and Haryanvi

### Sustainability Strategy

The University is financially strong enough to provide financial assistance to this CRS but we are ensuring sustainability by:

- Broadcasting commercials (Advertisements) on CRS as per guidelines of Ministry of Information and Broadcasting and the permission has been taken from University authorities for it. CRS has also start getting commercials and generating income.
- The trainings on 'Radio Jockey' have been organised at this CRS. Such training not only provides future resource persons for CRS but also provide financial support as nominal fee is charged from the participants.
- This CRS is also in contact with Department of Agriculture and allied Departments for getting financial assistance as per guidelines of ATMA Scheme especially in content development.

### Key Challenges Faced

The shortage of manpower is main challenge. As this CRS is run in a State Agricultural University and it is very difficult to manage staff/manpower for it. The CRS is managed only by three people; one is in-charge i.e. Joint Director (Extension), second Assistant Professor (Mass Communication) and third is Senior Technician as additional duties. This team manages and operates all the activities of CRS. The lacking of technical manpower is main hurdle in smooth and effective operation of CRS.

The competition with local FM radio stations is other challenge as three FM's are broadcasting programmes in Hisar with very high quality of sound and wider coverage along with commercial financial support. To compete with these FM's is a great challenge.



*Women from local community in a programme of CCS HAU CRS*



## Radio Manav Rachna @107.8 MHz

Mukesh Gambhir, Station Manager, Manav Rachna International University, Aravalli Hills  
Surajkund Road, Sector 43, Faridabad-121001

Phone: 0129-419834 Mobile: +91-910066657 E-mail: mukeshgambhir.rmr@mriu.edu.in

### Background

Radio Manav Rachna @107.8 MHz broadcasts its programmes for 19 hours daily. The timing of broadcast is from 5:00 am to 12:00 (Midnight).

### Signature Programme

Our signature programmes are mainly related to community awareness and there is no repetition of any programme. The morning hours starts with spiritual awareness, awareness related with Indian culture and various religions, irrespective of any specific religion. There is a programme wherein CR representatives go the community and ask them to share their problems for direct broadcasting. Another programme brings experts from Health, Career and Psychology to the studio to answer to respond to the problems shared by community members via phone-ins. During mid-day, various issues related to women's empowerment are covered.



Experts and community members in the studios of Radio Manav Rachna

### Funding and Support

The CRS has not worked with any other government groups or organizations. CRS is supported by the organization's own funds.

### Transmitter and Transmission

50 Watt BEL, Bangalore. We have a backup Transmitter of Webel.

In the initial year, i.e., sometime in 2009, we faced the problems with Webel Transmitter. This was sent for repairs. In the meantime we have procured another transmitter of BEL. Since then, the CRS has not experienced any transmission downtime.

### Programme Management

Our team and few intellectuals sit together in a meeting headed by the director and find the new ways and topics to produce effective, information and educative programmes.



Citizens young and old are covered by Radio Manav Rachna

S No	Name of Person	Designation in Programme Committee	Representative of NGO/ Community/ Management of Institution/Radio Station
1	Mr Mukesh Gambhir	Director	Radio Station
2	Ms Kiran Panchal	Programme Producer	Radio Station
3	Ms Sarita	Programme Coordinator	Radio Station



## Programme Content

S No	Title	Format	Subject	Description
1	<i>Aap ki awaz ek koshish</i>	OB based	Community Problems	Field visit and community engagement to get views of their daily problems.
2	<i>TB janleva nahi jankari hai bachav</i>	Lectures, Talks, OB, Phone in	Awareness programme on TB	We make aware public, patients, and their guardians about TB symptoms, cure, social issues, volunteers role and government projects.
3	<i>Sheher, Desh aur Duniya</i>	Discussion + phone in	Prominent issues of society	We call experts and community representatives in our studio and discuss the prominent issues of society to empower people.
4	Afternoon Chat	Phone in + Interviews	Related to women issues	We cover topics related to women health, their social involvement, their rights, etc. and involve them through phone and the experts solve their problems on-air.
5	Legal Issues	Talks + Interviews + Discussion	All the legal issues related to layman in society	Legal experts inform listeners about laws which laymen need in their lives like FIR, VAT, RTI, property issues, etc.

## Community Participation

We involve community through various formats. We go to their place and talk to them, make them friendly and comfortable with us and then we find some people who can represent the views, problems, needs, etc. on behalf of that community. We prepare community representatives and call them in our radio studio and give them the platform to share their problems with us. We also involve community through phone calls and messages where they can directly talk to the person who is presenting the programme and also come on-air.

We organize various community meetings outside where we invite laymen and then they directly talk to the experts, we broadcast these meetings live. We also organize various competitions and involve community people in the activities and give them the opportunity to explore their talent.

**Language of Broadcast:** Hindi

## Sustainability Strategy

Radio Manav Rachna @107.8 MHz is working under Manav Rachna Educational Society and is sustaining with funds mainly from the Educational Society. Established with a corpus of more than ₹ 50 lakh we expect to sustain on the basis of various advertisements and sponsorship after getting registration from DAVP. Radio Manav Rachna has started receiving advertisements, but so far it is not self sustaining. The main source of sustaining the CRS is the Institutional funds.

## Key Challenges Faced

Sometimes we face problems related to the reach of the signals. Sustainability is another major challenge.



*The focus of Radio Manav Rachna is reaching out to the unreached - the poor*



## Radio Sirsa @90.4 MHz

Virender Singh Chauhan, Station Director, Media Centre  
Chaudhary Devi Lal University, Sirsa-125055

Phone: 01666-247153 Mobile: +91-9812600387 E-mail: radiosirsa@jansanchaar.in

### Background

Radio Sirsa @90.4 MHz broadcasts its programmes for eight hours daily between 9:00 am – 5:00 pm.

### Signature Programme

Hello Sirsa is our interview based call-in show in which a dignitary/expert/specialist is invited to discuss on his area of specialization. The persons invited in this programme include doctors, officers of the District Administration (DC, ADC, SP, SDM, DDPO, etc.), progressive farmers, educationists, Municipal Councilors, well known singers of region and representatives of NGOs working in the local community. Listeners can call and put direct questions to the guest and hence become part the live discussions and deliberations. At times, guests and experts from far off places are also connected with the listeners of Radio Sirsa using the video/web-conferencing facilities available in the studios.



*A lively discussion on Radio Sirsa at the Studio*

### Funding and Support

The CRS is supported through committed University funds. Aside from that due to the engagement of the radio station with various partners, we have good support from Government and NGO. Officers of the Local, District and State Governments are invited to participate as guests in various programmes from time to time. Radio Sirsa assists the Indian Army in its recruitments rallies held in Sirsa from time to time. Radio helps the Government machinery in its various public awareness campaigns like voter awareness, awareness about Malaria, Dengue and HIV/AIDS, etc.

### Transmitter and Transmission

The 50 Watt Webel Transmitter (1+1) was purchased from and installed by BECIL.

We have not yet experienced transmission downtime.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Mr Virender Singh Chouhan	Station Director	Radio Station
2	Dr Brahmlata	Asst. Director	Radio Station
3	Mr Mohan Arora	Secretary	Radio Station
4	Mr Ashok Verma	Member	Community Member
5	Mr Surendra Bhatiya	Member	Community Member

## Programme Content

S No	Title	Format	Subject	Description
1	Hello Sirsa	Interview based phone-in programme	Wide range of issues having direct relevance for the local community	A dignitary/expert/specialist is invited to discuss their area of specialization including Doctors, Officers of the district administration, Progressive farmers, educationists, municipal councilors, well known singers of region and representatives of NGOs working in the local community. Listeners can call and put direct questions to the guest to discuss and deliberate the subject.
2	Hello Genius	Interview	Women's Health	Covers various issues pertaining to women's health.
3	<i>Phulkari</i>	Punjabi phone-in programme	Promotion of Punjabi culture and discussions of social issues.	Guests from the local community are invited to chat with the presenters and listeners who join on air.
4	Sirsa Express	Hindi phone in programme	General awareness	Listeners are informed about one place of historical/cultural/religious importance in the state in each episode.
5	<i>Apno Desh</i>	Phone-in programme in Bagdi/ Rajasthani dialect	Agriculture and rural life	Focuses on farmers, their problems and especially the agriculture related issues. Experts are interviewed and connected to listeners through phone in console to make the things interactive.

## Community Participation

All of our programme presenters come from the local community including students, teachers, housewives, farmers as well as shopkeepers. To ensure maximum participation of the local community most of our programmes have a phone-in component. Listeners not only share their views on various social and developmental issues, they often discuss day to day problems faced by them in their respective areas where intervention of the civic authorities is required. Local talent is encouraged to participate in programmes of Radio Sirsa. Reports showcasing literary and cultural events taking place in the local community are regularly broadcast on Radio Sirsa. *Samudayik Radio Shrota Sangh*, a forum of the Radio Sirsa listeners actively participates in shaping the programmes of Radio Sirsa.



Second Foundation Day of Radio Sirsa

**Languages of Broadcast:** Hindi, Haryanvi, Bagdi, Rajasthani and Punjabi

## Sustainability Strategy

Station is currently being funded by the University from its budget. Efforts to make it self-sustainable would be made during the next financial year with an aim to achieve self sustainability by the end of the same financial year.

## Key Challenges Faced

Making the station financially independent of the parent University is the single biggest challenge. We are yet to start taking advertisements and the delay can be attributed to the procedural hurdles inherent in the University system.

The local administration and the State Government are yet to realise the potential of the CRS. Attempts on our part to convince the official machinery are yet to bear desirable fruit.



## Gurgaon Ki Awaaz Samudayik Radio @107.8 MHz

Soumya Jha, Station Manager, 27 Electronic City, Sector 18, Udyog Vihar, Gurgaon-122016

Phone: 0124-4087545 E-mail: arti@trfindia.org

### Background

Gurgaon Ki Awaaz Samudayik Radio Station operates on 107.8 MHz. The CRS has a 22 hour broadcast in two shifts 9:30 am – 2:00 pm and 4:00 pm – 9:30 am.

### Signature Programme

Our signature programme Gurgaon Live is a daily live, phone-in programme between 10:30 am and 11:30 am focusing on a range of social and civic issues, cultural dimensions, and topical debates relevant to the local and migrant community of Gurgaon. The programme brings to a single platform community voices as well as voices from the local administration, be it the Gurgaon Police, Haryana Urban Development Authority, Municipal Corporation of Gurgaon, the Civil Surgeon, the Pollution Control Board, the District Education Officer, the District Rural Development Agency, etc.

In the past one year, the programme has become a favourite of both listeners as well as the local administration to keep a tab on the pulse of the people. Topics raised on Gurgaon Live can be as serious as police brutality in Gurgaon, corporal punishment of children in government schools, or wastage of drinking water, or light, sentimental or humorous topics like memories of radio listening in the 1960s, 1970s and 1980s, or when was the last time you wrote or received a letter? Regardless of the topic, listeners engage with passion, and utilize the programme to engage directly with the local administration.



*Studio recording of song at Gurgaon Ki Awaaz Samudayik Radio Station*

### Funding and Support

The CRS has worked with other government groups or organizations, such as with Gurgaon Traffic Police for awareness campaigns against drunken driving, helmetless riders, traffic violations; and campaigns supporting assisting of accident victims; with Gurgaon Post Office an awareness campaign about savings schemes and the importance of correct PIN code was taken up and with Haryana Urban Development Authority an awareness campaign about importance of not wasting water. We have also worked closely with Civil Hospital, Gurgaon on health awareness. We are closely linked with many NGOs like SEARCH YEARS, St Stephen's Hospital's rural health programme, Literacy India, etc. who are our sustained partners.

### Transmitter and Transmission

The NOMAD transmitter and antenna were set up by the vendor themselves.

We have experienced transmitter downtime but, do not track dates and times, but in a year, will not be more than 5 days.



*Outdoor recording of a programme by RJ of Gurgaon Ki Awaaz Samudayik Radio Station*

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Arti Jaiman	Head	NGO/Radio Station
2	Soumya Jha	Deputy	NGO/Radio Station
3	Ashutosh Shelat	Member	Community
4	Sharmila	Member	Community
5	Panjab Singh	Member	Community
6	Manohar Rawat	Member	Community

## Programme Content

S No	Title	Format	Subject	Description
1	Gurgaon Live	Live Phone-in	Social and Civic Issues	Daily morning phone-in programme on a range of issues.
2	<i>Apni Pasand</i>	Music request programme	Ragini and other folk music requests	Daily 2-hour music request programme from our archives of folk music.
3	<i>Geetmala</i>	Pre-recorded, field-recorded folk music programme	Haryanvi, Bhojpuri, Rajasthani, UP folk music	Daily 45-minute folk music programme recorded in our studio, or in the field.
4	<i>Apna Nazariya Apna Kaam</i>	Interview-based entrepreneurship programme	How to start your own small business	Weekly 10-minute programme in which one local entrepreneur explains how to start a particular small business.
5	<i>Hum Hongey Kamyab</i>	Magazine format	Career advice programme	Weekly 15-minute programme in which instructors, students and practitioners outline the process of building a particular career and the pluses and minuses of that career.

## Community Participation

Gurgaon Ki Awaaz's daily broadcast consists of one-and-a-half hours of live broadcast every morning, in which our listeners participate with enthusiasm. To bring in community groups that are hesitant to participate (especially women), or who do not have ready access to radio (like children), reporters go into the field with a mobile phone during the live programme and enable women and children to participate. Because the mobile phone is 3G enabled, the communities that are visited also get to listen to the broadcast even if the signal reception is bad at their location. Reporters also help women set the frequency on their phone if they want to continue to listen to the CRS. Our reporters go into schools in the morning, when a children's programme – *Galli Galli Sim Sim* – is being broadcast, so that teachers and students can call in and participate in the programme.

The studio is open to everyone in the community, and community performers (*mandali's*) routinely come in to record *raginis*. Women *mandali's* sometimes ask us to record them at the local temple or inside someone's home – and reporters do that.

**Languages of Broadcast:** Hindi and Haryanvi

## Sustainability Strategy

We are looking at a mix of project-based funding, local advertisements and government advertisements to make the station self-sufficient. As of now, we have managed to garner some project-based funding, and a few local advertisements. In 2012, we hope to increase the percentage of local advertisements, and would welcome Government ads through DAVP.

## Key Challenges Faced

Finding financial resources for on-going training of reporters is difficult. Finding the right person for marketing of advertisements and the funds for this is a big challenge.



Women of Gwal Pahari, Gurgaon voice their opinion



## Radio Mewat @90.4 MHz

Basant Singhal, Station In-charge, MDA Transit Hostel, Opp BSNL Exchange, Nuh Mewat  
Phone: 01267-274696 E-mail: radiomewat90.4@gmail.com

### Background

Radio Mewat is run by SMART NGO. It broadcasts for eight hours in the day between 8:00 am – 12:00 pm, and 3:00 pm – 7:00 pm on 90.4 MHz frequency.

### Signature Programme

*Gaon Gaon ki Baat* is the signature programme of this CRS. In its simplicity and clarity, it tells an epic narrative of tangible change. This programme enters the heart of the village. It involves rediscovering the unique characteristics of the village, its social and cultural profile, and deeper discussions with local representatives. The village engagement negotiates oral traditions, local history, development paradigms, infrastructure facilities, the *panchayat's* role and vision, opportunities for the youth. Also, the state of the health sub-centre, *anganwadi*, number of SHGs, the nearest bank, etc. Significantly, we have completed over 70 episodes. Even while we constantly get invites from the villages that have not been covered.



*Community women are confident at the Studio doing live programming*

The idea is to ensure community participation, collective engagement, creative praxis, a big picture vision of active hope. This guarantees an assured audience and 'listenership'. It has decisively helped us create a healthy sense of competitive ethos. The programme is extremely popular and has a committed slot every morning.

### Funding and Support

The CRS has worked with Mewat Development Authority, which is an autonomous body, set up for the development of Mewat, we have been allotted a flat in the transit hostel built by MDA on a very nominal rent. MDA has supported Radio Mewat by providing networks and forums for promoting the Radio Mewat.

In addition, District Rural Development Authority gave us monthly programmes on NREGA; Department of Agriculture – documentation of extension work and a weekly programme on Crops; NRHM, Haryana – Sponsored programme for a year; Department of Rural Development, Haryana sponsored a series of 21 programmes; NABARD has a year-long programme on Financial inclusion; Private Educational Institutions – DEEP Institute of Technology and College of Hospitality and Training have Admission promos. Other supporters include Bharat Nirman Programme, DAVP and Aircel.

### Transmitter and Transmission

NOMAD supplied the Transmitter to us through UNESCO. The details are as under: 50 Watt.

We did face a week long breakdown in November 2011 on account of a voltage disturbance. It took a week to build safety mechanisms. Now we have two back-up systems and voltage stabilizers with every system to prevent any such crisis.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institutional/Radio station
1	Basant Singhal	Secretary	Station in-Charge, Radio Station
2	Desh Raj Singh	Joint Secretary	Production Coordinator Radio Station
3	Sajid Hussain	Convenor	Radio Station
4	VS Bhatnagar	Member	DDM, NABARD
5	Dr MS Ranga	Member	Superintendent Medical Officer
6	Necti Tyagi	Member	SRF Foundation-NGO
7	Anil Bhardwaj	Member	SORD NGO
8	Shamshad Khan	Member	Sarpanch Village Sudaka
9	Salma	Member	Community Leader
10	Jyoti Chilkara	Member	Education Officer, Department of Education
11	Iftikaar Khan	Member	Principal, YMD College
12	Saroj Bala	Member	SHG Member
13	Akbari	Member	SHG Secretary
14	Paramjeet	Member	DD, Agriculture Deptt

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Swasthya Mewat</i>	Narration/story telling with interviews of Doctors	Health	We are working on 200 programmes on health related issues.
2	<i>Faayede ki Baat</i>	Narration/anecdotes/success stories and interviews of bankers and financial institutions	Financial Inclusion	We are working on 200 programmes on FI, which cover all aspects of linking the community with financial services like opening bank accounts, <i>Kisan</i> credit cards, SHGs, JLGs, etc.
3	<i>Panch aur Panchayat</i>	Drama	<i>Panchayati Raj</i> Institutions	We have prepared 21 episodes in fictional format with information on PRIs.
4	<i>Gaon Gaon Ki Baat</i>	Narration and bytes	On the Development of the Villages	Every day cover a different village and with its historical background build the profile of the village.
5	<i>Khet aur Khaliyan</i>	Talk show	Agriculture	We have a talk show with extension workers/experts in the field of agriculture, horticulture/floriculture/sericulture/crops/seeds/etc.

## Community Participation

Radio Mewat has a clear, lucid vision, ensures community participation by making the community a stake holder in everything that Radio Mewat does. Our programming automatically involves collective, interaction participation. We have established a credible rapport with the community. Using the medium of our programmes, *Aaj Ka Mehmaan* and *Gaon Gaon ki Baat*, our reporters visit villages to raise awareness about Radio Mewat, motivating people to participate.

Indeed, Radio Mewat has become a crucial destination for all visitors/officials who visit Mewat. A responsive administration has become a stake holder. It promotes the radio through various forums. We have formed a content committee



Engaging the community leaders

which networks with the community. We engage continuously with colleges and schools. Word of mouth publicity has created a committed audience. We are working closely with institutions. The SRF Foundation has taken a slot (free of cost) for children of 45 schools. Hriday, an NGO, ran a six-month long anti-tobacco campaign (free of cost). Significantly, the Superintendent of Police uses the radio for important announcements related to traffic control, crime, *kebab panchayats* and other issues that directly concern the community. We have launched a concerted membership drive in Mewat. With the civil society and administration in creative sympathy, we are sure of success.

**Languages of Broadcast:** Hindi and Meo

### Sustainability Strategy

**Step by step:** Our sustainability strategy was slow and steady. The focus was on infrastructure, content, manpower, people's participation. Acceptability was not difficult; we have worked with the community since the last 10 years, they know our vision, they trust our work.

In a community where only 5 percent of households have TV sets, a radio station was universally welcomed. Social parameters in this region were pessimistic. The authorities were aware that they need special awareness to push developmental schemes. Pamphlets and *nukkad nataks* were not a sustainable way of reaching out. That is why Radio Mewat filled the void and positioned itself as a credible and committed tool with a reach of over 25 km.

**Manpower:** Radio Mewat has been constantly training the youth of Mewat. In the process, it has built a bank of trained people. We have recently launched a free training programme for 10 youngsters in one year. The challenge is that even during training, we have to pay a stipend.

**Content:** We have three sponsored programmes and two long-term community based programmes. Hence, we already have fresh daily content of two and a half hours. We also have a bank of 300 hours of content which is growing every day. The committee is active and helps us with the content.

Undoubtedly, people's participation is assured: i) this is the only radio station in the region; ii) it is deeply sensitive to local needs and aspirations; iii) and the two community based programmes are building new bridges.



*Community children record their programme*

We are also launching a 'Radio Mewat Mitra' (Friends of Radio Mewat) campaign from 15 January 2012 as a membership drive, with nominal fees of ₹ 5 for individuals, ₹ 25 for families, ₹ 100 for panchayats and government bodies and ₹ 50 for SHGs and NGOs. We are moving into new horizons of collective optimism and community participation.

### Key Challenges Faced

Training of people in all aspects of Community Radio has been a major problem for us since the very inception. We would be extremely obliged to anyone who can run a week long training programme in Mewat, at our Radio station for our core team.

The second issue is of maintaining the automatic log of the broadcast. As the proposed equipment is expensive we are looking out for other options.





## Hamara MSPICM Solan @90.4 MHz

Ms Lalita Singh, Station Manager, c/o MS Panwar Institute of Communication and Management  
Rajgarh Road, Shamti, Solan-173212

Mobiles: +91-9218848838, +91-9459032272 E-mail: director\_mspicm@sify.com

### Background

Hamara MSPICM @90.4 MHz is located in Solan, Himachal Pradesh. The CRS has two broadcast slots of six hours each totaling 12 hours. The first slot is: 7:00 am – 1:00 pm and the second slot is: 3:00 pm – 9:00 pm.

### Programmes and Funding

The signature programme is in Pahari language called *Mahara Himachal* which is a programme broadcast in local dialect called *Bhagati*. The programme is widely heard in the rural areas around Solan and the listeners send feedback about the programme on a regular basis. The programme gives a small introduction of the CRS in local language and invites the listeners to enjoy the programme in Pahari. The programme useful information to the rural community and in between the local Pahari folk songs are played. The songs entertain the local people and encourage the young and upcoming artists by playing their songs.

The CRS is not working with any Government agency at present. However, we have given proposals to the District and State Government Departments to make use of the CRS in disseminating information to the masses.

### Transmitter and Transmission

Transmitter installed - WEBEL Transmitter of 50 Watt capacity.

Since last one year, the WEBEL transmitter has faulted three times. The breakdown has created lot of problems. There is no technical support available in Solan.



*MSPICM Solan Studio*



*MSPICM Solan engages the youth in programming*

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Ms Lalita Singh	Station Manager	Radio Station
2	Ms Suman	Radio Producer	Community
3	Ms Recta	Radio Producer	Radio Station

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Bhakti Vandana</i>	Narration and devotional songs	Devotional of songs	The opening programme is broadcast everyday from 7:00 am – 8:00 am and consists of religious songs from all religions. This programme is liked by the senior citizens in particular.
2	<i>Rochak Jankarian</i>	Interviews, narration and songs	Informative programme for all	The programme is on air every day from 9:00 am – 10:00 am. It gives information on some interesting topics of general interest.
3	<i>Meri Shayali</i>	Narrative and songs	Informative programme for women	The programme is broadcast every day from 10:00 am – 11:00 am and is exclusively for women. Everyday new topic is chosen and discussed in an interesting manner.
4	<i>Mahara Himachal</i>	Interview based, narrative and <i>pahari</i> songs	Educative programme for rural community	The programme is on air from 3:00 pm – 4:00 pm and is listened and liked by the rural community. It provides information and entertainment in local language.
5	<i>Yuva Jagat</i>	Interview, narrative and songs	Informative and educated programme for the youth	This programme is focused on the youth. It provides information, guidance and entertainment to the youth.

## Community Participation

The CRS encourages the community members to participate in the radio by inviting them to speak on some issues in the programmes. They are involved in making the programmes, get voice-overs, help getting feedback from the community regarding the programmes. Based upon the information provided by them we modify our programmes. We also invite students of various institutions to participate in the programmes on the radio.

**Languages of Broadcast:** Hindi, Punjabi and *Pahari* languages and the local dialect of Bhagati

## Sustainability Strategy

Sustainability is a big issue. We are operating from a small station of about 50,000 people and there is not much scope for advertisements. We are managing with our own resources.

We can become sustainable if we get regular advertisements from DAVP and Government Departments. We are also trying to generate advertisement from local sources.

## Key Challenges Faced

Our main problem is the Transmitter. As indicated above, since last one year, the WEBEL Transmitter has faulted three times. The breakdown has created lot of problems. There is no technical back up in a small town like Solan.

Second problem is to retain manpower. We train lot of young people but are unable to retain them because we are not in a position to pay them decent salary.



*MSPICM Solan engaging school children in programming*



*MSPICM Solan conserving culture*



## Antarvani CR Station @90.8 MHz

Dr Shivaraj Shastri Herur, Station Manager, Shri Sharnbasaveshwar Vidya Vardhak Sangha  
C/o Godutai Arts & Commerce Degree College for Women, Gulbarga-585103  
Phone: 08472-273556 Mobile: +91-9448882050 E-mail: antarvanicrs@yahoo.com

### Background

The Community Radio Station Antarvani @90.8 MHz was established three years ago, and broadcasts for six hours daily from 7:00 am – 10:00 am and 4:00 pm – 7:00 pm.

### Programmes and Funding

Our signature programme has the educational, cultural, literary, devotional as well as spiritual theme. The sweet and melodious waves of sitar will not only give a special effect to the ears of the listeners, but they also take the listeners to the ocean of devotion. The signature tune is a devotional song played on *sitar* with the accompaniment of *tanpura*, *tabla* and *harmonium*. The musical composition is made by the Professors of music department of our institution. It is composed in *Raga Rageshwari* and set to *Kebarva Taal*.

His Holiness Poojya Dr Sharnbasavappa Appa, Mahadasoha Pitadhipathi of Sharanabasaveshwar Samsthana, and the president of Sharnbasaveshwar Vidhya Vardhak Sangha is the composer of this *mahadasoba sutra* - devotional song of our signature programme.

The title of the song is: “*Gurujana anubhavi yone kaba shastra puranadi yone kaba Aatmame parmatma bai, iska arth na samaja sake. Aaham se uper utana sake Basavadi pramat ganone dasoba sustra se samajaya.*” This is played at the beginning and end of the broadcast. The meaning is:

The teachers, the elders and the experienced people told, and *Shastras* and *Puranas* also told that the very existence of God is in our soul. But none of them could experience their expression. It has not become possible by us to overcome the ego (pride), but *Basavadi shivasharanas* made us to realise this fact by their *dasoba sutras*.



Antarvani CRS has a well-equipped studio for the broadcasting of its programmes

### Transmitter and Transmission

FM Transmitter FMT-50 Watt was procured from webel Mediatronics Ltd., Kolkata and HCL Info System Bangalore assisted us to setup the transmission.

We have not faced any problem of transmission down time.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Dr Sharanabasavappa Appa	President Sharnbasveshwar Vidhya Vardhak Sangha, Gulbarga	Representative of Management of Institution
2	Dr Shivaraj Shastri Herur	Manager/Director	Representative of Radio Station Antarvani CRS
3	Prof SG Dollegoudar	Programme Co-ordinator and Adviser	Representative of Community

## Programme Content

A wide variety of programmes like social, religious, cultural, agricultural, health and hygiene are broadcast daily. The aim is to educate and enrich the masses of this region educationally, culturally and spiritually and it covers over 20 km area and there are 15,000 direct beneficiaries.

A bouquet of 5 key programmes is as follows:

SNo	Title	Format	Subject	Description
1	<i>Sangeetvani</i> (Music Programmes)	Music	Devotional and Spiritual	Music Programmes, like <i>Vachanas</i> , Hindustani Music, Folk music, Classical, <i>Bhagavate</i> , Devotional songs and <i>Mahadasoha sutras</i> of Lord Shree Sharanabasaveshwar. It highlights moral values, mutual understanding, co-operation, love and affection in the society.
2	<i>Mabilavani</i> (Programme for Women)	Spoken words	Interviews, discussion, speeches and talks	It highlights issues like women's emancipation, health and hygiene, cooking, beauty tips, arts and craft, interior decoration of the houses, etc.
3	<i>Negilayogi</i> (Programme for Agriculturist)	Spoken words	Interviews, discussion, speeches and talks	Programme is absolutely related to the farmers, and the focus is on agricultural development, use of new technology, seeds, chemical pesticides, etc. by inviting various resource personalities in the farming field.
4	<i>Arogyavani</i> (Health Programme)	Spoken words	Interviews, discussion, speeches & talks	It brings specialists like Dr Anand Shankar, nephrologist to talk on kidney related problems and solutions and Child specialist Dr Vanishree Patil.
5	<i>Visheshyakti</i> (Programmes by Successful personalities in different fields)	Spoken words	Interviews, discussion, speeches and talks	Eminent personalities, like probationary officer of Gulbarga Ms Pallavi Akruiti, Hyderabad, Karnataka Development Board Secretary Ms Shalini Rajnish and Social worker Shanti Desai, etc are invited to share their experiences with the listeners.

## Community Participation

It has been rightly said that community radio is the voice for voiceless people. A number of people from different communities are making our programmes successful by ensuring their participation. Antarvani CRS is giving equal opportunities for different communities of society to participate in the programme.

The meritorious as well as below average students are giving many educational programmes in our CRS. Spoken English programme and English grammar teaching are being broadcast for the students engaging the teacher and the taught. Communication skills and personality development programmes also have been broadcast. Programmes on protection of environment, causes for pollution and responsibility of youth in environmental protection are some of the awareness programmes. Students of the community benefit from the socio educational and cultural programmes.

Women's awareness programme are made by the local women folk. Many interviews, talks and discussions have been arranged through our Antarvani CRS like Women and Law, Women and Literacy Health Education for Women, Evils of Dowry System, etc.

**Languages of Broadcast:** Kannada, English and Hindi

### Sustainability Strategy

The Sustainability Strategy of Antarvani CRS is:

- 1 Antarvani CRS is very punctual in broadcasting its programmes since beginning and it will be kept in future too.
- 2 Already Antarvani CRS is giving quality programmes for the communities and will further be strengthened by the participation of communities.
- 3 Another strategy is promoting volunteer participation. Farmers, students and the people of socially backward class will be given suitable opportunities in our programmes. Regular feedback feeds into content improvement.
- 4 Antarvani CRS is always for the people and by the people.



*Students are provided a platform in Antarvani CRS to produce their own programmes*

### Key Challenges Faced and Support Required

Challenges:

- 1 Antarvani CRS is located in a backward region, in the educational and economical aspects. Our main challenge is to earn the positive response from the communities.
- 2 The limitation of frequency modulation itself brings many challenges. Whatever quality programme we produce they are not reaching the masses, which is far away from us.

Support:

- 1 Financial support from Government agencies will ensure continuity.
- 2 The quality of the instruments used in CRS should be improved and frequency modulation should be extended to about 100 km.
- 3 Specialized and skillful personalities should come forward to serve in CRS.



*Hazrat Khwaja Bhande Nawaz Pontiff Sri Syed Shaha Mohammed Mahammadulla Hussain is being greeted by Poojya Dr Appaji*



*Antarvani event*



## Divya Vani Neladhani @90.8 MHz

Venkatesh Chauthai, Station Manager, Neladhani Community Radio Kendra  
 Divyajyoti Vidya Kendra, Chikkanna Layout, Nelamangala, Bangalore Rural District-562123  
 Phone: 080-726066 E-mail: lkrishnamurthy@djvk.org

### Background

The CRS Divya Vani Neladhani @90.8 MHz broadcasts its programmes for four hours daily between 6:00 am – 8:00 am and 6:00 pm – 8:00 pm. The CRS is part of Divyajyothi Vidya Kendra, a social organization, which is focused on livelihood and welfare activities.

### Signature Programme

The signature programme is *Krishi-Belaku*. The broadcast is focused on farming community particularly on agriculture/horticulture/animal husbandry, and value addition, preparation of organic manure, bee keeping, etc.

### Funding and Support

The Divyajyothi Vidya Kendra has been implementing projects with support from Karnataka State as well as Central Government. Karnataka Agriculture Department has been working along with the organisation, focused on organic farming, biofertilizer, water management, improved cultivation practices of paddy, maize and ragi, thereby increasing incomes of the farmer.



*Discussion with writers and folk personalities on Neladhani CR*

Apart from the agriculture department the organisation has coordination with other Departments such as Legal Department, Department of Kannada and Culture, Department of Information, and Ministry of Agriculture.

We have broadcast episodes on road safety and traffic rules awareness also.

### Transmitter and Transmission

Broadcast Engineering Consultants India Limited, a Government of India Enterprise provided consultancy for project execution services for our CRS on turnkey basis. The Transmitter has the following configuration: VHF, FM, 50 Watts 1+1 configuration, Radio broadcast Transmitter with wired Rack and Automatic RF change-over switch, frequency 90.8 MHz, Innovaction Model: JAZZ 50.

The Community Radio Station has not confronted any transmission downtime. It could be noted that 10 KVA Diesel Generator is there at the organisation to make good whenever there is a power shut down.



*Neladhani CRS being inaugurated by Shri K H Muniyappa, Hon'ble Minister of State for Railways*

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Mr L Krishnamurthy	Chief Executive	Management of Divyajyoti Vidya Kendra
2	Dr Shashikanth	Advisor	Neladani (CRS)
3	Mr Siddamuniyappa	Member	Representative of NGO (Nelamangala Rural Development and Educational Charitable Trust)
4	Mr Rajanna	Member	Community Member (CRS)
5	Mr Prakash	Member	Management of Institution
6	Mr Bylappa	Member	Community Member (CRS)
7	Smt Muniyellamma	Member	Community Member (CRS)
8	Smt Rajamma	Member	Community Member (CRS)

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Krisibi Belaku</i>	Dialogue, Interaction (feedback and response) farmer-scientist-farmer	Agriculture	Traditional and improved practices, technologies, and recent advances in agriculture, horticulture and animal husbandry.
2	<i>Shikshana Belaku</i>	Dialogue, Interaction and Discussion	Education	Education programme for schools and colleges on health, nutrition, global warming and importance of rain water harvesting.
3	<i>Bhava Loka</i>	Songs, Dialogue, Interaction	Culture	Devotional songs, folk songs, regional and national festivals, participation of farm youth and women.
4	<i>Arogya Belaku</i>	Dialogue, Interaction and Discussion	Health	Common diseases and ailments, treatment, balanced diet of school children, youth, farm women and pregnant women.
5	<i>Archana</i>	Dialogue, Interaction and discussion	Youth and women	Involvement of farm youth/women in vermin-compost, bio digester and bee keeping, value added food products, global warming, forestry and rural employment opportunity.

## Community Participation

The local community is involved in planning production and management of CRS. Since inception of CRS enlightened members of community were brought under a committee to plan for the production, execution and management of community radio programmes.

There are four participatory committees: (i) Production Committee – for content planning and scheduling; (ii) Community Committee – for ensuring contents' value to community; (iii) Training Committee – for ensuring training, participation, theme, inclusion and elimination; and (iv) Technical Committee – income, expenditure and technical aspects of CRS.



Performing artists playing 'Chowdike'

The Programme Committee invites experts, general public, and community leaders to decide about the content for the Radio station. Based on their inputs, content on varied subjects like agriculture, education, medicine, folk song, children programme, *bhajans*, etc. is prepared by the community themselves for broadcasting by our station. Communities living around the town enthusiastically involve and participate in day-to-day activities of the station making it as a real community radio whose motto is *by the people and for the people*.

In addition, we have produced content on human/children health, cultural and folk programmes for broadcasting. Some of the interesting regular contents are *Bhava Loka*, *Krusha Belaku*, *Janapada Loka*, *Nada Lahari*, *Mathu Manikya*, *Archana*, *Chitra Rangini*, *Adige Mane*, *Chinara Loka*, *Vachana Sourabha*, etc.

**Language of Broadcast:** Kannada

### Sustainability Strategy

Under the Department of Agriculture and Cooperation's Scheme 'Support to State Extension Programmes for Extension Reforms' the CRS has got financial support for three years. Neladhani CRS will also take up transmission of sponsored programmes, advertisements and announcements. The funds generated through the above mentioned activities will augment the financial support provided by Department of Agriculture and Cooperation. Third is the support elicited by the philanthropists either direct support of CRS or sponsorship of programmes. From the inception the CRS is sustainable, the building and the equipments were sponsored by Department of Agriculture, Government of India.

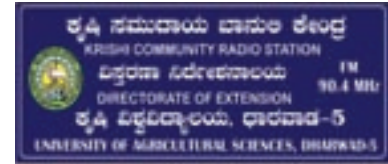
### Key Challenges Faced

Some of key challenges pertain to employment and placement. Most candidates who come to work for CRS want to work in the urban area so that the income will be more, but the placement in the urban area is not possible due to various factors. To overcome these factors the organisation has commenced a placement wing to counsel youth and provides opportunities to improve the situation.



Community woman at Divya Vani Neladhani





## KCSR Dharwad @90.4 MHz

Prof Devendrappa S, Station Manager, KCRS, Directorate of Extension  
University of Agricultural Sciences, Dharwad-580005

Mobiles: +91-9448838465, +91-9448497356 E-mail: kcrsuasd@rediffmail.com

### Background

KCRS Dharwad @90.4 MHz is the first Agricultural University CR Station in the country. We broadcast for 6 hours daily in two slots. 6:00 am – 9:00 am and 5:00 pm – 8:00 pm.

### Signature Programme

*Krishi Chintana* is one to one programme which means farmers to farmers programme. This is a platform for farmers to share their practical experience, knowledge, problems and solutions. The persons who are actually involved in farming are identified and recorded as speakers for community radio station and they will be contacted to give talk on actual practices on different crops. Apart from this forty elite farmers are identified to share month wise and seasonwise agricultural practices. To benefit farming community KCRS is creating a reality show as a regular feature broadcasting everyday between 5.50 pm to 6.00 pm, 6.50 am to 7.00 am and 90% of *Krishi Chintana* programme is produced by farmers only.



Participants in a woman's programme in the studio

More than 63 % of farmers were aware of this programme. The farmers are very much eager and fond of listening to their voice and popularizing their voice to their friends and relatives. Hence, the listening percentage of programme of KCRS is increasing day by day.

### Funding and Support

We have worked with Development Departments like Agriculture, Horticulture, Animal Husbandry, Forestry and Sericulture and input agencies. The KCRS has trained the officers of the Departments on operationalising community radio in agricultural extension and other collaborating agencies as given below:

Partners	Engagement
NFSM	Sponsored programme for paddy crop programmes broadcast
Deepak fertilizer	Sponsor programme
<i>Mahendra Sambruddi</i>	Sponsor programme
<i>Jalasanvaradana Yozana Sangh (JSYS)</i>	Farmers experience sharing creating awareness of the programme
<i>Dharmastala Gramabiruddi Sangha</i>	Coordinating in organising out reach activities with SHGs (Self Help Groups)
<i>Mahila Samakya Karnataka</i>	Coordinating for cultural and women empowerment programmes
Resource Development Center	Coordinating for job opportunity programmes for youth
Friends Club, Dharwad	Supporting for resource mobilisation

### Transmitter and Transmission

KCRS Dharwad has installed 50 Watt Transmitter with technical support from Webel Mediatronics Ltd, Kolkatta.

We have not encountered any problem related to transmission downtime.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Dr RR Hanchinal Vice-Chancellor	Chairman	University of Agricultural Sciences, Dharwad
2	Dr L Krishna Naik Directorate of Extension and Directorate of Research	Co-Chairman	University of Agricultural Sciences, Dharwad
3	Prof Devendrappa S	Member Secretary	Programme Officer of KCRS
4	Directorate of Research	Member	University of Agricultural Sciences, Dharwad
5	Directorate of Extension	Member	University of Agricultural Sciences, Bangalore
6	Head of the Departments (Plant and Soil Science, Horticulture, Animal Husbandry, Agriculture Engineering, Dairy and Fisheries)	Member	University of Agricultural Sciences, Dharwad
7	Dean (Agri)	Member	University of Agricultural Sciences, Dharwad
9	Director of Extension	Member	Veterinary University, Bidar
10	Dean (Horticulture)	Member	KRCH, Arabhavi
11	Dean (Ag. Engg.)	Member	UAS, Dharwad
12	Dean (Forestry)	Member	Forestry College, Sirsi
13	Associate Director Extension	Member	UAS, Dharwad
14	Associate Director Extension	Member	UAS, Bijapur
15	Associate Director Extension	Member	UAS, Raichur
16	Associate Director Research	Member	UAS, Dharwad
17	Associate Director Research	Member	UAS, Bijapur
18	Associate Director Research	Member	UAS, Raichur
19	Shri C U Bellakki	Member	AIR Dharwad
20	District Level Development/ Department Officers	Member	Department of Agriculture/ Horticulture/Animal Husbandry
21.	Shri Kallappa S Gorakkanavar, Shri Mallayya Hiremath, Shri Tavanappa S Desai, Shri Panchakshari Lalasangi and Shri Basavaraj Kundagol	Members	Farmers
22	Smt Gangamma Poojar, Smt Kusuma Patil, Smt Bharathi Malagi	Members	Farm women
23	Officer Incharge, World Vision Dharwad Officer Incharge, BAIF Dharwad	Member	World Vision India, NGO

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Krishti Chintana</i> (Farmers to Farmer programme)	Reality show (Practical experience sharing) Time: 5:50 pm to 6:00 pm and 6:50 am to 7:00 am (Every Monday to Saturday)	Agriculture and allied aspects	Farmers share their practical experience, knowledge, problems and solutions and give talk on actual practices on different crops. 40 elite farmers have been identified to share month wise or season wise agricultural practices followed. KCRS is creating a reality show as a regular feature. 63 percent of farmers were aware of this programme.
2	<i>Varada Basanna</i> (Veterinary aspect programme)	Colloquial talk, Discussion, Chat, Song; Narration Time: 6:45 pm to 7:00 pm and 7:45 am to 8:00 am (Every Monday to Sunday)	Animal husbandry and Veterinary aspects.	The knowledge based episodes on animal husbandry on hygiene of cowshed, control of endemic and epidemic diseases, nutritional aspects are being broadcasted every day. Our recent survey indicates that 65 percent of farmers were interested to listen to this programme. This programme also highlights the farmers' innovations around coverage area.
3	Health programme ( <i>Arogya salabe</i> )	Skit, Drama, Features, Spots, Interview, Songs Time: 7:00 pm to 7:15 pm and 8:00 am to 8:15 am (Every Friday and Sunday)	Includes water borne diseases, TB sanitation, health care, safe pesticides, child care, nutrition and value addition.	The vulnerable groups such as Lactating, Pregnant women and children are informed on food, hygiene, sanitation, health and nutrition for their day to day life. 70 percent of the listeners are aware of this programme. In addition many times information on indigenous knowledge i.e., like home remedies is aired.
4	Planet Earth	Interview, phone call, phone out, spot, drama, chat, songs Time: 5:30 pm to 5:50 pm and 6:30 am to 6:50 am Morning (Monday to Sunday)	Climate change on agricultural crops and animal husbandry. Pollution, natural reasons, soil health	Series programme produced by KCRS. This programme provides information on climate change on agricultural crops, pollution, environment problems, and climate related uncertainties, on human and animals encouraging farmers to adopt new technologies to improve their yields and fertility of their soils.
5	Hints to the farmers	Combination of Voice-straight talk, information and spots. Time: 6:00 pm to 6:15 pm and 7:00 am to 7:15 am (Monday to Sunday)	Related to agriculture, horticulture, animal husbandry and home science	This is a programme which gives hints related Agricultural crops, Horticulture, Animal husbandry, sericulture, Home science, etc. various types of information for programme is compiled once in fifteen days from the scientists of the university of Agricultural sciences, Dharwad.

## Community Participation

We believe and practice proactive approach and our main mission and vision is to reach each and every participant of our surrounding farmers' community. We allow maximum participation of community members from different segments like farm women, self-help groups, farmers' listener clubs, progressive farmers, agricultural scientists, agricultural graduates, school children, folklore musicians and singers, etc.

Our field investigators visit surrounding villages, go to farm lands and interact with different stakeholders of the village community right from small children to age old persons. We have conducted workshops to train



Field interactions being recorded by KCSR Dharwad



*Field investigators of KSCR Dharwad, interacting with a woman in her field*

school and college dropouts in villages for interviewing and getting participation of community members. We provide them technical support, training and assistance.

Farmers visit to our University, hospital and other centres and our CR station to participate in our programmes. Special projects have been conducted like Planet Earth (DST, Government of India), health awareness project like TB Akshaya Project in association with REACH Chennai. In this CR station organises community meetings and created awareness on TB and interviewed TB cured patients.

**Language of Broadcast:** Kannada

### **Sustainability Strategy**

For financial sustainability, the KCRS is supported by the University Development Grants, Department of Agriculture, Department of Science and Technology (Government of India), input agencies, sponsored programmes by the REACH organisation Chennai. Apart from Government institutes, we also get advertisements for sustainability of KCRS. In the past years, we have administered projects of Department of Science and Technology, Government of India.

In order to get effective content, we have empowered rural youths and students of UAS Dharwad and officers of Development Departments and NGOs, schools, etc. For current academic year we have also organised one state level and two national level training programmes, on operationalising community radio in agricultural extension.

Further we don't have scarcity for content generation as we have established network of agricultural experts from different units of the university. Every year UAS Dharwad organises mega agricultural expo know as *Krisi Mela*, more than 10 to 12 lakh of farmers attends this programme, during this time our field investigators records the progressive farmers experience sharing.

### **Key Challenges Faced**

Many listeners have responded asking for better transmission quality as the city, only 10 km away also has poor reach. We would like this to be strengthened.



## Namma Dhvani @90.4 MHz

Vazdev Gunalan, Station Manager, No.166, Namma Dhvani Sampanmula Samasthe,  
Budikote Vand PO, Bangarpet Taluk, Kolar District-563147

Phones: 08153-256999, 325533, Mobiles: +91-9880655240, +91-9945647645

E-mail: nammadhwanicmrc@gmail.com

### Background

Namma Dhvani Community Radio @90.4 MHz broadcasts daily for eight hours between 6:00 am – 9:00 am, 12:00 noon – 2:00 pm, 6:00 pm – 9:00 pm.

### Signature Programme

*Pathra Prabbanda* is our signature programme where in we receive letters from the listeners giving us feedback on the programmes broadcast, suggestions for improvement and local governance issues that they feel need to be addressed. A daily programme it gives an insight into people's likes and dislikes, day to day issues that need attention and a chance for us to improve. Several local issues of the people have been solved as a result of discussions over radio. Letters received on finding a solution for issues faced by adolescents which was broadcast on Namma Dhvani has had a positive impact with a doctor who for the last six months has been giving special consultancies to adolescents on a daily basis.



Namma Dhvani Studio

### Funding and Support

Namma Dhvani CRS has worked with Mahatma Gandhi NREGA programme on providing awareness to the community on the benefits, procedures and the eligibility criteria of the programme.

The CRS has worked on the *Swachata Andolan* along with the Government to create awareness on keeping the village clean and sanitised. Through this programme the CRS has also been successful in building over 500 toilets by encouraging SHG women to take an interest free loan from their own group to construct toilets which was then repaid by money received from the *Gram Panchayat* as part of the *Swachata Andolan* Programme.

Department of Agriculture approached Namma Dhvani CRS to announce to the farmers the kind of Schemes that they have and the subsidies available to the farmers through the Department. Over 300 farmers have utilised the facility. Namma Dhvani CRS has worked with JSYS; Public and Private hospitals; Veterinary Department; schools; etc.

Namma Dhvani CRS has worked with National Banks on providing information on Kisan Credit Cards for farmers, term loan for livestock, bore well, dug well, sericulture, etc. and cash credit for business.

### Transmitter and Transmission

The 50 Watt transmitter from Nomad, Dahanu, Maharashtra was installed with the support of UNESCO.

We have not experienced transmission downtime.

## Community Participation

Namma Dhwani CRS (ND CRS) is integrated into a federation of Self Help Group of women and men, which has come to be known as Community Managed Resource Centre (CMRCs) promoted by MY-RADA in Budikote Village. This CMRC is run and managed by the local community and they operate from their own building. It has a Board elected from the member SHGs. Namma Dhwani studio is in the same building. The SHG women and men come regularly to this CMRC to hold meetings, avail different services for themselves and for the community.



Community members in a discussion with Namma Dhwani CR

## Programme Management

S No	Name of Person	Designation in Programme Committee
1	Mrs Bhagyamma	CMRC President
2	Mrs Lakshimi Devamma	CMRC Vice-President
3	Mr Vazdev Gunalan	Member Secretary
4	Mr Sampangi Reddy	CMRC Treasurer
5	Mrs Triveni	Member
6	Mrs Radhamma	Member
7	Mrs Vijayamma	Member

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Patbra Prabhanda</i>	Live letter reading and Phone in	Feedback, suggestion, issues of the village through letters and phone calls	We read letters received from listeners (CBOs, students, youth and Community). We also have phone in feedback, suggestions, etc., during this hour.
2	<i>Paaka Shaastra</i>	Interviews	Indigenous recipes and healthy recipes	Pre-recorded with interviews with experts and people volunteering to provide recipes.
3	<i>Chunavane Noota</i>	Pre-recorded programme and Live	<i>Zila Parishad, Taluk Panchayat, Gram Panchayat</i> and MLA elections	Before election interview with contestant, public, election commissioner and do's and don'ts Live election result from the counting booth, Interviews with the elected representatives.
4	<i>Arogya Sanjeevini</i>	Pre-recorded, Live interviews, Songs, Skits and Discussions	Health related issues and advice	Advise from doctors in different seasons to take care of health and also to prevent diseases through hygienic and safe practices. This programme also is through informative songs.
5	<i>Krusbi Salabe</i>	Pre-recorded and Live, Songs, Skits Interviews, and Discussions	Agriculture related technical advice and solutions	Advise and solution from agriculture experts to attend to crop diseases, seasonality issues, composting, mixed cropping, organic versus inorganic methods of cropping, etc., Also through informative songs.
6	<i>Kanoonu Maatu</i>	Pre-recorded, Live Interviews, Songs, Skits and Discussions	Legal advice and suggestions	Advise and suggestions from Advocates, legal advisers etc., for different issues such as land issues, dowry, RTI, underage marriage, domestic violence, consumer rights, etc., Also through informative songs.



*Community women being showcased*

These CMRCs and ND CR provide the community with information and number of services beneficial to the community at large. The Namma Dhwani CRS staff have been picked from this community and their capacity built to handle, conceptualise, design programmes as well as run the station effectively and efficiently.

The community is highly involved in providing information to Namma Dhwani CRS and similarly it ensures that it is meeting the objectives it set forth for itself. The relationship between the community and ND CRS is reciprocal and the CMRC plays a large role in making this happen. Integration of ND CRS into the CMRC from the beginning has ensured community participation to the fullest.

**Languages of Broadcast:** Kannada, Telugu, Urdu and Tamil

### **Sustainability Strategy**

The fact that ND CRS has been integrated into the CMRC has itself ensured its sustainability. The CR station is now run independently without any monetary support from its parent organization MYRADA.

ND CRS also has earned from its own ability as they are able to mobilise programmes. Till date they have been able to mobilise several programmes from JSYS, banks, private schools, hospitals, real-estate agencies, Agriculture Department and earn an income.

ND CRS is also earning through voice recording editing and mixing of programmes supported by European Union, Azim Premji Foundation, etc.

Last but not the least ND CRS has a community ownership and participation which ensures its sustainability to a great extent.

### **Key Challenges Faced**

The license fee for renewal is on the higher end, especially for a Community Radio Station. If they are reduced to some extent it will be helpful.

Many of the Government Programmes and Schemes do not reach the people as they never get the information on time. MIB must request all Departments to share their Programmes and Schemes on time through Community Radio Stations.



*Community woman being showcased in Namma Dhwani Studio*



## Radio Active CR @90.4 MHz

Ramya K, Station Manager, Sri Bhagawan Mahaveer Jain College, 1/1-1, Atria Towers  
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### Background

Radio Active CR @90.4 MHz broadcasts for all 24 hours on Sundays and Mondays, and from Tuesday to Saturday for 23 hours (8:00 am – 2:30 pm and 3:30 pm – 8:00 am)

### Signature Programme

Active Bangalore is our signature programme, which was formerly called Neighbourhood Watch. The programme has been running daily since January 2008. It is one of most active and popular programmes that evince the interest of the listeners to act based on what we air on this show.



*Radio Active CR Studio*

### Funding and Support

We have been supported by the Institute's management and also through fund-raising activities that the CR station undertakes, and projects that it initiates. Radio Active CR works very actively and closely with a number of Government, Municipal and State agencies as well as NGOs and community groups. Our objective is to make our CR station truly a community run, managed and operated stations. We forged 5, 6, 9 and now 18 activity-based partnerships since 2007, 8, 9 and in 2010-11 respectively. Towards this, we are sharing few of our current partners below: Mahaveer Eye Hospital, Vimochana, VOICES, Solid Waste Management Roundtable (consortia of supporters), CIVIC, CFAR, CRT (Child Rights), NFB, Mitra Jyoti, Lets Live Together (Stray puppy adoption), Sandhya Kirana/ Nightingales (elders), Arunodhya (HIV/AIDS), Bal Utsav (Neighbourhood watch), Vijaya Mahila Samaja, Sama Foundation, Sangama, Samara, Samvaada, Swathi Mahila Samaj, IDF (LGBT issues), Hasiru Dala (wastepickers collective), etc. Some of our partners have had ongoing relationship with us since our station was founded.

### Transmitter and Transmission

50 Watt FM Transmitter (1+1) was supplied and installed by Bharat Electronic Limited (BEL), Bengaluru.

We have kept a regular log of the transmission downtime. The station went down on four occasions, getting us off air between 15 hours to 3 days. Mostly the problems were due to transmitter failure, transformer issues/KEB, mixer-transmission down, UPS short circuit, etc. These happened on 18-19 April, 27 May, 10 July, and 15-18 November 2011 and 7 January 2012 for less than a day. This experience has taught us to always be ready with a network of technical personnel to resolve the issues as soon as possible.

### Community Participation

Radio Active has been working with several NGOs working with particular interest groups or working in a geographical location for community mobilization. The kind of engagement is primarily to give an opportunity for different interest groups to get a voice, and for content development, community participation, etc.

Awareness creation through meetings, shadowing, networking with community leaders, etc. is the first step in the engagement process. As the second step, Capacity Building Workshops in Radio Production are held. Formation of a small team who decide the content is the third step. This is followed by a full fledged RJ training wherein a volunteer from the com-



community will spend time learning at the station. This will be followed by conduct of outreach activities to promote awareness or look at community based projects for constant engagement. Once this type of practical collaboration gets shape, one member selected to work full time at the station (due publicity is given). There are constant meetings held to evaluate progress, solve grievances, etc. This way the partnership is not only professionally run, but also ensures capacity building of the community members to run the radio station.

**Languages of Broadcast:** Kannada, Tamil, Urdu and occasionally English and Telugu

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Ms Ramya K	Member	Management of the Radio Station
2	Ms Padma Priya	Member	Management of the Radio Station
3	Ms Vijaya	Member	Management of the Radio Station
4	Mr Surendra	Member	Management of the Radio Station
5	Ms Manjula	Member	Representative of Dasarahalli Community
6	Ms Divya	Member	Representative of Dasarahalli Community
7	Ms Vimala	Member	Representative of HIV Community
8	Ms Priyanka	Member	Representative of LGBT Community
9	Mr Jaydev	Member	Representative of Disability Community
10	Ms Nageena	Member	Representative of Sex Worker Community
11	Ms Sujatha	Member	Representative of Waste Picker Community
12	Ms Parvathi	Member	Representative of Dasarahalli Community
13	Mr Auto Shiv Kumar	Member	Representative of Auto Driver Community
14	Ms Lavanya	Member	Representative of Disability Community
15	Mr Srikanth	Member	Representative of Disability Community
16	Mr Srinivas	Member	Representative of Disability Community
17	Ms Shivani	Member	Representative of Dayananda Nagar Community
18	Mr Nagraj	Member	Representative of LGBT Community
19	Mr Suma	Member	Representative of LGBT Community
20	Mr Sonika	Member	Representative of LGBT Community
21	Mr Shyam	Member	Representative of LGBT Community
22	Mr Geetha	Member	Representative of LGBT Community
23	Mr Parveen	Member	Representative of LGBT Community
24	Ms Veena	Member	Representative of LGBT Community
25	Mr Narasimmurthy	Member	Representative of LGBT Community
26	Mr Sonu	Member	Representative of LGBT Community
27	Ms Katyayini Chamaraj	Member	Representative of NGO, CIVIC
28	Ms Rajeshwari	Member	Representative of NGO, CIVIC
29	Mr Ram Murthy	Member	Representative of NGO, CIVIC
30	Mr Naga Simha	Member	Representative of NGO, CRT
31	Ms Nagamani	Member	Representative of NGO, CRT
32	Ms Madhu Singhal	Member	Representative of NGO, Mitra Jyothi
33	Mr Raja	Member	Representative of Waste Picker Community
34	Mr Prakash	Member	Representative of Waste Picker Community
35	Ms Shashikala	Member	Representative of NGO, Swathi Mahila Samaj
36	Ms Sudha	Member	Representative of NGO, C FAR
37	Ms Ratna	Member	Representative of NGO, C FAR

## Programme Content

S No	Title	Format	Subject	Description
1	Active Women	Different Formats like Interviews, Discussion, Vox Populi	Women Issues	Careers, expanding business, work-home life balance, dealing with kids, single parent, grooming, household tips, relationships, money-matters, fitness, women related schemes, SHGs, health and nutrition, pregnancy related issues, etc.
2	Disability Show-Beyond Affliction	Different Formats like Interviews, Discussion, Drama, Live Show	Disability Issues	The programme is designed to promote empathetic understanding of disability and to forth equal opportunities to all (Government Schemes, job opportunities, counseling, personal stories, education opportunities, on scribe network...etc.)
3	<i>Mabiti Kirana</i>	Different Formats like Interviews, Discussion, Drama, Live Show	On Developmental Issues and Government Schemes	Programmes produced by the CIVIC on issues related to food, health, governance, education, water, employment...etc. like PDS, Right to Food campaign, child labour issues, Nagara Palika Act, community participation law, grievance redressal, SDMC, SJSRY, RTE, RTI, Jana Spundana Programme, maternal and child health issues.
4	<i>Yarivaru</i>	Different Formats like Interviews, Discussion, Drama, Live Show	LGBT Issues	A radio programme advocating the rights of transgenders, in addition to providing a space for the transgenders to express themselves.
5	<i>Mukha Mukhi</i>	Live Show	General Issues	Programmes by general public, on issues ranging from power cuts, water shortage, garbage issues, street dog management, transport or general civic and social issues.

## Sustainability Strategy

Our Roadmap to Sustainability for the period 2012-14 is as follow: We believe that it is important for us to prepare, commit, research, prioritize and target the areas in which we desire sustainability. Following that we need to set up governance procedures to monitor and report.

Technical: We hope to put in place a system for power back-ups and standby mixers and also to look at new technologies to upgrade from the existing software for record keeping, and archives etc.

Financial: Approach 1: We are currently experimenting with various community based projects to ensure financial sustainability - like Waste Management, Street Dog Adoption programmes, Life-Skill Training in Schools, etc. Approach 2: We propose to use existing funds allocated by Government and other agencies. Approach 3: We are waiting for DAVP empanelment, to start getting advertising spots from Government agencies. Approach 4: Memberships/Donations.

Human Resources: We are encouraging the communities that participate to put in a succession plan to ensure continuity. A training budget for capacity building and up gradation of skills is also planned.

Content: Experimenting with different formats, and building the skills for research. Plans on to conduct creativity exercise to approach programmes ideas differently.

## Key Challenges Faced

Radio Active works with diverse groups in the community and it is extremely challenging to ensure cohesiveness with different groups. Competition within the community to share the spotlight and competition with other community groups sometimes do require excellent negotiation skills. The other major issue is the shadow areas where transmission is not received. It is a challenging area to field calls on the poor reach while in South Bangalore transmission is clear up to 20 kms, North Bangalore it is only 2 kms.



*Radio Active action - Srirampura live show*



## Community Radio Manipal @90.4 MHz

K Shyam Bhat, Coordinator, Manipal Institute of Communication, Manipal-576104  
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### Background

The CRS Radio Manipal @90.4 MHz broadcasts for two hours daily between 5:00 pm – 7:00 pm.

### Signature Programme

The signature programme of CRS Radio Manipal is *Vikasa*, a programme on self sustenance and improving quality of life. Developmental activities in Udupi district has led to urbanisation and people are leaving their traditional occupations. This has created a vacuum in rural area with shortfall of workforce. With few hands left in farming, cultivable lands are being used for non agricultural industrial purposes. To address this problem, Radio Manipal has mounted a series of programmes with the help of KVK, Brahmavara and SKDRDP, Dharmasthala (NGO) giving information on farm mechanisation, agro-processing, value addition, marketing, animal husbandry, soil conservation and water management. Technology along with farmers' experiences is shared in this series. These programmes, recorded in the field, are broadcast without any financial assistance.

### Funding and Support

Radio-Manipal has been working closely with *Yakshagana Kalaranga* (NGO) since its inception. Since 2008 *Yakshagana Kalaranga* had joined with *Yaksha Shikshana* Trust, Udupi wherein school children are trained in performing *Yakshagana*. Radio-Manipal has been recording these *Yakshagana* programmes and trainings. Regular interviews with renowned artistes are broadcast. This fortnightly programme is recorded in the field.

Radio-Manipal has associated itself with cultural associations and music schools of Udupi and Manipal where a good number of children are getting trained in music, dance, art, painting and sculpture. *Sangeeth-Sabha*, an association which has completed 50 years of its existence had organised weekly music programmes during 2011. Recordings of the lecture and demonstration classes are broadcast. Youngsters were involved in this event. This has created awareness among them and they approach community radio for exhibiting their talent.



Community Radio Manipal Studio

### Transmitter and Transmission

The Transmitter model is BW TX50 (50 Watt) procured from Broadcast Warehouse Ltd UK. The installation of the Transmitter was carried out by Hivision Technologies, Bangalore.

We have two hours of transmission and this has been smooth. There were no interruptions of any kind. We need some experts who can take up the annual maintenance work at reasonable cost. Mobile technology expertise for radio broadcast is also needed for easy access in villages. A common training programme at different place can be arranged so that cost will be reduced.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community
1	Dr G K Prabhu	Governing Council Member	Registrar, Manipal University
2	Dr M V Kamath	Governing Council Member	Hon. Director, Manipal Institute of Communication
3	Prof Varadesh Hiregange	Governing Council Member	Director, Manipal Institute of Communication
4	Shri Shyam Bhat	Governing Council Member	Coordinator, Community Radio
5	Dr Veena Kamath	Member Advisory Committee	Head, Community Medicine, KMC
6	Shri G P Prabhakar	Member Advisory Committee	Representative from community
7	Smt Uma Udayashankar	Member Advisory Committee	Representative from community
8	Prof Muralidhara Upadhya Hiriyaadka	Member Advisory Committee	Representative from community
9	Ms Bharathi Chandrashekar	Member Advisory Committee	Corporator and Representative from community
10	Ms Danita Usha Prabha	Member Advisory Committee	Representative from community, Social Worker
11	Ms Vasanthi Shetty Brahmavara	Member Advisory Committee	Representative from community
12	Ms Dayavathi	Member Advisory Committee	Representative from NGO

### Programme Content

S No	Title	Format	Subject	Description
1	<i>Mukha Mukhi</i> (face to face)	Interactive-OB based	Public issues on health, cleanliness, environment, water supply, road conditions, consumer rights, electricity supply and day to day issues.	Public Meeting, ward meetings, SHG Meetings, Panchayat Meetings.
2	<i>Nadu Mane</i> (Inside a sitting hall)	Magazine where talks on different aspects of human interest, humour, songs, stories skits will be included	Awareness on health family relations, our rights, civic sense, care for children/youth, HIV, Child Sex Ratio.	This is an open forum where anyone interested is free to participate. Membership is not there and dates decided in each meeting. Sometimes this is being held at individual homes.
3	<i>Prathibha Pradbarshana</i> (talent show)	Interviews and music	Classical/light/devotional folk music/film music	Weekly programme. Recordings of music concerts held at different places in our listening areas. Schools are also involved.
4	<i>Yashogathe</i> (success story)	Interviews	Innovations by farmers, Youth, artisans in any field which supports human labor	Good number of people students come up with new ideas and develop devices and their experiences are shared.
5	<i>Maulya Vardhane</i> (Societal Values)	Talks/interviews	Value addition	In any field value addition fetches good market. People who have the experience will be identified and included in the programme.

## Community Participation

We have constituted an Advisory committee wherein representatives are drawn from NGOs, KVKs, senior citizens association, cultural organisations like *Sangeeth Sabha*, *Yakshagana Kalakendra*, Artists Forum, elected representatives, Community Health Department of KMC, Innovation Centre, IT and Centre for Rural Studies, Agricultural Research Station in Manipal. Representatives from fishermen community, *Mahila Okkota* are also included. The meetings are held every six months and programmes broadcast are reviewed. The role of community radio in empowering people with information and its importance is brought to the notice of local organisations like Rotary Club, NSS Volunteers, SHG Members and *Gram Panchayat* members by attending their meetings with brief presentations. We had successfully conducted two-day workshops at three different colleges on capacity building. They are given first hand information on writing and presenting radio scripts. Lecture demonstrations are held during NSS Camps. The opinion of the listeners about the radio programmes are recorded and aired. It is felt that in order to make it more people oriented we have to organise meetings at short intervals and at their own meeting place.



*Yakshagana is a medium for story telling in the CRS*

**Languages of Broadcast:** Kannada, Tulu (local dialect), Konkani and English (for campus students)

## Sustainability Strategy

Community Radio Manipal, at present is funded completely by Manipal University. Infrastructure and a post of the coordinator have been provided by the institution. Studio and transmitter are situated in Manipal Institute of Communication. The content generation is done with the cooperation extended by constituent institutions coming under Manipal University and the local organisations/NGOs. Empanelment with DAVP is still pending. Manipal is a place with undulated landscape and there is a problem of quality in reception. Radio signal strength is very weak in few places. The listeners as well as advertisers are not convinced with the reception quality. Unless we make it more powerful revenue by advertisement is not sustainable. It will take another 3 years at least to make it sustainable. We are including few management students in our team to explore such possibilities.

## Key Challenges Faced

Foremost challenge is to make the radio more audible. This will convince people as well as advertisers that radio signals are reaching in and around Manipal clearly. If the power of the transmitter is increased then quality of reception will improve. Whatever the effort put on content generation should not go waste. Apart from this support from DAVP, IGNOU, DST, Department of Kannada and Culture may be of great help provided financial support is given by them. It is our experience that even without major funding from external source we can broadcast daily two hours of programme on topics such as health, education, career guidance, agriculture and allied activities, fisheries and human values with the support of the people.



*Successful farmers are covered under programmes of CR Manipal*



## Community Radio Sarang @107.8MHz

Richard Rego, Station Director, St Aloysius College  
Light House Hill Road, Mangalore-575003

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### Background

Community Radio Sarang @107.8 MHz broadcasts its programmes 24 x 7 round the clock daily beginning 5:00 am.

### Signature Programme

Our signature programme is *Yakshagana*. It is a daily programme which goes on-air at 11:00 am, with the repeat in the night. It is a typical coastal Karnataka folk form with song, music and (for stage) dance. Various stories are told using *Yakshagana*. Hence, our *Yakshaganas* have various themes - ranging from RTI, legal awareness, exhortation to cultivation of socially desirable habits and shun the opposites, and also mythology (as in traditional *yakshaganas*).

### Funding and Support

The CR station is funded by the institution's own funds.

We worked with the Department of Information and Publicity for National Youth Festival publicising the event widely.

We have also worked with District Health Department working for eradication of Malaria. DHO would come every week and speak on radio, imparting awareness.



Community Radio Sarang Studio

### Transmitter and Transmission

The Transmitter installed is Nomad (1+1) 50 Watts.

We have not experienced Transmitter downtime, but Transmitter and other frequency-encroaching related issues – they keep happening. Transmitter keeps breaking down – one of our transmitters has broken down 5 times since we bought it. Most of the times, it is under repair. Similarly, the frequency seems to be very weak. AIR and private FM frequency keep hitting on our frequency, often there is noise.

### Programme Management

We have a programme management committee consisting of Ms Zubeida, Ms Vatsala, Ms Avvamma, Ms Rosalyn, Ms Sujata, Ms Vatsala, Mr Edward, Mr Gangadhar (auto driver) and Radio Sarang Station Director and Chief Programme Producer who work together as a team to decide on the contents and format of the programmes to be aired.

### Community Participation

The community is with us. We visit the community daily, and also welcome local community to Radio Sarang. They come regularly – auto drivers, *anganwadi* workers, local petty service providers like shoe polishers, coolie workers, fisher folk, vendors (like *samosa/chikkai*), farmers, and local talent in music, writing, singing, etc. They are happy to be associated with Radio Sarang. Of late, many women's groups have come forward to produce programmes and be our representatives in the communities. They take the responsibility of identifying community's special people as well as community's needs and then discuss them.

**Languages of Broadcast:** Kannada, Tulu, Konkani, English, Byari, Malayalam and Hindi

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Yakshagana</i>	Kannada folk art of local area - dramatized	Any Story – Mythological or Social	One of the most important programmes was on shunning social evil habits using <i>Yakshagana</i> . It uses song and dance with powerful music – in association with a local Law College
2	<i>Kanoonu Kacheri</i>	On Air Live Wednesday 6 pm	Legal Matters	Advocates/Law Professors discuss a law/legal practice every week live.
3	<i>Arogya Sparsba</i>	On Air - Live	Health Programme	This is a regular weekly programme produced in association with a local medical centre.
4	Konkani	Talks and music	Informative Talks and Cultural Programmes	We encapsulate useful information in Konkani language – on language, culture, good community practices
5	Tulu	Song	Folk and culture	Various local artists are brought to light, songs and cultural traditions are showcased

## Sustainability Strategy

We are presently fully supported by the St Aloysius College, Mangalore. The Karnataka State Government also gave us a one-time subsidy, besides the possibility of getting a DST (GOI) project. We are looking at the possibility of securing Government advertisements from DAVP and other projects. It may take some time, probably one year, depending on DAVP and the Ministry.

## Key Challenges Faced

There is a frequency cross over problem with Radio Mirchi and AIR encroaching on our frequency. Besides, finances are a major challenge. We have been doing our best. But it has not worked much, though some results are seen. Without finances, we are unable to get the community to engage – they need to fend for themselves, too!

The 50 Watt signal of our transmission is too weak even within a close listening reach. Signals are not heard clearly and powerfully even at a close range.



*Radio Sarang trains community women to produce radio programmes*



## Radio Siddhartha @90.8 MHz

Rashmi Ammembala, Station Manager, Sri Siddhartha Centre for Media Studies

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### Background

Radio Siddhartha @90.8 MHz broadcasts for six hours per day. These are done in two slots from 6 am – 9 am and 6 pm – 9 pm.

### Signature Programme

The signature programme *Amrutha Bindu* focuses on community feelings, community orientation and community development by invoking commonalities. This programme is designed to create a positive approach among the listeners irrespective of the caste, community, religion, age, sex, etc. A mass-based programme, in the real sense of the term, we air five to six popular songs arranged thematically consisting a film song, lyric and a folk song for the day depending upon the circumstances and importance.

If it is mother's day, for example, important songs related to motherhood will be played on that day with the support of a good anchoring, highlighting the good qualities of mother inviting the audience to ponder over it. This is to create a sort of community feeling among the people. The programme has become very popular and depends mostly on the qualities of anchoring and narration. The programme also picks up some of the events locally important for the day by taking into account day to day happenings and also to get connected with the public in general.



*Community members engaged in a discussion*

### Funding and Support

Radio Siddhartha is trying to establish working relationship with a number of Governmental and non-governmental organisations. It may take some more time to persuade them to reach an understanding with Radio Siddhartha for giving community oriented programmes through radio. Officers and experts from the Departments like Agriculture, Horticulture, Social Welfare, Watershed Development, Health, Education and many others are already visiting Radio Siddhartha regularly for giving variety of programmes.

Radio Siddhartha is broadcasting number of programmes related to community orientation and development with their



*Field recording of deliberations by Radio Siddhartha team*



support. Experts from Siddhartha Medical College belonging to the Siddhartha Education Society are coming regularly for giving health related programmes.

Doctors from Ashwini Ayurvedic Hospital frequently come for giving radio programmes. Number of professional groups, artists visits the Radio Siddhartha for giving programmes, but we are yet to reach any kind of working relation and understanding with any organisation.

### Transmitter and Transmission

Details of transmitter presently used are BVTX50 Transmitter of 50 Watts; Stand by BVTX50 Transmitter of 50 Watts. The equipment was supplied by Hivision Technologies, Bangalore.

We have not experienced any transmission downtime.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Dr Suchetana Swaroop	Director	Radio Siddhartha
2	Mrs Rashmi Ammembala	Programme Executive	Radio Siddhartha

### Programme Content

S No	Title	Format/Broadcast Timing	Subject	Description
1	<i>Paramparika Vaidya</i>	Interview and interaction based programme. Every Thursday at 6:30 pm	Traditional medicine	Numbers of doctors practising traditional medicine systems along with the beneficiaries are visiting radio station for giving programmes. Many a time, staff visits the places for airing programmes live resulting in a unique programme beneficial to society in making aware of the potential of the medicine system, on the verge of losing its hold over society.
2	English Time	Interactive Mon-Fri 7:30 am	Spoken English	With popularity among the students, teachers and public in general, this is a programme for empowerment. Listeners regularly interact with the teacher and get their doubts clarified live.
3	<i>Janapada Loka</i>	Mix Format Sun 6:30 pm	Creating Awareness in Traditional art <i>Janapada</i>	This programme has proved successful in providing a much required platform to folk artists of our area to show case their talents in various folk arts. This is likely to continue for number of years to come.
4	<i>Prathibha Kirana</i>	Interview Mon-Fri 7:00 am	Introducing Local Talents	This programme identifies local talent and provides them an opportunity to introduce themselves in their own words highlighting the importance of their achievements and any difficulties they face in life, resulting in bringing the hidden talents and aspirations to public domain.
5	<i>Krusha Kanaja</i>	Interview Mon and Thu 7:00 am	Agriculture based Programme	Experts and successful farmers share their experience helping provide much needed guidance and succour to farmers in need of technical and other support. A very popular programme.

## Community Participation

We have prepared a proposal for making the community radio programmes more participatory and relevant in the real sense of the term with minimum investment.

**Language of Broadcast:** Kannada

## Sustainability Strategy

We have been supported by the management for establishment and operations. We hope to enhance the revenue through advertisements, sponsorships and sponsored programmes. Not many are coming to support Radio Siddhartha at present. Situation is likely to improve.

## Key Challenges Faced

We are planning to increase the hours of transmission from six to ten, but how to find the content? Content generation is the biggest problem we are facing.

We are looking for resource persons in thousands from different walks of life willing to provide variety of programmes. We are looking for local support in the form of advertisements, sponsored programmes and sponsorships and a word of encouragement.

We require support for training the resource persons and make the people aware of the potential of community radio to make it sustainable.



*Radio Siddhartha's programme committee team*



*Radio Siddhartha's RJ engage with community woman icon*



## Radio Universal @106.8 MHz

R Ravindra, Station Manager, Universal College, No. 90, Magadi Main Road, Bangalore-560044  
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### Background

Radio Universal operating at @106.8 MHz broadcasts its programmes for three hours from 11:00 am – 1:00 pm and 3:00 pm – 4:00 pm.

### Signature Programme

As a fledgling entity, we have a passion for women emancipation programmes. Be it the concern of their health, education, hygiene, empowerment, employment, childcare or anything which can be of import to their well being. Our thrust is towards information, awareness and education for effective dissemination. Apart from broadcasting varied community programmes, we have the women's emancipation programmes as our area of keen interest, which we would say is our signature programme.

### Funding and Support

We have not worked with any Government or other organisations but have voluntarily broadcast community interest programmes of different agencies like the HIV/AIDS awareness programmes, etc.

### Transmitter and Transmission

The 50 Watt Transmitter (1+1) was sourced from and installed by Nomad, Mumbai.

We have not experienced any transmission downtime at our end.



Radio Universal Studio

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Madhan	Administrator	Management
2	Mannan	Co-ordinator	CRS
3	Santhosh	Principal	Institution
4	Ravindra	Director	CRS
5	Pawan	Field support	CRS
6	Jamuna	Tech support	CRS

### Programme Content

S No	Title	Format	Subject	Description
1	Exam fear	Interview	Education	Expert and Community
2	Gynecology	Interview	Women health	Expert and Community
3	Janapada	Recorded	Cultural	Shared
4	Nutrition	Interview	Health	Expert and Community
5	Rights	Interview	Empowerment	Expert and Community



*Programmes of Radio Universal going on air*

### **Community Participation**

To ensure community participation, the data of our baseline survey done exhaustively come handy to us. Different areas of interest are covered and mapped to suit and select programmes, which will be important and of interest to the community. The core team of our CRS does the detailing for the field staff to carry out the interactions and solicit the participation of the community.

**Languages of Broadcast:** Predominantly Kannada and sparsely English and Hindi

### **Sustainability Strategy**

As of now the only source of meagre financial support is from the parent organisation. We are banking on DAVP advertisements and other support as being envisaged by helping hand of CEMCA. Down the line we are structuring a robust revenue plan for a comfortable sustainability and growth. Leveraging technology, we hope to crack the fund base issue, on which we are working with a 15 month timeline.

### **Key Challenges Faced**

Two specific instances of facing challenges are: motivating the team to creatively work on shoestring budget; and being short of funds, inferior equipments and support, it curtails the reach and penetration of the efforts of CRS. If support comes to both these nagging issues, the Radio Universal's objectives will be greatly enhanced and put back the spirit in the team.



*Community woman covered by Radio Universal*



## Ramana Dwani @90.4 MHz

Deepak R Sagar, Station Manager, Shree Ramana Maharishi Academy for the Blind, CA 1-B  
3rd Cross, 3rd Phase, JP Nagar, Bangalore-560078

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E-mail: [mail@srmab.org.in](mailto:mail@srmab.org.in)

### Background

Ramana Dwani @90.4 MHz broadcasts its programmes for eight hours daily from 9:00 am – 5:00 pm. This CRS has been established particularly to reach out to the visually challenged people and their information needs, and also to give them a voice to participate in the CR station activities.

### Signature Programme

*Gamaka* also known as *Kaavya Vaachana* is a unique form of storytelling by singing. This originated in Karnataka. One person reads a stanza of a poem with highest emphasis on meaning, applying suitable *raga* or a *Dhaati* (melodical line) usually matching the emotion of the poem. Another person then explains the meaning of the stanza with examples and anecdotes. *Gamaka* draws upon *raagas* from traditional Kannada folk *Dhaati* (tunes) and Carnatic music. The singing itself is called *Gamaka* and the singer a *Gamaki*. The explanation of the rendering is called *Vyakhyana*. The emphasis in *Kaavya Vaachana* is on literature (*Sabitya*) and not on music where singer splits compounds words in poems to make it easier to understand. One of the noticeable things in this art is that singing is not to a rhythm. The poems are chosen mostly from old Kannada epics such as *Karnataka Bharatha Kathamanjari*, *Jaimini Bharatha*, *Harischandra Kavya*, *Devi Bhagavata* and *Torave Ramayana*.

### Funding and Support

Department of Women and Child Development, Government of India was the first agency to given us a trial order to produce radio programmes on few Schemes of the Department. One such under production is the *Bhagyalakshmi* scheme was launched during 2006-07 with an objective to promote the birth of girl children in below poverty line families and to raise the status of the girl child in the family in particular and society in general. Financial assistance is provided to the girl child through her mother/father or natural guardian subject to the fulfillment of certain conditions. Key messaging included, for example, that all girl children born in BPL families after 31.3.2006 are eligible to be enrolled as a beneficiary under the scheme. Enrollment is allowed up



Awareness interviews on domestic violence

to one year of the birth of child on production of birth certificate. The benefits of the scheme are restricted to two girl children of a BPL family. The father, mother or guardian should have undergone terminal family planning methods and the total number of children not exceeding three. After enrollment and due verification by the Department, an amount of ₹ 10,000 will be deposited with the selected financial institution in the girl child's name. The financial institution will maximise the return on ₹ 10,000 and the deposit together with the interests accrued will be made available to the beneficiary on attaining 18 years of age. An amount of ₹.34,751 to the first child and ₹ 40,918 to the 2nd child enrolled will be given.

## Transmitter and Transmission

Webel 50 Watt Transmitter installation and rectification was attempted by WEBEL, with no positive development.

The Transmitter, from the date of commissioning since (October 2008), is only transmitting less than 30 Watts, not 50 Watts. The antennae installed are also transmitting in only two directions. Department of Information, Government of Karnataka, during this month of February has released a grant to replace and upgrade our equipments. The order has been forwarded to BECIL who will commence installation shortly.

## Community Participation

The CR reaches the community through its networking engagement with Department of Women and Child Development, Family Planning Association of India, Bosch India Foundation and Department of Health and Family Welfare. We work closely with two migrant communities (urban slums) within the broadcast range of the CR. Around 4000 households are covered.



*Community awareness is a part of Ramana Dwani's regular activities*

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Mr Deepak Sagar	Station in charge	Radio Station
2	Ms Sheela R	Station Jockey	Radio Station
3	Ms Mary M	Reporters	Anganwadi Worker
4	Mrs Mubeena	Reporters	Slum Resident
5	Mrs Usha	Reporters	Slum Resident
6	Members of 'Gamaka Kala Academy'	Producers	NGO
7	BTM Cultural Academy	Producers	Senior Citizen

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Mahilera Abhirudhi</i>	Talk Show	Women's Empowerment	Domestic violence faced by women and other issues
2	<i>Aarogya</i>	Interview	Women's Health	Covers various issues pertaining to women's health
3	<i>Mahilera bahu</i>	Discussion	Women Legal Rights	Our programme brings in experts to deliberate on women's legal rights and how to tackle specific problems
4	Microcredit schemes	Interview	Livelihoods for Women	Discusses various microcredit opportunities both from Government and private agencies for improving livelihoods for the poorest of women
5	<i>Shreesbakti Yojanagalu</i>	Discussion	Government Schemes	This slot covers various Schemes of Government and how to access them

Awareness activities are conducted in collaboration, with the above agencies. In the target communities, representatives/ volunteers are invited to the CR for talk shows or programme production.

**Languages of Broadcast:** Kannada. NIVH Dehradun send us their monthly production from their talking library in Hindi to be broadcast for the benefit of the visually challenged.

### Sustainability Strategy

We are in the third year and we were able to identify corporate funding to support the functioning of the CR. (Approx. ₹ 4–5 lakh per annum).

### Key Challenges Faced

We have been able to tackle the key challenges that we have faced.



*People with disability too have a voice*



## Community Radio Benziger @107.8 MHz

Fr Ferdinand Peter, Station Director, Bishop Benziger Hospital, Beach Road, Kollam-691001

Phone: 0474-3987000 Mobile: +91-9477422299

E-mails: radiobenziger@gmail.com, bishopbenzihosp@hotmail.com

### Background

Community Radio Benziger is a CRS operating @107.8 MHz since just over a year. It broadcasts for 15 hours daily from 6:30 am – 9:30 pm.

### Signature Programme

Our signature programme is *Kaathodu kaathoram*— a peoples' programme, a daily phone-in programme from 12:00 pm – 2:00 pm. It is an interactive exercise when people from different walks of life speak over the radio. People share information and knowledge on issues that concern them, tell their stories, sing songs, ask questions, and share grief. These interactions create understanding, facilitate work and strengthen collective living. Often, in very subtle ways and expressions, elements of local culture surface in these interactions. In the spontaneous judgments and statements expressed in casual and perhaps rustic styles, cultural values emerge and radio acts as a vehicle to preserve and promote such values.



*Radio Benziger Studio*

For example, a woman living by the beach narrates the harrowing tale of the tsunami that took her house and belongings away in the year 2004. Another woman tells of her little grocery shop and how she helps her husband to make an additional income. People from marginalized segment like unemployed women, children, migrant workers, head load workers, cobblers, etc. find in this programme an opportunity for self expression. It is thrilling to watch how people build bridges across each other through the radio and facilitate the process of community building.

### Funding and Support

Community Radio Benziger is in the process of negotiating with several government agencies for partnership in projects. But so far we have not entered into contracts with any agency. However, we have cooperated with several departments in promoting various projects and in disseminating information relevant to the community. These departments include District Medical Department, District Tourism Promotion Council, Coirfed, Regional Road Transport office, RNTCP, Pollution Control Board, ANERT, Fisheries Department, Public Relations Department, etc. We have also worked with many NGOs like Quilon Social Service Society, Coastal Women's Society, Fishermen's Community Development Project, etc.

### Transmitter and Transmission

The 50 W FM Transmitter System with wired racks and change over switch was manufactured and installed by BEL.

Apart from the daily shut down time which is from 9:30 pm – 6:30 am, there has not been any regular transmission downtime. However, there have been very brief periods of transmission interruption due to technical snags.



## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	J Jacob	Coordinator	Management of the Institution
2	K Salim	Member	Community
3	Sreelekshmi MS	Member	Radio Station
4	James Abraham	Secretary	Radio Station
5	Asha Prathap	Member	Community
6	Kevin	Member	NGO

## Programme Content

- Janasabdham (Peoples' voice):** Radio meets people in their homes, work places, and in the streets in order to listen to them. Dhobis, workshop employees, taxi drivers, truck drivers etc. voice their grievances and views on various issues that concern them. This programme on an interview format is broadcast at 7:30 am and 8:20 pm on Wednesdays and Sundays.
- Nattukoottam (Village gathering):** Discussions organized at the local level to address a local issue. Subjects like banning of trawling during monsoon season, sanitation and drinking water and other common issues related to local governance come up for discussion. This is broadcast on every Sunday at 9:15 am.
- Thalirukal (Sprouts):** A school based programme to promote young talents. A collage of creative programmes including folk arts, music, drama, literature and talks produced by school children is broadcast every day at 8:25 am and 7:55 pm.
- Prathibhakalilude (Local talents):** A programme to introduce and promote local talents. Local artists and others who stand out in the community on account of their accomplishments are introduced and honoured through these programmes. This programme is broadcast on Mondays and Thursdays at 9:05 pm.
- Vaidyar appoapan (Doctor Grandpa):** This is a creative non-formal education format in a programme designed in the backdrop of a family where the grandfather tactfully uses every suitable opportunity to educate the children on healthy living. Subjects range from challenges associated with climate changes, safe drinking water, sanitation, and monsoon related communicable diseases. This is an attempt to develop communication strategies suited to the content and local situations.

## Community Participation

Community Radio Benziger is managed by an advisory board which has a representative character. It's spectrum of ownership is wide enough to include all community members which makes it truly a peoples' radio. Radio Benziger spontaneously and gradually evolved into a radio of the unemployed women, students and casual labourer who found an easy access to this medium and is a much needed forum to break their silence and make their voice heard in public. The feedback from people is through letters and telephone that promotes a participatory process of decision making in the management of the radio, from content generation to broadcasting.

In over a year of existence, Radio Benziger has established 25 radio clubs in Kollam. Functioning mostly in schools and residents' associations, the fund of experience and



Community women share their views



*Listeners of Radio Benziger learn live about cooking*

knowledge gathered from the various activities organized by these clubs are used as a valuable resource to empower the socio-cultural life of the community.

Frequent public discussions on current social issues provide platforms for people from all walks of life especially for women, children, labourers and for those belonging to the voiceless groups to participate in the democratic process of decision making. Waste management, rising incidents of suicides and road safety were some of the subjects on which public discussions, seminars and exhibitions were held recently. Nearly 15,000 people from the community have so far interacted through the radio. They include civil authorities, people representing local bodies, police officials and personnel from Government departments.

**Language of Broadcast:** Malayalam

### Sustainability Strategy

The initial investment was realised through donations and the support of the parent institution ensured its sustenance until now. Now that it is being delinked from its mother institution, the Radio is in the process of evolving its own sustenance strategy.

Kollam, traditionally a trade centre is today fast developing into an international tourist destination. Hence, this town being a bee-hive of commercial activity, possibility for more advertisements is being explored.

### Key Challenges Faced

Content generation has never been easy. In an urban set up, people who volunteer to assist in the production of programmes do not persevere for long either due to lack of time or due to lack of funds to meet the expenses. Support either by way of content or projects are needed for sustenance.

Constant vigilance needs to be exercised to maintain the 'chaste' character of community radio amidst a media world of crass commercialism or else it will fall unaware into the pit of vested interests. Radio Benziger is alert to voice the concerns of the underprivileged.



*Radio Benziger is a multi-cultural and secular CRS*



## Radio DC Community Radio@90.4 MHz

P Sajikumar, Station Manager, DCSMAT, Kinfra Film and Video Park  
Sainik School, PO Trivandrum-695585

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E-mail: [sajikumar@dcschool.net](mailto:sajikumar@dcschool.net)

### Background

Radio DC @90.4 Community Radio broadcasts its programmes for eight hours daily from 8:00 am – 12:00 pm and 4:00 pm – 8:00 pm.

### Signature Programme

Our coverage area is unique in many ways. Radio DC is broadcast 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 more than one *grama panchayat*. We are also broadcasting to a sizable population of listeners from the fishermen community spread almost along 20 kms 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.



*Trainees at Radio DC CR Studio*

Radio DC community radio is committed to design, develop and broadcast programmes of immediate relevance to the community. We are focusing on programmes of interest to our target group – women and children and the fishing community. Our broadcast content and the emphasis that we have given to the nature of our content would provide an adequate evidence of our relentless pursuit to achieve our mission.

### Funding and Support

Radio DC has tied up with several agencies for programme development:

Radio DC CRS has tied up with Deutsche Welle, Germany which is a pioneering step. DW is an International Firm providing new media services with a wealth of information. This is leaving its mark in the world scenario through high quality elite online content. 90.4 frequencies in the markets has become an information mode for the locality to listen to international programmes. The MoU has brought international standard programmes to the local community and fisher folk and the prestige organisations situated in the geographical area of the CR. Radio DC CRS is a pioneering venture in the community radio service scene initiated to propagate social responsibility in the local society. It operates from the DCSMAT Media School campus at Kazhakuttam.

The Radio DC-Swaram Audio tie-up is free of cost content collaboration organised by SPACE – free software institution situated at Vellayambalam, Trivandrum, Kerala. The major programmes from Swaram will be of OB based featured programmes and exclusive programmes on and with fisherfolk.

### Transmitter and Transmission

The 50 Watt FM stereo Transmitter was installed and the agency to set up the Transmitter was Ramsey, Chennai.

We have not experienced any transmission downtime.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Ravi Dee Cee	CEO	Radio Station
2	Brig Ashok Kumar	Director, Radio DC	DCSMAT
3	P Sajikumar	Programme coordinator	Radio DC 90.4 Community Radio

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Kudumbasree and Ayalkkoottam</i>	Variety talk and talent share	Developmental Saturdays and Sundays @ 9:00 am and 6:30 pm	People from community are invited for variety programmes. A programme called <i>Nattukooittam</i> and <i>Grama Mukham</i> being aired on Tuesdays are well received at the community level. Voices of local talents are incorporated in such programmes.
2	<i>Kadalinakkare Ponore</i>	Talk Show	Fridays 6:00 pm–7:00 pm	A series of programmes based on fishing community with participation from a local fishing community.
3	<i>Arogya Rangam</i>	Interviews	Health Mondays 10:00 am and 7:00 pm	Interviews with reputed doctors of disciplines of modern medicines as well as traditional systems of medicine. Health workers invited for discussion, symposia and interviews on epidemics, safe living practices and for knowing local and traditional health tips.
4	<i>Paristhitibi Rangam</i>	Talk Show, interviews	Environmental protection and natural resource preservation Tuesdays 11:00 am	Interviews with Scientists of Centre for Earth Science Studies (CESS) situated nearby our coverage area are included.
5	<i>Naattidavazhiyile Yuvatharamgam</i>	Talk show	Rural youth development programme Everyday 4:00 pm	' <i>Veettiloru Doctor</i> ' (local health tips), Mother and child development programmes, ' <i>Naattipaattukal</i> ' and various social welfare programmes are included in this slot.



Community woman undertaking training at Radio DC CR

## Community Participation

The essence of our functioning 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 CRS.

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, to inform and to entertain the listeners.

The CRS is focusing on programmes of interest to our target group – women and children and the fishing community. Our broadcast content and the emphasis that we have given to the nature of our content would provide an adequate evidence of our relentless pursuit to achieve our mission.

**Language of Broadcast:** Malayalam

## Sustainability Strategy

At present, our own resources are used for managing the expenses for running the station. For content sustainability, our focus is to get collaborations and increase this strategy in future. At the time of regularisation and rescheduling of programmes to more than 8 hours, we will think about sustainability.

## Key Challenges Faced

One is community awareness about community radio programmes and other is competition from other commercial FM stations.



*School children performing for a programme on Radio DC CR*



## Radio MACFAST @90.4 MHz

V. George Mathew, Station Manager, MACFAST Campus, Tiruvalla-689101  
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 E-mails: [principal@macfast.org](mailto:principal@macfast.org), [paulvmathew.hr@gmail.com](mailto:paulvmathew.hr@gmail.com)

### Background

Radio MACFAST @90.4 MHz broadcasts its programmes for 16 hours 45 minutes daily from 5:45 am – 10:30 pm. Radio MACFAST strongly believes that knowledge society is possible only through continuous exchange and dissemination of information. This endeavour envisions imparting knowledge, encouraging personal empowerment and triggers desire for self-development in people. It believes that knowledge is never lost on sharing, it only multiplies. Radio MACFAST ensures its extensive presence in the Central Travancore (parts of Pathanamthitta, Alappuzha, Kollam, Idukki and Kottayam Districts) by enthraling around ten lakh listeners.

### Signature Programme

The signature programme of the CRS is – ‘Clean and Green City’ produced 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. It encourages the community to develop and demonstrate rural technologies for waste management. The project gives utmost importance to schools and colleges and strives to create ‘zero waste centres’ especially housing colonies and Government offices. The project focuses *on capacity building and technical support* to make a paradigm shift in the attitude of community towards waste management. Dedicated two hours programme a week provides a platform for the listeners to discuss, share and train for a sustainable environment. Here, Radio MACFAST 90.4 MHz acts as an effective tool for continuous awareness.



*Radio MACFAST Studio*

### Funding and Support

Our icon project Clean and Green Tiruvalla in association with Tiruvalla Municipality focuses intensive awareness on waste management, energy conservation and personal hygiene. Additionally, community radio gives updates on schemes, policies and different services offered by various Government Departments.

Radio MACFAST collaborates with Pushpagiri Group of Institutions to provide various health allied services for common community. The daily one hour live telephonic programme ‘*Pushpavani*’ has received overwhelming community response. It offers on-air services of expert doctors and free medical check ups for rural people.

IFFCO Sanchar Nigam Ltd has collaborated with Radio MACFAST to broadcast myriad programmes on agricultural related subjects. ‘*Vithu Muthal Vilavware*’ (Seed to Harvest) in association with IFFCO is one of the novel programmes on agriculture practices.

A local social service unit Bodhana Tiruvalla aims for social development, women empowerment, promotion of micro-enterprises and entrepreneurship development. Radio MACFAST has produced different associated programmes with *Bodhana* on subjects like apiculture, mushroom cultivation, waste management, rain water harvestation, rural tourism, etc.

Pamba Boat Race Council’s Association has been established for broadcasting programmes for the promotion of local arts, culture, tradition and indigenous knowledge.

With Pamba River Protection Society, activities for environmental protection and sustainable development have been initiated.

### Transmitter and Transmission

The 100 Watt Transmitter was supplied and installed by BEL, Bengaluru.

There has been no transmission downtime reported.

### Programme Management

S No	Name of Person	Designation	Represent
1	Rev Fr Pradeep Vazhatharamalayil	Chairman	Radio MACFAST
2	Mr George Mathew	Director	Radio MACFAST
3	Mr Sumesh Kumar	Jockey	Radio MACFAST
4	Mrs Priya Jeji	Jockey	Radio MACFAST
5	Ms Parvathi Sivas	Jockey	Radio MACFAST
6	Mr Praveen Makkada	Sound Engineer	Radio MACFAST
7	Mr Parajin	Sound Engineer	Radio MACFAST
8	Mrs Sali Monai	Content Development	Master Women
9	Mr KJ Luke	Content Development	Green World
10	Mr J Philipose	Content Development	IFFCO
11	Mrs Sera George	Producer	Community
12	Mr Liji Jyothis	Producer	Radio Club
13	Mrs Soorya Peringara	Producer	Radio Club
14	Mr K Muraleedharan	Content Development	Advocate
15	Mr Jaykrishnan	Singer	Common Community

### Programme Content

S No	Title	Format	Subject	Description
1	<i>Adukkala</i>	Interactive Show	Cookery Show for Women	<i>(Kitchen)</i> is a favorite programme of listeners which introduces various dishes, its preparation, preservation and ingredients. Local women are also sharing their indigenous and traditional knowledge/tips on cooking.
2	Morning Show	Live Show, Phone-in	Local Issues of the region, Participatory	Live telephonic daily programme discusses local issues/problems. It provides an effective platform for listeners to debate, share and express their views and concerns.
3	<i>Subhayathra</i> (Nice Journey)	Magazine	Promoting Rural Tourism and Livelihoods	<i>Subhayathra</i> (Nice Journey) is a creative programme that unveils hidden/new local rural tourism destinations/products/attraction creating a live feeling of journey for listeners.
4	<i>Niyamavum Ningalaum</i> (Law and You)	Discussion with Experts	Legal Issues	<i>Niyamavum Ningalaum</i> (Law and You) is handled by local legal experts to deal with laws and regulations.
5	Let's Talk English	Live Phone-in Show, Interactive	Language Education for School Children	'Let's Talk English' is an English language training programme focusing on rural school students in Central Travancore region. This live telephonic programme by a professor from UK deals with grammar, rhymes, music and debates.

### Community Participation

Radio MACFAST ensures ownership of local community through diverse programmes of common people. Additionally, it dedicates 5-6 hrs a day for live telephonic programmes. People from all walks of life participate and contribute towards

its efforts for information dissemination. Voluntary reporters and 22 Radio Clubs support through production of programmes, letting know people's expectations, forwarding suggestions of listeners and participating in outdoor events of radio. As a part of the 'Earn while Learn' and 'MACFAST Industry Interface', interested students can work in the radio in evening times, offering ample opportunities to enhance their talents.

Two flagship projects *Clean and Green Tiruvalla* and *Hrudayaspandanam* are the ideal example for people participation. A cycle rally organised for the promotion of eco friendly practices received wide attention by the participation of community.

**Language of Broadcast:** Malayalam

### Sustainability Strategy

It faces scarcity/deficiency of fund to include more community development initiatives and outdoor events. At present, there are no sponsored programmes. Support from various non-governmental organizations (NGOs) and voluntary association is a great consolation that helps to improve content.

### Key Challenges Faced

Lack of training and development activities for station team seems to be the major challenge. MIB is requested to organise training programmes for community radio stations which should focus on content development, production, quality deliverance and communication development.

Sustainability is another important factor. CEMCA or other facilitation agencies can introduce some agencies/Government Departments for funding/content development/production.



*Radio MACFAST partners with local community for environmental conservation*





## Radio Mattoli @90.4 MHz

Dr Fr Thomas Joseph Therakam, Station Manager, Dwaraka, Nallurnad PO Mananthavady, Wayanad  
Mobile: +91-9446030066 E-mail: radiomattoli@gmail.com

### Background

CR Station, Radio Mattoli @90.4 MHz Broadcasts daily for 16 hours between 6:00 am – 10:00 pm.

### Signature Programme

**Our Signature Program is Njattuvela** – A daily program on the felt needs, issues and severe concerns of farmers in the coverage area of radio Mattoli in Wayanad district of Kerala State. This 30 minutes program attracts largest listeners for Radio Mattoli. *Njattuvela* is meticulously prepared by a retired Head Master turned farmer.

This program has three segments of 10 minutes each. The first contains a discussion on a selected cash or food crop grown in the district. They include coffee, pepper, cardamom, rubber etc. or a food crop like paddy, tubers, vegetables, fruits etc. In the second segment a skit named as *Chayakkada* (Tea Shop) on the concerns and opportunities in the contemporary agriculture is held in people dialect. In the third segment relevant agricultural information, weather forecasts and the standard market prices of agricultural products are broadcasted. The weather report is regularly received from Regional Agricultural Research Station (RARS). Running market prices of seasonal agricultural products are collected from different locations of Wayanad. Different organisations/institutions send us information on agriculture related subjects. Other content for this programme is gathered from desk research, community leaders and listeners, experience of our volunteers and staff.



*Radio Mattoli Studio*

This program is aired from 7.00 pm to 7.30 pm daily and repeat broadcast is done from 12.05 pm to 12.35 pm on the following day. Njattuvela has completed 700 episodes.

### Funding and Support

Radio Mattoli closely works with *Panchayati Raj Institutions*, *Anganwadis* (ICDS), and Government promoted social groups like Community Development Society of *Kudumbasrees* in the District of Wayanad. Radio Mattoli is also associated with the following Government organisations and Departments: The National Bank for Agriculture and Rural Development (NABARD), the National Human Rights Commission (NHRC), the Union Ministry of Culture, the Union Department of Science and Technology (DST), Indian Coffee Board, the Spices Board, the Kerala State Council for Science, Technology and Environment, the Kerala State Horticulture Mission and the Agriculture Technology Management Agency, are partners and Radio Mattoli seeks the support of these Departments in creating radio documentaries, and also with financial support for various programme activities.

### Transmitter and Transmission

Bharat Electronics Limited Make 50 Watt FM Transmitter with wired rack and change over switch is installed for the transmission and one more Transmitter of the same specification is set up for backup purpose. Bharat Electronics Limited helped Radio Mattoli to set the Transmitter up.

No transmission downtime was experienced so far due to power failure or technical difficulties.

Radio Mattoli has an extra Transmitter installed and also a generator for power backup.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Jose Sebastian	Convener	Radio Mattoli
2	Jaise Baby	Member	Radio Mattoli
3	Jose Kavunkal	Member	Radio Mattoli
4	Sasikumar	Member	Radio Mattoli
5	M Surendran	Member	Representative of NGO
6	EJ Jose	Member	Representative of NGO
7	Mercy Ariappilly	Member	Representative of Government Sector
8	Margret Thomas	Member	Representative of PRI
9	PJ Chinnamma	Member	Representative of PRI
10	VP John	Member	Retired Teacher
11	MP Joseph	Member	Retired Teacher
12	PKK Nair	Member	Representative of Community
13	Petite Therese	Member	Representative of Community
14	Jusse FCC	Member	Representative of Community
15	Mercy Muttam	Member	Women's Representative
16	Balakrishnan	Member	Farmers' Representative
17	Mani Kommayad	Member	Tribal Representative
18	Jose Muttam	Member	Co-operative Sector

## Programme Content

S No	Title	Format	Subject	Description
1	<i>NABARD Vardhini</i> (throughout the year)	Various Formats: Interview, Skit, dialogue	<ul style="list-style-type: none"> <li>• Agriculture and Animal Husbandry</li> <li>• Watershed Programme/Water/Environment</li> <li>• Entrepreneurship Development/Income Generation programme</li> <li>• Tribal Sustainable development</li> <li>• Women and child development</li> </ul>	In association with NABARD Radio Mattoli is producing and broadcasting a fresh half an hour programme in the morning, and a repeat broadcast on same evening on five days of the week. Experts and officials from the field are invited to participate in the programme. Methods of modern agriculture, success stories of the farmers from the district, new Government Schemes, innovate methods, etc. are regularly aired in the programme. Broadcast from 7:30 am – 8:00 am and a repeat of the programme is aired from 9:00 pm – 9:30 pm.
2	<i>Mattoli Club Time</i>	Various Formats: Songs, Skit, story telling, talk, play etc.	On various subjects related to children (student's)	Mattoli club time is broadcast every day from 1:15 pm – 1:40 pm. And it is repeated every day 9:00 am – 9:25 am. Students from different schools participate in the programme. The programme is played in the schools during their recess. Aim is to foster the young talents and promotion of value education.

Contd. ...

S No	Title	Format	Subject	Description
3	<i>Vanitha Mattoli</i>	Various Formats: Interview, Skits, Discussions, Talks, Experience Sharing and Success Stories	On various subjects pertaining to the issues of women and their empowerment	<i>Vanitha Mattoli</i> is broadcast daily 1:00 pm – 1:15 pm and it is repeated from 9:35 pm 10:00 pm. Developed by expert women volunteers and field experts from the community, it brings representatives from the local self governance, officials from various Government Departments, house wives, students and social activists participate in the programme. We discuss various issues confronted by women in the field of health, education, politics, etc.
4	<i>Khadigharam (Clock)</i>	Radio Documentary– Interactive providing public and official view points	Pertaining issues of the people	<i>Khadigharam</i> is broadcast from 7:30 pm – 7:50 pm on all Wednesdays. It is repeated next day from 10:05 am–11:25 am and every Friday from 4:05 pm – 4.25 pm. <i>Khadigharam</i> discusses various contemporary issues of Wayanad district such as river pollution, road issues, public transport, consumer affairs, health issues etc. The version of the people and the official version of the selected issue are broadcast.
5	<i>Thudichetham</i> (sound of <i>Thudi</i> : tribal musical instrument)	Various Formats: Skit, Folk songs, Interview, Documentary	Tribal issues, culture and empowerment  Promotion of tribal culture	<i>Thudichetham</i> is broadcasted from 8:05 pm – 8:20 pm every day and repeat is aired from 2:30 pm – 2:45 pm next day. This is produced and broadcast in indigenous dialect, with the assistance of volunteers and resource persons from the indigenous community. A programme by the name <i>Namma Sasthra</i> (our science) is broadcast in which scientific explanation to every day events like the function of a Compact Fluorescent Lamp (CFL), mobile phones, motor vehicle, etc. and it explains the diverse cultural practices of different indigenous groups and popularizing science. Further, it discusses various concerns of the indigenous population.

## Community Participation

Radio Mattoli produces and broadcasts programmes of immediate relevance to the community. Community experts and individuals are invited to prepare the programme. Following strategies of Radio Mattoli to ensure optimum community participation:

- Open Forum*: Regular open forum are conducted with respective stake holders to identify their specific need that could be addressed through radio and get their feedback on the programme.
- Phone-in-Programmes*: Regular phone-in-programmes are conducted and this helps the community to be in touch with the radio. Phone-in-programmes would also help the listeners to voice their views. Leaders from the PR institutions also attend.



Singers from local community in Radio Mattoli Studio

- c *Mattoli School Clubs:* Mattoli has 93 school clubs in the entire Wayanad district who produce programmes regularly.
- d *Association with Community Based Groups and other organisations:* Community groups like National Service Scheme, Thrift Groups, Water Shed Groups, and Farmers' Groups are involved in the programme production.
- e *Training on Radio Programme Production:* Radio programme production training is being organised by Radio Mattoli with the assistance of NABARD where 26 persons from the district are being trained in producing radio programmes.



*Farmers experiences are recorded in the field*

**Languages of Broadcast:** Malayalam, indigenous dialects of Paniya, Raavula, Adiya and Kattunayikka

### **Sustainability Strategy**

As Wayanad is an under developed area the scope for generating revenue from advertisement is very less. Hence, Radio Mattoli depends on the funds from agencies and departments for its maintenance. The fund mobilized from such organisations is utilized for producing and broadcasting relevant radio programmes in connection with the subjects agreed upon.

### **Key Challenges Faced and Support Required**

*Financial Problems:* Cost of maintenance of the studio and regular cost for programme production and broadcast must be met. Increased fees the advertisements from the Central Government would be a solution.

*Scarcity of Skilled Manpower:* Community Radio Station operates with limited resources so it is very difficult to employ highly qualified workforce. Turn over of the community volunteers is another issue.

*Cold Attitude of Government Officials:* Government officials tend to shy away from supporting community radio.



*Radio Mattoli ensuring community participation*



## Chanderi Ki Awaaz @90.4 MHz

Swadesh Samaiya, Station Manager, Bunkar Vikas Sanstha, Old Bus Stand, Near Hotel Shreeekunj  
Sunil Jain House, Chanderi, District Ashok Nagar-473446  
Phone: 07547-253623 E-mail: chanderikiawaaz@gmail.com

### Background

The CRS Chanderi Ki Awaaz broadcasts @90.4 MHz daily for four hours between 7:00 – 9:00 am and 5:00 pm – 7:00 pm.

### Signature Programme

The signature programme of Chanderi ki Awaaz CRS is *Subah hoti hai, Shaam hoti hai* a lifestyle programme in an interview format that is broadcast for 15 minutes everyday. The program is about the daily routine of the common people-their way of living and how they survive.

### Funding and Support

Chanderi ki Awaaz has been collaborating with all the departments of the District Administration and with some of the important NGOs within the country such as One World South Asia, Commonwealth Education Media Center for Asia and Bunkar Vikas Sasthan.



*CRS Chanderi Ki Awaaz plan their programmes collectively with the community*

### Transmitter and Transmission

The Transmitter FMT 50 was procured from and installed by Webel Mediatronics Limited, Kolkata. Purchase of the Transmitter was made with collections from community members.

We did face some problems when Transmitter was down for 5-6 days (28 June–5 July 2011). We got it serviced with telephonic assistance from the technicians from Webel.

Broadcasting is stopped since the last six months due to breakdown of Solar based UPS. This was put by BECIL, who had assisted us with the establishment of studio, and construction of towers, etc. However no assistance has been made available till now for follow up support.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Champalal Ahirwar	President	Apna Kosh
2	Mohd Shaffeq	Vice President	Apna Kosh
3	Abdul Rahuf	Member	Bunkar Vikas Sanstha
4	Hassin Uddin	Member	Bunkar Vikas Sanstha
5	Abdul Azim	Member	NGO
6	Hari Narayan Ahirwar	Member	NGO
7	Rafeek Khan	Member	NGO
8	Swadesh Samaiya	Member	Community Radio
9	Seema Seikh	Member	Community Radio
10	Rahul Yagnik	Member	Community Radio
11	Pooja Samaiya	Member	Community Radio

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Rabe Rojgar ki</i>	Talk	Carrier	We motivate youngsters towards new opportunities.
2	<i>Dastane-e-Chanderi</i>	Documentary	Tourism	About the monuments of Chanderi and nearby areas.
3	<i>Subah hoti hai Shaam hoti hai</i>	Interview	Lifestyle	About daily routine of the common people.
4	<i>Kuch Lameh Sebat Bhare</i>	Information	Health	Programme provides information about health and hygiene.
5	<i>Chughat ke pal Khol sakhi re</i>	Drama	Women empowerment	Programme provides information empowering women.

## Community Participation

We are preparing programme among the people of the area and getting feedback. We provide phone numbers and address of the people for getting their feedback. We broadcast programmes related to education so that students are benefited. We are also broadcasting some programmes related to health and special programmes on small scale industries, about weaving, bidi and *tendu patta*. We are broadcasting programmes about tourism and culture activity related to Bundelkhand, like folk songs *Rai* and *Daak* so as to connect the community with their radio.

**Language of Broadcast:** Hindi

## Sustainability Strategy

Through the community radio we have achieved many successes in our field. We call our community radio functionaries who are volunteers as *Radio Mitra*. Since the last 3 years the whole team has been working selflessly. Initially training was provided by One World South Asia (OWSA) and CEMCA. Though from marginalized sections of society, within a short time, they have acquired technical and programme skills of broadcasting and they run the station successfully. We have added some new persons in the age group 16-25 and our success gradually reached the peak. In our new project supported by REACH Chennai, Akshaya, nine of our presenters from have been trained. Capital cost of ₹ 40,000/- was collected from community donations. BECIL has provided us with a fully equipped studio including solar systems in January 2011. However due to lack of support the UPS was down and has still not been repaired. BECIL officials say they don't have time to send support staff to the field.

Sustainability depends on community contribution and other advertisements. We also expect support to be provided by other agencies like Bunkar Vikas Sanstha and Apna Kosh.

## Key Challenges Faced

The challenges faced by Chanderi Ki Awaaz are power cuts and financial problem. We require support for the UPS which is not working properly. We also require a longer duration generator. We need economic support for some new projects so that workers may work efficiently and enthusiastically. Technical support also required for smooth running of the equipments.



Women at work participate in the programmes of Chanderi Ki Awaaz



Women have a say in programing



## Kisanvani @90.4 MHz

Jitender Sharma, Station Manager, Mandi Prangan, Begam Bag, Sironj, District Vidisha-464228

Phone: 07591-253942 E-mail: crs@isapindia.org

### Background

Kisanvani Sironj CRS broadcasts programmes for 6 hours daily on issues relating to agriculture in their area. The broadcasts are between 6:00 am – 9:00 am and 2:00 pm – 5:00 pm.

### Signature Programme

Our most popular programme is *'Kisan bhaiyon ke liye Phone-in'*. This programme is a fusion of folk song and agri-information bulletins. In this programme, farmers call up Kisanvani CRS to obtain agri-related information and demand folk songs of their choice by local artists. Kisanvani receives average 25 calls a day. Local artists use their traditional style of singing, which includes 'Rai', 'Aala', 'Gaari', 'Labangi', 'Lamtera' and 'Kalji-Turra'. Folk songs composed by these local artists are often made thematic and meaningful, which convey important messages on social issues.



*A Kisanvani RJ at work in the studio*

For agri-related queries, scientists and officials from nearby agriculture research station and local office of agriculture department are invited as experts. This programme is a big hit on Kisanvani and in the region.

### Funding and Support

Kisanvani works closely with State Department of Agriculture and State Agriculture Universities in developing agriculture related content. Scientists from the State Agriculture University or other extension officials use Kisanvani to reach out to the farmers. They frequently visit Kisanvani and also issue timely advisories to the farmers. Farmers are also encouraged to make call to these experts at the CRS to obtain answers for their farm-specific queries, thereby making it an interactive programme.

Mandi Board officials at the time of procurement inform the farmers about procurement status, storage space available in Government accredited warehouses and standard specification of products that would be procured by the Government agencies, etc. These arrangements are beneficial for both agencies using CRS to reach out the target audience and obviously listeners of Kisanvani.

### Transmitter and Transmission

Our CR Station has BEL make 50 W FM Transmitter without Rack and Change over Switch and FM wide band dipole antenna system 2 Bay. Bharat Electronics Ltd (BEL), Jalahalli post, Bangalore-13, Karnataka was the agency which assisted in the setting up of the transmission equipment.

We have never experienced transmission downtime.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Dr S Chandra	Agri-Expert	ISAP
2	Dr K Karthik	Development Expert	ISAP
3	Mr Gaurav Vats	ICT Expert	ISAP
4	Mr Ajay Bhonsle	Agri and Rural Development Expert	ISAP
5	Jitender K Sharma	Head-Concept Development	ISAP
6	Mr RS Yadav	Crop Expert	SDO Agriculture Sironj (Department of Agriculture MP)
7	Mr BS Tomer	Agri. Market Expert	Secretary, Mandi Samiti Sironj (Mandi Board MP)
8	Dr NS Baghel	Health Expert	Block Medical Officer, Lateri Tehsil

## Programme Content

SNo	Title	Format	Subject	Description
1	<i>Kisan bhaiyon ke liye 'Phone-in' programme</i>	Combo of experts' talk and folk songs	Farm-extension and entertainment	As explained in signature programme.
2	<i>Lok Sangeet</i>	Folk songs	Cultural Programme	In this programme, folk songs of local artists are aired. This is a very good platform for local artist to showcase their talent. Songs composed by these artists are always thematic and carry meaning messages (on education, health, agriculture, technology, etc.) for the listeners.
3	<i>Gram Chopal</i>	Farmers' Discussion/ Interview	Discussions on agriculture subjects and problems	An unique effort of engaging community in <i>Kisanvani</i> . In this programme, <i>Kisanvani</i> volunteers go to <i>Gram Chaupal</i> and record crop discussions among farmers and community issues, which are later broadcast after appropriate editing.
4	<i>Mandi Bhav</i>	News/and interviews	Commodities price bulletin	In this news bulletin, information on local commodities markets is broadcast.
5	<i>Mausam Samachar</i>	News	Weather based crop advisory	In this programme, weather update from Jabalpur Weather Station is aired. Also, agriculture experts issue weather based crop advisories to farmers.

## Community Participation

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

This helps in generating interest from the local community members. Further, many programmes broadcast from *Kisanvani* are interactive in nature.

At 'examination' times for school going children, a special programme is scheduled wherein local school teachers are invited to the studio. Over an interactive session, students call the teacher posing their queries/doubts, etc. Issues such as coping with examination pressure, methodology of study, trends in teaching/learning practices, etc. are dealt with exhaustively.



A newspaper report of the community participation in *Kisanvani CR*





*Kisanvani covers community events and festivals and record their performances for broadcast*

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 variety solicited, procurement status, standard specification of products that would be procured by Government agencies and related information. Such programmes keep the community engaged with Kisanvani.

**Language of Broadcast:** Hindi

### **Sustainability Strategy**

Sustainability is likely to remain an issue, as long as expansion of its existing outreach limit is not allowed. Limited geographical coverage is a major limiting factor for advertisers and sponsors. ISAP is currently cross-subsidizing operations of this CRS with its other agri-related projects.

### **Key Challenges Faced**

Engagement of local community in service of CRS on a voluntary basis is a big challenge.

Main problem is of limited outreach, which probably is common for all the Community Radio Stations. This inhibits the interest of potential advertisers or sponsors.

DAVP empanelment process is quite tedious. All functional CR Stations should by default be empanelled with DAVP. Inviting the community participants to manage the CRS on a voluntary basis is a real challenge.

Second big challenge is of local power supply. Currently, UPS and generators are used as alternate source of power. This has high cost implications.

Government may provide adequate solar-based power system as a backup in case of electricity failure. This would involve one time costing and would be a cheaper alternative.



## Radio Bundelkhand @90.4 MHz

Anuja Shukla, Station Manager, TARAGram-Orchha, Gram Bavedi Jungle, Orchha, Tikamgarh-472246  
 Phones: 07680-290951, 292081 Mobile: +91-9425813646 E-mail: ashukla2@deval.org

### Background

Radio Bundelkhand @90.4 MHz broadcasts eight hours of programmes between 10:00 am – 2:00 pm and 2:00 pm – 6:00 pm.

### Signature Programme

The signature programme of Radio Bundelkhand is *Shubb Kal* (Climate Change Adaptation). We have been engaged in creating awareness about the climate change adaptation especially since Bundelkhand region is facing extremities and dependent on scarce resources and their adaptation experiences can be a lesson for others in the community.

### Funding and Support

We have not yet received any funding or support. Radio Bundelkhand community radio station has been supported entirely with dedicated funds provided by Development Alternatives, which is the license holder of the CRS. For content development, we have partnered with several



*Anchors on job in Radio Bundelkhand Studio*

organisations, including local development officers of NABARD, Agriculture Department, Irrigation Department, Health Department, Self-Help Groups, Government Veterinary Hospital, local media, businessmen, etc. This makes our station truly community driven, as they are involved in programme development and management.

### Transmitter and Transmission

The 100 Watt ERP 1+1 back up Transmitter with PLL (for maintaining 90.4 MHz frequency) was supplied and installed by Nomad India Network, Mumbai, India.

The CRS has not experienced any transmission downtime.

## Programme Management

Name	District/Block/Village	Designation in Management Committee	Representative of NGO/Community/Management of Institution/Radio Station
Dr L P Anandani	PHC, Orchha	Member	Government
Dr Ajeet Dixit	Govt. Veterinary Hospital Orchha	Member	Government
Deepak Sharma	Youth	Member	Community Management Institution
Virendra Singh	Agriculture Joint Director	Member	Government
Bhagwati Ahirvar	Ahirvar Deepak SHG, Sitapura	Member	Community
Sunil Bhatia	AIR	Member	Government
Dr Surendra Babu	NABARD	Member	Government
Subhadra Rai	ANM, Orchha	Member	Government
Kali Charan Singh Rajpoot	Bundelkhand Buletin	Member	Community Management Institution
Prahlad Kushwaha	Rural Agriculture expansion, department	Member	Government
Ramnath Ahirwar	Irrigation department	Member	Government
Gyan Chandra Jha	Electronics goods Shopkeeper	Member	Community Management Institution
Balram Singh Yadav	Social worker	Member	Community Management Institution
Dr Jagdish Singh Rawat	Forest Department	Member	Government
Ashok Dubey	Rural Agriculture expansion department	Member	Government
Ram Yadav	Sarpanch	Member	Community member
Nanadlal Kushwaha	Farmer	Member	Community Management Institution
Pradeep K. Srivastava	Amar Ujala, Jhansi	Member	Media
Dharmendra Sahu	Sahara Samay	Member	Media
Wg Cdr P Sahney	TARAgam	Member	NGO
Soma Biswas	Development Alternatives	Member	NGO
Manoj Mahata	Development Alternatives	Member	NGO
Anuja Shukla	Secretariat, RB	Member	Radio Station
Ashok Shukla	Secretariat, RB	Member	Radio Station



Field recording of a women's programme for Radio Bundelkhand



Live coverage of cooking competition Zaika by Radio Bundelkhand

## Programme Content

S No	Title	Timing of Broadcast	Format	Subject	Description
1	<i>Khet Khalihan Se</i>	10:05 am – 11:00 am 2:05 pm – 3:00 pm	Interview, Discussion, Focus group Discussion, Radio report, phone in (recorded/live/teleconferencing/) etc.	Agriculture, Livestock Management, Horticulture, <i>Mandi Bhao</i>	Since 2011 it is broadcasting thrice in a week. Combination of three different kind of information based on Agricultural practices, Livestock management and Market price.
2	<i>Meri Bundeli Mere Geet</i>	11:00 am – 12:00 noon 3:00 pm – 4:00 pm	Request based local folk based musical programme	Listeners' choice musical programme based on local folk traditions	Since 2011 its episodes increased on demand of listeners and now broadcasting thrice in a week. In this programme, every week telephone lines open to record the listeners' request for folk songs.
3	<i>Mujhe Haque Hai</i>	10:05 am – 11:00 am 2:05 pm – 3:00 pm	Interview, Discussion	Access to entitlement and employment information	A weekly programme based on access to entitlement, a Government or non government scheme's information is disseminated to listeners, share, and beneficiary's experiences with the listeners.
4	<i>Rasoi se Sehat ka Safar</i>	10.05 am – 11:00 am 2:05 pm – 3:00 pm	Interview, Talk, Discussion	Daily seasonal tips, domestics, traditional and natural medicines, Local recipes	This weekly programme is a bunch of information on daily life tips related to health and daily life. One part of programme is based on local daily recipes, what are women preparing in their kitchen.
5	<i>Hamari Chaupal</i>	1:00 pm – 1:30 pm 5:00 pm – 5:30 pm	Talks, Interviews, Discussion, Skits, Radio report and Travelogue etc.	Coverage of local events, festivals, issues, problems, historical monuments and personalities	This daily programme is an open forum for different issues. Reports of local events, issues, festivals and problems, local historical places, stories of local historical literary and other personalities are also covered in this programme.

## Community Participation

Radio Bundelkhand is a participatory model and jointly managed and run by the community and Development Alternatives. Most of the programmes of RB is developed with the participation of local community right from coming up with ideas of programmes, sharing their talent and expressing their interest to give the programmes for the Radio. Local folk singers visit the CR station with their groups to record their songs. Community reporters conduct narrow casting among small listeners' groups and create a new programme with their focus group discussion. Local community participates in live and recorded phone-in programmes.



A singer's group showcasing their talent in Radio Bundelkhand Studio

The Public Advisory Council meets twice a year, in which district level local authorities and specialists participate and advise the CR for the direction and thrust areas to work on.

**Languages of Broadcast:** Bundeli, Simple Hindi (sparingly) with a local texture of language, which can be understood by the local community

### Sustainability Strategy

The sustainability strategy of the CRS is to generate funds from local market, community membership, to get funds from government, bilateral, multilateral funding agencies, and communication support for awareness on different issues, training and capacity building support to other organisations for the replication of more community radios.

The financial sustainability is still a challenge for Radio Bundelkhand due to the lack of business from the local market and the lack of financial support from local Government. It has been surviving on funding from its mother NGO Development Alternatives for various development awareness programmes. It also has been working as a trainer for new groups and individuals interested to learn the production and establish community radio. These are nominal and unsure, not dependable source of earning to sustain the CRS.

Radio will be sustained, when funds come from other sources such as Government, corporate and other funding agencies for dedicated sponsored programmes.

Local advertising and membership funding model is not successful in the area of Bundelkhand, the coverage area of Radio Bundelkhand.

### Key Challenges Faced

**Financial:** Support required for leveraging funds from Government

**Technical:** To increase the reach of community radio's reach since corporates are not ready to fund for a small reach up to 10-12 kilometres.

Women's participation in production and management of radio is a constant problem, which can be a great support to motivate other women, due to cultural barriers.



*Women in village listening programme of Radio Bundelkhand*



## Radio Dhadkan @107.8 MHz

Baby Raja Bundela, Station Manager, Sambhav Social Service Organisation  
Circular Road, Gwalior By-pass, Shivpuri-474002

Phone: 0751-2341995 Mobile: +91-9810987257 E-mail: sambhavshivpuri@gmail.com

### Background

Radio Dhadkan @107.8 MHz broadcasts its programmes for nine hours daily between 7:00 am – 10:00 am; 12:00 – 3:00 pm and 6:00 pm – 9:00 pm.

### Signature Programme

*Bal Jagat* is the signature programme of the CRS. It has been designed keeping in mind the social, mental, physical and entertainment aspects of the children and youth. The programme is a mixed blend of children sharing their thoughts in an open platform, and looking at the above mentioned issues from the community, parents and service providers' perspectives to look for interventions for better growth of children. *Bal Jagat* includes a component of adolescent programming focusing on adolescent health and social dynamics of girl child empowerment.



*Radio Dhadkan's signature programme being recorded*

### Funding and Support

The radio station has made some efforts towards working with the Government Departments by using its programme *Jankari Aapke Dwaar*, as a effort that disseminates information on various government schemes that fall under the aegis of the Government of Madhya Pradesh and Government of India. However, no direct working relationship has been developed. The Collector of the Shivpuri District recently participated in the radio set distribution programme. Funding for the operations of the CRS has been supported by UNICEF and technical assistance provided by consultants.

### Transmitter and Transmission

Two Transmitters installed by the Radio Dhadkan CRS have been supplied by WEBEL Mediatronics Limited.

Since day one the Transmitters have been having continuous issues of data rest and transmission outreach. This has been shared on a larger platform many times with WEBEL. However the supplying agency has not been able to rectify the error to zero. The transmission sometimes goes down to as low as 500 meters and maximum 3 kilometres for a long period of time.



*What women say has meaning to Radio Dhadkan*

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Nabil Singh	Member	Radio Station
2	Dr S K Singh	President	NGO
3	Arun Apekshit	Member	Community
4	Champa Bai	Member	Community
5	Deepak Sharma	Member	NSS
6	Mahendra Upadhyay	Member	Academician

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Jankari Aapke Dwar</i>	Vox	Information Dissemination	Information on Government Schemes. One of the key roles played by the CRS is to ensure better awareness among the listeners.
2	<i>Rozgaar Mantra</i>	Vox	Employment	Options of livelihood. Ideas of how to enhance incomes are discussed in this programme.
3	<i>Geet Sagar</i>	Music	Folk Music	Local art and music. The local community has a rich tradition of singing and brings in the local talent to the fore.
4	<i>Sashakt Mahila</i>	Vox	Women Empowerment	Highlights successful stories of women empowerment. Building on the notion that community impact can be best seen when women are empowered, and is motivational for others.
5	<i>Meena</i>	Drama	Child Health	UNICEF's Meena Series is broadcast keeping in view the availability of well-structured content developed by UNICEF on child health.

## Community Participation

Since its inception, Radio Dhadkan has covered a population of over 170,000 (in 51 villages and some parts of urban Shivpuri). Of this population, approximately 20.3 per cent are SC, eight per cent are ST, and 43.67 per cent are Other Backward Classes (OBC). One of Radio Dhadkan's major strategic goals has been to include maximum number of people, especially Sahariya from the community in the management committee, radio station staff, and village facilitators. Therefore, these people have been recruited and trained to work in the radio station. Until recently, Radio Dhadkan has begun generating volunteers among adolescent girls; so as to increase community participation. The community has always been included in decision making process regarding programme subject selection, programme development, and programme finalisation. Programmes have holistically focused upon the issues in terms of their content and presentation.

**Language of Broadcast:** Hindi

## Sustainability Strategy

The revenue options identified by the CRS for sustainability include, among others, collaboration and partnerships with other NGOs in the area; local advertising of shops and trading associations, schools, training institutes, announcements and classifieds; contributions from villages and listeners from radio club membership; equipment rental and studio hire; production of CDs and demos for interested artistes; sale of programmes to other CR stations and interested parties; production and advertisement costs from Government at DAVP rates; and other contributions.



Radio Dhadkan covers local events of the community

## Key Challenges Faced

Serious threat to the identity of radio station due to very poor transmission quality, which lead to people started to believe that community radio is of no use to the community.

Financial income to the radio station became almost impossible as no one wants to invest, when no one can listen to the radio station.



## Radio Popcorn @90.4 MHz

Mrityunjay Singhai, Station Manager, RKDF Institute of Science and Technology, Jatkhed  
Hoshangabad Road, Bhopal-462026

Phone: 0755-4222909 Mobile: +91-9893448220

E-mails: mrityunjaysinghai@yahoo.com, mrityunjaysinghai@gmail.com

### Background

Operating at 90.4 MHz, Radio Popcorn has been broadcasting daily for ten hours operating from 9:00 am – 7:00 pm.

### Signature Programme

Our signature programme is on Spoken English. It is a show that is broadcast each day in the morning as well as in the evening. The show brings experts, personalities, and corporate figures to help the listeners with Basic English language. The programme is hugely popular as it vastly improves listeners' English language skills.

### Funding and Support

Our supporters are primarily from the private sector. We have worked with Family Planning Association of India, Udyan Society and St. Raphael High School.

### Transmitter and Transmission

The manufacturer of the 50 Watts FM Transmitter WML CRS 50 (1+1) is Webel Mediatronics Ltd and installation was assisted by HCL Infosystem Ltd.

We have faced transmission downtime some times because of disturbance in electricity supply and some other technical reasons but we have a backup Transmitter, hence there was no down time.

### Community Participation

The Radio club formed by our station consists of faculties, students and members of the local community. We conduct several activities amidst our community members and they too actively participate in our radio programme making and broadcasting.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Mr Siddharth Kapoor	Managing Director-RKDF Group	RKDF Education Society
2	Mr Ravi Khare	Director-Public Relation, RKDF Education Society	RKDF Education Society
3	Mr Mrityunjay Singhai	Station Manager-CRS, RKDF Institute of Science and Technology	CRS, RKDF Institute of Science and Technology



*Radio Popcorn Studio*



## Programme Content

S No	Title	Format	Subject	Description
1	Health Alert	Talk and Interview-back show	Health	Our health alert programmes include discussions with experts over diseases, and preventive measures.
2	Spoken English	Talk-back show	Education	Lively presentation of English learning programmes with lecturers.
3	Personality Development	Talk and Interview-back show	Education	Suggestions, guidance by experts focusing on personality development of youth.
4	Career <i>Gupshap</i>	Talk and Interview-back show	Education	Providing information, suggestions for upcoming career opportunities to students and other community listeners.
5	<i>Humari Chaupal</i>	Outdoor activity	Social	Highlighting the daily activities of our community area like local market, cultural, religious and social activities.

**Languages of Broadcast:** Hindi and English

### Sustainability Strategy

We have been generating revenue through broadcast of advertisement sponsorship, providing training, putting out the studio venue on rent. Hopefully, we will achieve break-even point in the next two years.

We will also need to explore advertisement revenue in the coming months.

### Key Challenges Faced

We need proper financial support from the Government and semi-Government Departments in programme content as well as monitoring to ensure that we can retain all staff and engage the community more actively.

Our community area is very wide but dense hence we need more powerful transmitter for better reception.



*Community participant in studio for recording*



*Community activities are covered by Radio Popcorn*



*Live programme by community in studio*



## Vanya Radio Chandrashekhar Azad Nagar (Bhabra) @90.4 MHz

Satish Singh, Station Manager, Shasakiya Utkrishta Uchcharat Madhyamik Vidyalaya

Chandra Sekhar Azad Nagar (Bhabra), Alirajpur-457882

Mobile: +91-9425935665 E-mail: vanyaradiobhabra@gmail.com

### Background

We are a new Community Radio Station. Radio Chandrashekhar Azad Nagar (Bhabra) CRS broadcasts for four hours during the day between 8:00 am – 10:00 am and repeat transmission 6:00 pm – 8:00 pm.

### Signature Programme

Our signature programme is *Katha Kabani* which focuses on making people aware through *katha* and *kabani* (Story telling). Other key programmes that are popular are: Agriculture (Technical support to community people through them), *Bat pate ki* (Cover the RCH and Health problem through *natak*).



*Girls from the community at the studio*

### Funding and Support

Vanya Bhopal has provided a basic support for the establishment of the CR Station. The CRS works closely with some Government Departments, NGO groups or civil society organizations. They are Swaraj Sansthan Bhopal, Women and Child Welfare Department Bhopal, UNFPA Bhopal and Vanya Bhopal.

### Transmitter and Transmission

The Transmitter was procured from TEM (Opera), Italy and the agency that has assisted us to set up the Transmitter is Delhi Light and Music Centre.

The CRS has not experienced any transmission downtime up to now.

### Community Participation

We ensure community participation with the support of community, primarily because people listen to the spoken word. We discuss with the people and sort out their problems.



*Interactions with the community are covered by the CR Station at their locations*

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Mr Satish Kumar Singh	Manager	Management of Institution
2	Mr Bharat Singh Ajnar	Financial Matter Consultant	Management of Institution
3	Mr Keshar Singh Bamaniya	Language Expert	Management of Institution

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Kethi Kisani</i>	Conversation	Agriculture	Proper idea about technical support and how farmer fertilize seeds and store the grain, etc.
2	<i>Katha Kabani</i>	Natak and One Way Conversation	Life Skill and old story about life	It is an entertaining programme in which we provide general life issues of people and how they will solve.
3	<i>Bhajan</i>	Local Song	Community Local and spiritual song	Spread local song in community and try to give life to community local song.
4	Government Scheme	Two Way Conversation	Scheme	It is a two way conversation programme in which two people discuss about the Government scheme and as our community people are so backward so we spread a brief knowledge of Government scheme.
5	<i>Bat Pate Ki</i>	Natak (Theatre)	Reproductive child Health	Try to sort out the tribal community woman's productive problem and encourage hospital delivery rather than home delivery. Suggest for breast feeding and proper care of children.

**Languages of Broadcast:** Bhili and Hindi

### Sustainability Strategy

We look forward to generating resources through Government support and grants. The challenges are: liaison with the Government Department takes time. It will enable us to become sustainable and our main aim is to sustain the community participation first.

### Key Challenges Faced

Lack of man power and hesitation to liaise with the Government Departments is one of the key challenges. We are also a little weak in financial matters, we need training in these aspects.



*Creative talents of the local community is covered by recordings in studio*



## DY Radio Dnyanvani @90.4 MHz

Dr Rahul B Gethe, Station Manager, Sector 7, Dr DY Patil Vidyanagar  
Nerul, Level II, Navi Mumbai-400706  
Mobile: +91-9892920722 E-mail: wasim@dnyanvani.com

### Background

DY Radio Dnyanvani @90.4 MHz broadcasts its programmes for six hours everyday between 9:00 am – 11:00 am; 12:00 noon – 2:00 pm and 4:00 pm – 6:00 pm.

### Signature Programme

Our most popular programme is Health Time, broadcast from 12:00 noon – 2:00 pm. This alternates with education topics especially for career counseling. In Navi Mumbai area which serves a wide range of people, health is a major concern in today's time. Regularly patients visit doctors for consultation, but through our radio we are bringing doctors to the patients. The content is decided as per the current climatic conditions and health issues, important days in health and medicine, through our campaign of tobacco free Navi Mumbai. For bringing greater awareness, we have also organised a cycle rally which has received good response and will continue to do such from time-to-time in various fields also.



*Women from Navi Mumbai share their experiences on women's empowerment*

### Funding and Support

We have worked with Navi Mumbai Police and Navi Mumbai Municipal Corporation (NMMC).



*Dr Rahul at Dnyanvani 90.4 MHz editing room*

Law students took initiative in helping the prisoners be released on time whose tenure is completed but cases were not finalised at Thane court. Nowadays, maximum cases are dealt quickly and the prisoners will be released shortly.

DY Radio Dnyanvani supported and created awareness about Tobacco Free Education Institution Campaign in Maharashtra through its different programmes on Tobacco-free Navi Mumbai. The CRS is also supporting the social causes of the Government of Maharashtra.

### Transmitter and Transmission

The Ramsay 50 Watt Transmitter was installed by Trimurti Instruments, Mumbai.

We have experienced transmission downtime a couple of times during the monsoons, but it was taken care in a day. Computer crashes, general breakdowns are of Transmitter, software, and some electric supply related problems.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Shri Vijay Patil	President	Management of Institution
2	Dr Rahul B Gethe	Station Director	Radio Station
3	Shri Pankaj Athavale	Consultant	Consultant
4	Shri Rahul Binit	Branding Manager	Radio Station
5	Shri Md Wasim Ansari	Programming Manager	Management of Institution

## Programme Content

S No	Title	Format	Subject	Description
1	Health	Interview based	AIDS and other Health Issues	12:00 – 2:00 pm Covers health related topics bringing experts and specialists to the CRS
2	Sports	Interactive	Cricket	4:00 – 6:00 pm Sports can bring community together and we discuss this segment in a most interactive way
3	Information / Awareness	Interview based	Days / GK / Current Affairs, Personalities,	9:00 – 11:00 am By taking on a quiz and interview based format we are able to cover general awareness on current topics for the welfare the people's knowledge
4	Education	Interactive	Law, B. Ed, MBA, career counseling,	12:00 – 2:00 pm This slot can also be covered as Health topic, and switches every three months cycle. In this career related information is shared
5	Participation of local communities	Interview	Agriculture Community, Sugarcane and Benefits	4:00 – 6:00 pm Covers topics of interest to farmers

## Community Participation

During the tobacco-free Navi Mumbai campaign, live commentary was done on DY Radio Dnyanvani to cover a T20 cricket match in which approximately 25,000 to 30,000 people were present as the radio partner. Our channel also created awareness through Kalyan Mahotsav in which 8,000 to 10,000 devotees were present. The CRS created awareness on uses of Jute, Warli paintings and handmade products by Self Help Groups in Navi Mumbai. The CRS has spread awareness among the community of the different courses in the University and helpline numbers were shared.

**Languages of Broadcast:** Hindi, Marathi and English

## Sustainability Strategy

The strategy for sustainability is to engage with the community in those activities where the public is most interested. We have taken the strategy of engaging ourselves in public events like T20 Cricket events, and other public and religious events. We would like to also take up advertising for which we need some guidance of how to get DAVP empanelment. We will be sustainable within a year from the day of its active functioning.

## Key Challenges Faced

We face challenge in ensuring consistent production and community participation.



*Dnyanvani 90.4 MHz' Dr Rahul Gethe supporting T20 match*



## Green Radio @90.4 MHz

Shivaji Mohite, Station Manager, Basement Shiv Pavillion, Ram Mandir Chowk,  
Sangli-Miraj Road, Sangli-416416

Phone: 0233-2322102 Mobile: +91-9823073598 E-mail: ms.archanagokave@rediffmail.com

### Background

Green Radio @90.4 MHz broadcasts its programmes on 90.4 MHz for 18 hours daily between 6:00 am – 12:00 midnight.

### Signature Programme

The signature programme of Green CR is Harit Kranti in which Professors from Agricultural Colleges give information to farmers regarding seed varieties, fertiliser dosage, pest control information and various diseases to maximise yield. We also inform farmers about the current market rates for all agricultural products daily at various markets in Maharashtra apart from hourly weather updates and information on new technology and new machinery available from farm machinery industries.



*Green Radio's Studio facilities ensures good quality broadcasting*

### Funding and Support

We are collaborating with many Government agencies, NGOs and public institutions for our programmes. While the Agricultural Development Officer and Zilla Parishad Officials, Sangli share information about State Government and Central Government Schemes for the community, the Superintendent of Police shares information on care to be taken by the community during festivals, and disasters like floods. Doctors from Civil Hospital talk about care to be taken during different climatic conditions. Educational Institutions and Medical Colleges come to us regarding the admission process and guidance to students. NGOs working for AIDS partner with us to give awareness regarding AIDS to the community and Banks give information on loans available to students, farmers and traders.

### Transmitter and Transmission

The Transmitter was supplied by NOMAD. They have assisted us well during its installation.



*Green Radio motivates listeners to the role of Indian Defence*

We have not had any experience of transmission downtime. We do the regular maintenance which avoids transmission downtime.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Mr Shivaji Mohite	Secretary	Station In-charge
2	Mrs Jui Barve	Joint Secretary	Production Coordinator
3	Mrs Chetana Vaidya	Convenor	Radio Station
4	Dr BA Chougule	Member	Medical Officer
5	Dr Vishal Magdum	Member	Medical Officer
6	Mr Prabhakar Gaurav	Member	NGO
7	Mr Basvraj Mastoli	Member	Agriculture Development Officer, Sangli
8	Mr Shivraj Yadav	Member	HOD of Government Engineering College
9	Mrs Archana Gokave	Member	NGO
10	Mr Rajiv Patil	Member	NGO
11	Mr Rajesh Halyal	Member	Technical Expert

## Programme Content

S No	Title	Format	Subject	Description
1	Harit Kranti	Information, Interview, Bazar updates, Talk Shows	Agriculture	We have 10 episodes on banking and on agriculture depending on current climate. We update daily and broadcast 365 days.
2	Dr's Room	Interview and Answering the Questions of Community	Health	We invite specialist doctors to give information of their respective fields and give answers of the questions asked by community.
3	<i>Chala Paryatanala</i>	Information and Talk Show	Tourism	We give information regarding tourist places in India, best time to visit, climate, precautions to be taken, sites to be visited.
4	Youth Corner	Information/Talk show, Interview	Educational/ Job opportunities	Special programme for youth regarding their career, information on courses, available job opportunities, interviews of teachers and experts regarding how to study for competitive examination are conducted.
5	Rang Maza Wegala	Interview and talk Show	Cultural	Interview of persons having different talent in various categories such as sports, drawing, painting, singing, music etc. and how to grow this talent professionally.

## Community Participation

In all Green Radio programmes we involve the community to participate. All types of people from the community are involved in the programme. In Harit Kranti we involve farmers and farm labourers. In youth corner we involve students, teachers and experts. We go to different colleges and try to involve maximum students. During different awareness programmes such as 'Respect the National Flag' we involve all school students and on 14th November Children's day, our Radio Station was run by school students.

Community members help us with different types of content for our radio station for three hours daily and we have a bank of 500 hours of content. Community is very much interested to participate in our programmes as it is deeply sensitive to local



Green Radio promotes nation building activities with schools

needs and aspirations. We also have two sponsored programmes and four long-term community-based programmes. We are launching Green Radio Club from April this year with nominal fee of ₹ 50 per individual, ₹ 100 for families and ₹ 100 for NGO, etc.

The Police Department gives all important announcements regarding traffic control, theft, etc. from our radio station. We involve Ministers of Maharashtra Government to inform various schemes of Government to the community. We invite local NGOs who work against global warming, AIDS awareness, child labour and interview of leaders of Self-Help Groups. In this way we incorporate the community.

Green CRS has helped Shrikant Omkare a blind handicapped boy to have a recognition build up in the society. Being blind, listening to radio was a sole source of his entertainment. Shrikant mentioned that he really loves listening to Green CRS. Shrikant being a active listener of Green CRS, his interview was broadcasted on Green CRS which has helped him in his further educational fund from society.

**Languages of Broadcast:** Hindi and Marathi.

### Sustainability Strategy

We are running station with the help of our donors and local artists working as volunteers. We are giving a platform to young achievers and also giving stipend to them. Since we have been working with community for the last 20 years, we have built our trust in the people and the community trust us and our work. This has improved people's participation and the availability of part-time manpower. Generating content has not been so difficult. We train 5 to 6 students under the basis of earn and learn. We train the college students and repay the stipend for the work.

We are planning to run our Green CRS for maximum hours and maximum participation of community. We have proposed to invite some eminent persons to be a member of Green CRS. They will help us economically. We are launching Green Radio Club from 1.4.12 with nominal fees ₹ 50 per individual, ₹ 100 for families, and ₹ 100 for NGOs, etc. This membership strategy will ensure sustainability of our station and also for content collaborations from our future members. We are getting good response for this concept.

### Key Challenges Faced

Training the people in all aspects of running a radio station is a major problem. The other key challenge pertains to maintaining a log of broadcast.



Green Radio is committed to serve the community around Sangli





## Jago Mumbai @90.8 MHz

Nitin Makasare, Station Manager, Jago Mumbai, Union Park, Khar West, Mumbai-400052

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### Background

Jago Mumbai CRS @90.8 MHz broadcasts its programmes for 12 hours daily between 8:00 am – 8:00 pm.

### Signature Programme

**Citispeak** is a show dedicated to featuring individuals and organisations working to bring about social, civic, educational and environmental change in Mumbai. The purpose is to provide a platform to showcase their work, partner with them and together reach out to involve the citizens and start various awareness campaigns that can equip more people. People featured on this show belong to slums of Khar Danda, social workers involved in large communities living in areas like Dharavi, Citizens' groups in Bandra-Khar and BMC educationalist as well as environmentalists who propagate conservation and recycling of resources.

### Funding and Support

We have worked with the BMC through Additional Commissioner, Ms Manisha Mhaiskar, on various health related causes like Malaria Campaign, organising free heart camps for slum dwellers and showcasing proper use and recycling of plastics. We are also working with the Traffic Department through Additional Commissioner, Mr Vivek Phansalkar to propagate traffic rules and regulations, celebrating various ground events like the Traffic Safety Week and dispensing regular traffic updates to the citizens of Mumbai.



*Production team of Jago Mumbai at studio*

### Transmitter and Transmission

The Transmitter of 50 Watts (1+1) with a standby was assembled and installed by Nomad.

We have not experienced any transmission downtime.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Nitin Makasare	Station Head	Jago Mumbai
2	Surekha Kotwani	Vice Chairperson	UPRA
3	Bharati Kakkad	Social and Civic Activist	UPRA
4	Aruna Prakash	Social worker	Independent
5	Erica D'Souza	Consultant	Radio Active
6	Madhuraja	Community Radio Jockey	Ex – Doordarshan/AIR

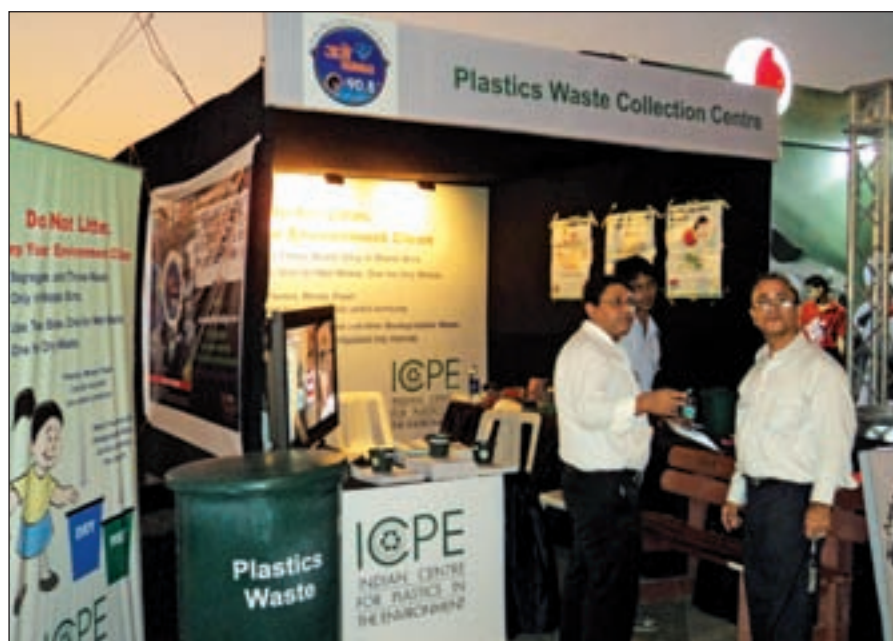
## Programme Content

S No	Title	Format	Subject	Description
1	<i>Hum Honge Kamayab</i>	Informal Chat	Real life Stories of Differently-abled and Under privileged Children	Show features real life heroes who share their true stories – describing how they have managed to overcome disabilities, challenges, trials and poverty to lead a happy and successful life.
2	60+No Fuss	Informal Chat and Discussions	Issues related to Senior Citizens	This show is targeted towards the senior citizens – the Grey Army as we call them. It deals with all aspects of living a happy, contributive and healthy life, regularly featuring people who still live life to its fullest, hosted by a Senior Citizen herself.
3	<i>Chocolateka Banglaa</i>	Story Telling	Story Telling show imparting Moral Values, Culture and General Knowledge to kids	Story telling sessions by a “ <i>Chatur Naani</i> ” and Kids Community club – Funshine (6–10 yrs). The art of storytelling has been revived and kids are treated to moral values, patriotic themes, cultural exchange and pure entertainment through this show, with a platform for community kids to be on radio.
4	Home Minister	Chat – Discussions	Women, Mothers, Housewives	This show hosted by housewives trained by Jago Mumbai focused on equipping and empowering women – mothers and home makers alike by dealing with everyday issues faced by them.
5	Open Mic	Interview – Chat	Showcasing Local Home Grown Talent	This show features local home grown talent and independent artistes. It works for singers, musicians, choir groups, local classical singers, film makers to showcase their talent.

## Community Participation

We select all our community Radio Jockeys/Host from within the community, train them and send them into the field to do real and relevant programming. They are Voluntary RJs with us, but also act as ambassadors of their area/locality/ community working as our local reporters, in touch with the issues, challenges and events.

They automatically get involved with and feature it on Jago Mumbai. Our strong network built with local organisations/ NGOs/ Citizen's Groups, etc. also help us to be in touch with the community people. There are around 10 colleges in our vicinity who use us as their official radio partner for all educational and cultural activities through the year on a dedicated show called Campus Connect. The same applies for all Bombay Municipal Corporation (BMC) run schools. This helps us bring in the right kind of wholesome participation that helps us develop entertaining and empowering content.



Jago Mumbai CR collaborates with local NGO in civic activities



*Jago Mumbai covers successful woman of the community*

**Languages of Broadcast:** Hindi, English, Marathi and Gujarati

### **Sustainability Strategy**

We are attracting people to advertise with us, there is also an approach to network with corporates in our area to harness their Corporate Social Responsibility (CSR) factor and team up to increase the impact of what we are already doing.

### **Key Challenges Faced**

Our biggest challenge is weak signal (Low Powered Transmitter) which leads to low visibility finally translating to loss of commercial opportunity. In a city like Mumbai where noise levels are high and high rises are on every second step, it is extremely difficult to be heard sometimes even within a range of 2 km. It has been our request from the beginning to have a different policy for rural and urban CRS to help them deal with their challenges in a customized way. If the issue of low power and weak signal are taken care of, then it will be a big boost in our arm to become totally self reliant and sustainable.



*Community women come to studio to voice their opinions*



*Community women and men at Jago Mumbai Studio*



## CRS KVK Pravara @90.8 MHz

Nitin Thete, Station Manager, Krishi Vigyan Kendra (PIRENS), PO Babhaleshwar  
Taluk Rahata, District Ahmednagar-413737  
Phones: 02422-253008, 253009, 252414, 253612 Fax: 02422-253536  
E-mails: kvkahmednagar@yahoo.com, gaikwadbh@yahoo.com

### Background

The CRS KVK Pravara, established three years ago, broadcasts for four hours daily between 12:00 noon – 2:00 pm (repeat broadcast) and 6:00 pm – 8:00 pm (regular broadcast).

### Signature Programme

Out of 60 minutes agriculture programme, 30 minutes programme is *Krisi Vani* programme where agriculture technology and success stories developed by KVK and other line departments are the focus. Another 30 minutes programme is reserved for live interactive and dramatic programme on agriculture. Special programme like *Hello Yashwant* (successful farmers), *Hello Scientist*, serial discussion on particular theme/concepts, panel discussion on recent/current issues, weekly review of agriculture activities and agriculture technology dissemination through local culture are being developed. All these formats help us develop more interesting programmes.



Women in CRS KVK Pravara Studio

### Funding and Support

We are working with Department of Agriculture, Government of Maharashtra as well as Government of India. This CRS is running under Krishi Vigyan Kendra which is funded by Indian Council of Agricultural Research, New Delhi and locally managed by an NGO – Pravara Institute of Research and Education in Natural and Social Sciences (PIRENS). For establishment of Community Radio Station, Ministry of Agriculture has supported through ATMA project. This CRS is also working with Education, Health, Rural Development Departments at district level besides regular coordination with Agriculture Department at various levels.

### Transmitter and Transmission

The transmitter was procured from and set up by M/s. High Vision Technologies, Bangalore. We have not experienced transmission downtime.

### Programme Content

S No	Title	Format	Subject	Description
1	<i>Gramjagat</i>	Interview	Rural development	All activities and programmes related to rural development besides success stories included.
2	<i>Lokranjan</i>	Variety	Local culture and art	Based on local culture and art to discuss the knowledge and important message.
3	<i>Dnyanganga</i>	Interactive/drama	Education	Students from lower KG to higher education along with success stories.
4	Our land, your technology	Live phone-in/interactive discussion/drama	Agriculture	Every day various concepts, practices, developments and crucial issues related to agriculture.
5	<i>Krishivani</i>	Interview and discussion	Agriculture	On all aspects of agriculture and its technologies by scientists and success stories among farmers.
6	Our Health	Interview, discussion and live phone-in	Health	All health related issues including our ancient medical system.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Dr Bhaskar Gaikwad	Chairman	Representative of NGO
2	District Superintendent Agriculture Officer	Member	Department of Agriculture
3	Project Director	Member	DRDA
4	District Health Officer	Member	District Health Department
5	District Education Officer	Member	District Education Department
6	District Animal Husbandry Officer	Member	District Animal Husbandry Department
7	Shri A P Unde	Member	Director, PIRENS, NGO
8	Shri Sopanrao Pulate	Member	Chairman, Marketing Society
9	Dr Bhaskarrao Kharde	Member	Managing Director, Nizarneshwar Dairy Products
10	Dr S R Walunj	Member	Secretary, Pravara Rural Education Society
11	Shri Somsundaram	Member	Director, Pravara Medical Trust
12	Dr D U Kharde	Member	Personnel Manager, Pad. Dr Vitthalrao Vikhe Patil Sahakari Sakhar Karkhana
13	Shri M N Thorat	Member	Manager, Pravara Cooperative Bank
14	Prof Nadgire	Member	Project Director, Jan Seva Foundation
15	Shri Dinesh Bhane	Member	Director, Nehru Kala Academy
16	Shri Datta Patil Shirsath	Member	Farmers Representative, Kolhar
17	Shri Madan Chaudhary	Member	Farmers representative, Khandala
18	Smt Kalawati Sadaphal	Member	Women farmers representative, Rahata
19	Mrs Shaileja Navandar	Member	Women farmers representative Ashwi
20	Shri Sunil Borude	Secretary	Subject Matter Specialist (Agri. Extn) KVK/ Representative of NGO



KVK Pravara CRS

## Community Participation

While designing the format of the programme every member of the rural community is considered to maximize benefits to the rural population. Regular feedback of the community is also taken to develop need-based programmes. Out of two hours, one hour programme is on agriculture and one hour programme is equally distributed for health, education, rural development and local culture.

A needs assessment survey was carried out based on which programme schedule and format has been developed. Local youths, working on freelance basis, were trained through specially developed courses by KVK to develop the content for CRS. Each representative covers 25-30 villages. These CRS representatives, also working as announcers, are trained such that they are conducting interviews on all the subjects and issues related to the community. KVK has also developed interactive phone-in-live programmes and discussion oriented programmes engaging the local community.

**Language of Broadcast:** Marathi

## Sustainability Strategy

For the initial period of three years, ATMA funds are available for content development which is in partial funding mode. During third year (2011-12) only 25 per cent of total content development amount is provided. This CRS is getting advertisements from the local institutes and firms besides outside agencies.

However, getting revenue for economical self sustainability of the CRS is very difficult. KVK Pravara CRS could manage to get revenue of 40 to 45 per cent of our total expenditure.

This type of social activity will be only partially self-sustained. There is need to give partial funding support of regular Government advertisements.

## Key Challenges Faced

Since the coverage is limited due to 50 Watt transmitter, people are not ready to give advertisements. They are comparing with other FM channels in the district which is having more coverage. We request that the transmitter capacity be increased on case-to-case basis.

All the programmes of the CRS is developed in house and not playing any film songs. However, there is needed to play at least 10 to 15 per cent time of total broadcasting time songs for entertainment. For this huge royalty has to pay which cannot afford by CRS. Therefore, some system or special permission can be taken for CRS to play at least four to five film songs in a day.



*Women participate in many programmes of CRS KVK Pravara*



*A carpenter being interviewed at his place of work for a programme*



## KVK Sharada Krishi Vahini @90.8 MHz

Shirshikar Sunil, Station Manager, KVK Sharadanagar, Tal. Baramati, Dist Pune-413115

Phones: 02112-254727, 255207 E-mail: kvkbmt@yahoo.com

### Background

The KVK Sharada Krishi Vahini @90.8 MHz community radio station was started on 18 January 2011. The purpose of Sharada Krishi Vahini is to provide latest knowledge about agriculture to farming community. The CRS is also providing a platform to the farmers to share their experiences in agriculture to other farmers. CRS provides daily market and weather related information to the farming community which is very useful to them in their daily work. Sharada Krishi Vahini broadcasts its programmes in two slots of two hours each totaling four hours daily from 7:00 am – 9:00 am and 6:00 pm – 8:00 pm.



*Studio recording in progress*

### Signature Programme

Our CR station has a variety of programming that makes it known amongst its listeners.

The KVK's priority is to engage the community of listeners realizing that it should be able to serve the community needs in short time capsules. *Bazar Bhav* and *Havaman andaj* is a programme related to daily market rate and information about weather. Market information is about the crops which are grown by the farming community. The future price and spot prices are given in the programme. Weather information consists of daily weather record and three days forecast.



*Inauguration of KVK Sharada Krishi Vahini CR*

## Funding and Support

Our KVK is already supported by Government. Other than this, we have not explored new partners either with other Government Departments or other organisations yet, except Agriculture University.

## Transmitter and Transmission

The Transmitter is of 50 Watt set up by Broadcast Engineering Consultancy India Limited (BECIL), New Delhi.

We have had no experience of transmission downtime.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Dr (Mrs) T A Kadarbhai	Chairman	Krishi Vigyan Kendra, Baramati
2	Mr Nalawade Nilesh	Member	Principal Agriculture College, Baramati
3	Mr H U Karale	Member	Line Department
4	Mr Pralhad Yadav	Member	Radio
5	Mr Shirshikar Sunil	Member	Radio
6	Mr Shital Kate	Member	Community/farmer
7	Mr Ashok Taware	Member	Community/farmer

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Arogyadhan</i>	Radio talk and interviews	Human health	Local doctors record their talks at CRS. This programme constitutes information about primary health care, symptoms of the diseases and disorders, information about women health, children health and senior citizens. 5 minute programme capsule.
2	<i>Baliraja Tujyachsathi</i>	Radio talk	Agricultural Information	Content relating information about new crops, pests, diseases, post harvest management, good agricultural practices, farm equipments, grading and packing, market intelligence, agricultural schemes, information about agricultural institutes and organization are broadcast. 15 minute programme.
3	<i>Krishi Sandesh</i>	Radio speech	Agro advisory	This is very popular among the farmer community which is of advisory nature. 5 minute duration.
4	<i>Tantra Shetiche</i>	Scientist interview and phone in	Agricultural Information	Scientists from Krishi Vigyan Kendra and Agricultural University talk to farmers on crops that are locally cultivated by the farmers. It also consists of phone in once a week related to problems in agriculture that are asked by farmers and answer given by experts. 15 minute programme on good agricultural practices.
5	<i>Yashogatha</i>	Farmers' interview	Success story	Covers success stories of farmers, self help groups, women farmers. Themes cover food processing, seed processing, sericulture, dairy, poultry, goat farming, agriculture export and community marketing system of farmers. 15 minutes programme on farmers experience in agriculture.





*Farmers at an interactive session of KVK Sharada Krishi Vahini*

### Community Participation

CR has participation from farmers, self help groups, students, doctors, local artistes, teachers, and experts in its various programmes. They share their experiences in agriculture, cattle rearing, poultry, etc. The CR staff goes to villages and records farmers' experiences, their problems of livelihoods, and is broadcast on CRS. The farmers also come to the CRS and share information he wants other farmers to know.

CRS is also recording local folk songs from the community members and these songs are played through the CRS which gives them wide publicity. The songs like patriotic, devotional and light music are recorded at the CRS and also at the home of community members.

**Language of Broadcasting:** Marathi

### Sustainability Strategy

As per the rules of Ministry of Information and Broadcasting, there is 5 minutes time for advertising for per hour broadcasting. So we would like to collect the advertisements from Agricultural Companies and it is possible to generate income from it.

Also it is possible to work in collaboration with various Government Departments and other private organisations. The local participants make it possible to reduce the expenditure on programme making.

### Key Challenges Faced

One of the key challenges is to obtain technical support for repair and maintenance in case of breakdown. Since we are in rural areas of the country we do not get the technical support easily and quickly.

Another problem is limitation of the range to reach to maximum area. It adversely affect to the advertising chances because the companies do not give advertisement due to small coverage area. Even when the Government allows keeping 5 minute per hour for advertising but the rates of advertisements are very minimal. When the Government stops support to the CRS, it will be impossible to generate income from advertisements for sustenance of the CRS.



*A farmer is showcased in a recorded programme*



## Mann Deshi Tarang Vahini @90.4 MHz

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### Background

The Mann Deshi Tarang Vahini, Mhaswad broadcasts on 90.04 MHz for four hours daily in three different schedules, between 7:00 – 8:30 am; 12:30 – 1:30 pm and 7:00 – 8:30 pm.

### Signature Programme

The Signature programme of the Mann Deshi Tarang Vahini, is its Agricultural Programme *Malavarach Shivar*, which contains information about organic farming for sustainability of the farming business. The various themes covered in this programme include soil, seeds, water planning for crops and use of non chemical pesticides. Besides covering issues pertaining to land and management, the programme also covers issues on animal husbandry. Under this, interviews and information on veterinary camps, and vaccination of the milk produce animals which achieves good success in milk production, are some of the topics covered. We believe that our signature programme is rooted to the lives and livelihood of the community that we serve.



*Mann Deshi Tarang Vahini Studio*

### Funding and Support

The CR station has been supported by several nearby institutions for content and programming. The station's expenses are being borne by management of the parent institution, the Mann Deshi Foundation. Supporting partners are: Mhaswad D Ed College, Primary Health Centre, Sidhdanath High School, Dhyanaavardhini High School, Medical Association, and ZP Primary School, all located in Mhaswad.

### Transmitter and Transmission

The BEL make 50 Watt Transmitter was also installed by them. We have not experienced transmission downtime.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Smt Chetana V Sinha	Chairman	Management of Institution/Radio Station
2	Shri Shivaji M Yadav	Programme Director	Radio Station
3	Sou Sushama C Shendge	Member	Management of Institution/Radio Station
4	Sou Nirmala K Gonjari	Member	Community member

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Malavarach Shivar</i>	Interviews	Sustainable Agriculture	Mann Deshi women farmers, who fights daily in her farming. As this is very dry area so, every year each farmer faces the problem of cultivation of land with shortage of water. Facing this problem how she overcomes, and efforts she takes for generating income in the farming activities. Thus she fights every day, but is happy in her routine life.
2	<i>Gammat Jammat</i>	Moral Drama (Natika)	Value based Children's Programme	Savitribai Phule is the first educated woman and also first lady teacher in Maharashtra. She worked hard with help of her husband to give education to women in Pune. Her valuable efforts in those days for creating the habit of girls' education, changed the thinking of the community. She always believe that when a woman is literate whole family will get literacy and with education woman will become independent.
3	<i>Sakhi Sajani</i>	Conversation Dialogues	Women's Empowerment	Shows how a mother takes the effort to improve the nutrition for her family in the types of food she cooks.
4	<i>Tarunai</i>	Singing a song	Career	Woman from Mann Deshi area likes to worship Gods, in different types of music form, i.e. <i>Abhang, Bhajans and Kirtans, Ovis</i> in their daily life. All women from villages gather in the temple and sings their own created ovis, songs in good voice. From this group one lady Mrs Sangita Phalake, who likes to sing sweet songs in <i>kirtan</i> or <i>bhajans</i> from her childhood.
5	Radio Doctor	Interview	Health Awareness	Doctor gives information on Homeopathy for the benefit of the health of the community members.



Woman at work covered by Mann Deshi Tarang Vahini



*A community member participating in a programme in the Studio*

### Community Participation

Mann Deshi Tarang Vahini arranges some competitions like, general knowledge questions among the high school and college students. Essay writing competitions for schools, participatory programme for farmers and women listeners, etc. ensure that there is continued interest in our CR station. The listeners call-in to CR centre to request for information about new courses in the institutions, names of institutions, web site addresses, contact phone numbers, etc.

The programme like *Mazji Gourai* in Ganapati festival is really a good example for involving the audience in the CR. Views of listeners is also broadcast. On *Makar Sankranti*, women get together for *Til Gul Ghya God God Bola* is also arranged. At the time of Mhaswad Municipal Elections “What the voters want from the elected candidate” (this is the field recording programme) ensured best involvement of the audience and allowed the common man to think on their present situation.

CRS representatives are also involved to record women entrepreneurs’ interviews containing their difficulties for setting up the business, savings and loan process, etc. Our CR centre also keeps record of our listeners lists with their contact numbers.

**Language of Broadcast:** Marathi

### Sustainability Strategy

Mann Deshi Tarang Vahini CR centre completed its three years of regular relay programme among the Mann Deshi Community. Mann Tehsil is under developed, under educated and mainly drought prone area. So, there is no way for income of the CR station.

Since the last two years listeners are now ready to give advertisement for their own local product at the time of festivals, to increase their sale. But it doesn’t cover the operating expenses the of CR Station.

We intend to make CDs of walky talky songs sung by Vanashri Latane, Nursery teacher, and sell them to generate revenue. For day to day expenses, Mann Deshi Foundation, NGO helps the CR station.

### Key Challenges Faced

The costing of programme, charges of advertisement vary from one CR Station to another, and we are still trying to develop costing and engaging in cooperation to collectively negotiate the costs through a State Level CR Centres’ Association.

To increase the income of the CR Centre is another important challenge. If the income of the CR Centre increases we can distribute cash prizes to the winners of competitions.



## MUST Radio @107.8 MHz

Pankaj Athawale, Station Manager, 3<sup>rd</sup> floor, Ranade Bhavan, Vidyanagari, Kalina  
Santa Cruz East, Mumbai-400098

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### Background

MUST Radio @107.8 MHz is set up by Mumbai University and roadcasts its programmes for 13 hours daily from 8:00 am – 9:00 pm.

### Signature Programme

One of our very popular programmes is the live dial-in show on HIV/AIDS which is broadcast every Wednesday from 5:00 pm – 6:00 pm. The RJ is a clinical psychologist with Nair hospital and she not only gives information about various aspects of HIV but also answers questions from the callers. It has been an interesting experience as the callers have been across all age groups and across all socio-economic sectors.

### Funding and Support

MUST radio is associated with NACO, Ali Yavar Jung Institute for the hearing impaired, Bombay Municipal Corporation (BMC), Ttraffic Department, and various public sector banks for providing information about student loans and micro-finance activities.



*Editing team at MUST Radio Studio*

### Transmitter and Transmission

Bharat Electronics Limited, Bangalore supplied the Transmitters and we have set up and repaired the Transmitter in house on various occasions



*Zariwala orphanage children learning editing*

A few times in a year, firstly during monsoon and later on due to equipment failure. Most of the time the break down is due to computer and software issues, but it is generally rectified within a day or two. We also have had issues with the Transmitter as the breakdown can range from a few days to a few weeks.

The longest downtime we had in 2009-10 when we had to go off air as both our Transmitters broke down. This was for about 3 weeks. Without any assistance from the manufacturer, we repaired the Transmitters ourselves and since then one of the Transmitters has been functioning well. We have trained our staff to conduct maintenance and repairs of the antenna and the mast.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO / Community/ Management of Institution/ Radio Station
1	Hon VC Shri Rajan Velukar	Chairman, Advisory committee	University
2	Mr Neeraj Hatekar	Member secretary	University
3	Mr Pankaj Athawale	Transmission Executive	University staff

## Programme Content

All the shows mentioned below are in Marathi, English and Hindi languages. Some of the programmes in Dharavi Times are also in Tamil considering the local population.

S No	Title	Format	Subject	Description
1	Legal eagles	Interview	Agriculture and allied aspects	This programme helps the listeners to get good legal tips on housing and women's issues.
2	<i>Sa re ga ma</i>	Interview, performance	Musical, informative, Indian classical and urban folk	We invite the community to share their skills in songs and urban folk, as well as play recorded music
3	Ladies special	Interviews, capsules, live dial in	Women orientated	This engages the women listeners through live dial-in and engages the RJ, Experts and Community in dialogue on air
4	Dharavi Times	Interviews, capsules, live dial in	Community platform	This is a very interesting programme specially providing a platform for Dharavi slum community to share their views
5	Green times/ <i>rutu birva</i>	Interviews, capsules, live dial in	Environment	Focuses on key environmental issues and good practices

## Community Participation

The main focus of MUST radio is community amalgamation and students are a big part of the community apart from ethnic groups and migrants. More than 50% of the staff and participation are community members. Women form about 75% of the team. Most of them are working, others are housewives and about 25% of them come from the local slums in Kalina, Kurla, Nehru Nagar and Dharavi. With the help of the Mass Communication Department and Colleges like Kapila Khandwala College of Education we have been able to produce programmes for the slum children in particular. With the help of local bank branches we have started special programmes regarding micro finance and banking for women. Many schools have been visiting the radio station on regular basis thus paving the way for children programmes made by the various radio clubs formed in the respective schools. Children from local orphanages have been producing programmes in various languages at the radio station. Various NGOs use the radio platform to reach out to the community and spread awareness about various issues ranging from health, citizen rights, etc.



*MUST Radio field reporting*

**Languages of Broadcast:** English, Marathi and Hindi. Recently, we have also started with half hour of Gujarati and Tamil every week

## Sustainability Strategy

Since the inception of the radio station, budgets have been allocated annually by the University. It is also the sustained endeavour of MUST radio to generate revenue via the advertising medium. Currently about 10-15% of the revenue is generated via advertisements. The target for next 3 years is to get the advertising revenue to about 50-75% of the annual requirement. The University has been proactive in planning the budgets of the radio station every year.

## Key Challenges Faced

The biggest challenge is the visual publicity of the radio station to all the areas where the signal is available. We have been able to reach most of it but we need to improve on the efficiency in targeting all the people and covering as much ground as possible.

Secondly, creating interactive programmes and keeping up the quality has been a major challenge. Training of community members and keeping the motivational levels high has been the priority.

Technical issues keep cropping up all the time but our in-house team is capable of handling all issues including repairs of the Transmitter and Antenna.



*MUST Radio engages the youth*



*Singing competition for senior citizens*



## Radio FTII @90.4 MHz

Sanjay Chandekar, Station Manager, Film and Television Institute of India  
 Law College Road, Pune-411004  
 Phone: 020-25431817, 25433016 E-mail: radioftii@gmail.com

### Background

Radio FTII broadcasts its programmes for approximately eight hours from 10:00 am – 5:30 pm.

### Signature Programme

Our signature programme is a campaign project that we have undertaken that as a collective community, we can get victory over TB. Our signature programme is called 'Project Axshay Xshayavar Vijay'. This is a very popular programme and brings together not only experts to the studio but also discussions on the care and importance of regular medication for TB. The Government's various TB related health awareness campaign messages are also covered under this programme and ensures a very active participation of community.



Radio FTII Studio

### Funding and Support

We have not yet got any sustained project funding. But a project with the Department of Science and Technology (DST) is awaited. In this regard, a six day baseline survey and Capacity Building Workshop was arranged during 18 – 23 October 2010 funded by CEMCA.

However, We are working to seek the support of some NGOs to make programmes. With REACH (Resource group in Education and Community Health) - Chennai we are making 16 Programmes on Tuberculosis Communication and holding eight Community Meetings. They have provided some funds for the programmes. With Save the Children - Pune, we are making four episodes and holding one community meeting.

### Transmitter and Transmission

The Transmitter procured from BEL 50 Watts 1+1 was installed by AIR Resources wing of Prasar Bharati.

During the period of January to end of May 2010, we experienced transmission downtime. The transmission range was reduced to only one kilometre. First, we checked the Transmitters at our level but as we were not having the necessary test instruments, AIR Pune Engineers were called. They advised to contact the manufacturer BEL. As the LCD Display of one of the Transmitters was not working and the other was not showing any 'power build-up display' we were also in puzzle. BEL repaired the LCD display and Transmitters were also aligned properly but the problem persisted and it was with the antenna. It took about 5 months to repair due to the various official procedures involved. The problem was removed by BECIL.



Project Axshay Xshayavar Vijay team members



## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Shri DJ Narain	Chairman	Director of FTII
2	Shri Prakash Magdum	Vice Chairman	Registrar of FTII
3	Shri Sanjay Chandekar	Convener	In-Charge, Radio FTII
4	Dr Mohan Deshpande	Advisor	Doctor and health Communicator
5	Dr Vinay Thorat	Advisor	Doctor
6	Ms Sandhya Devrukhkar	Advisor	Ex-Director of 'Dilasa' Working for differently abled
7	Ms Hemlata Honwad	Advisor	Ex-Director of Prism Foundation – Working for differently able
8	Ms Vaishali Jundre	Advisor	Dy. Director of ELTIS – Symbiosis
9	Mrs Neeta Tupare	Convener	Dept. of Communication, SN School
10	Mrs Arati Apte	Member	Staff
11	Shri Vishwas Nerlekar	Member	Staff
12	Shri Swaroop Sardeshmukh	Member	Student of FTII
13	Shri Gorakshanath Khande	Member	Student of FTII

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Project Axsbhaya– Xsbhavar Vijay (Marathi)</i>	Magazine	Tuberculosis	Producing 16 Episodes on TB communication with 8 community meetings. 13 episodes are ready and on air. Each episode is aired twice in a week and once all episodes are over the complete serial will be repeated one episode a day.
2	<i>Mukta Samvad– With Dr. Anil Awachat (Marathi)</i>	A Dialogue with Q-A with youth	Dr Awachat's Literature, Social work, his views towards the life	An interactive programme with Dr Awachat – a famous writer, social worker and doctor – Live Programme on Radio FTII. After the Live Programme it is being repeated in parts.
3	<i>Jamana 78 RPM cha (Marathi)</i>	Informative	Nostalgic Era Music	Appreciating old songs recorded on 78 RPM shellac disks with appropriate information.
4	No Dues Certificate (A Programme in Hindi, English and Marathi)	Music with narration	Passing out FTII Students	A programme on passing out FTII Students, their stay in Pune, their struggle with life in the campus, Experience sharing. Periodically being aired.
5	'Wisdom Tree' (A Programme in Hindi, English and Marathi)	Interview	1st and 2nd Year FTII Students, their dreams, challenges, perceptions, etc.	A programme on FTII Students. Their aspirations, dreams challenges they are facing, experience sharing are aired.

## Community Participation

Earning the faith of the community is a prerequisite for their active participation. Radio FTII staff goes to the community and the community is also called to the studios of Radio FTII as per the feasibility.

Mrs Neeta Tupare has proved very helpful in this regard. It took almost 3 years to achieve the community participation. After the repeated efforts slowly community started participating.

We also invited a doctor-writer-social worker Dr Anil Awachat who is actively engaged in de-addiction programme through an organisation 'Muktangan' and is also associated with various NGOs. He was invited for the active interaction with the community which was broadcast live.



*Radio FTII recording with community children's talent*

Other grassroots women having a potential to help Radio FTII to be an effective Community Radio are Ms Rohini Satpute and Ms Sunita More, both having oratory skills to convince people. They also need to be trained.

**Languages of Broadcast:** Marathi, Hindi and English

### Sustainability Strategy

Radio FTII is running on budgetary support from FTII. In the year 2011-12 we were given some funds by REACH – Chennai in order to conduct a Tuberculosis Communication Programme – *Project Axshey*. Recently, we got a small communication project on the neo-natal care and child health from 'Save the Children'.

In the earlier year i.e. 2010 we also rented our studio to AIR–Pune to record a few songs with a nearly professional quality. It will be rather difficult to rent the studio as the studio is not yet equipped with the professional gadgets and the main agenda of the Community Radio will be side-lined. The idea of renting of the studio is not feasible. When we will be allowed to go for sponsored programmes or commercials and will get some more government communication projects the sustainability issues will be partially solved.

### Key Challenges Faced

The constraints mainly pertain to handling the day-to-day recurring expenditure.

The participation of the 'immediate community' is rather low. However the community participation is satisfactory and noteworthy. What we feel is that many who are associated with CR stations must take up a more professional approach rather than the mostly casual approach of commitment and deadlines.

Many people do not understand the difference between the Radio and Community Radio. There is difficulty in implementing the community development programmes effectively.

Radio FTII should have its own self-sufficient set-up and facilities in order to meet the Government expectations of the Community Radio.



*Puppet show story telling at Radio FTII*



## Radio Nagar @90.4 MHz

Smita Khoje, Station Manager, Snehalaya, Dr. Adkar Bal Kalyan Sankul

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### Background

Radio Nagar @90.4 MHz operates daily to broadcast its programmes for 18 hours from 5:00 am – 11:00 pm.

### Signature Programme

'*Nagari Misal*' is Radio Nagar's signature programme. *Misal* is a famous, delicious dish of Ahmednagar city which is a mixture of different tastes clubbed in one, viz. hot and juicy, spicy and crispy, and the same is captured in *Nagari Misal*. It is extremely popular and has a committed slot daily morning from 7:00 am – 11:00 am. It includes short interviews of various people of the community. It puts forth the problems regarding public issues like water supply, electricity, dump, public transport, road damage problems, wastage disposal, etc. It also negotiates oral traditions, local history and opportunities for youth. Radio Nagar also invites people to the show who play important role in different fields and inspire the listeners sharing their achievements. The idea of this show is to ensure community participation, creative praxis and a big vision of hope and bright future. This guarantees assured audience and listenership.

We also have an equally popular health related programme '*Sammad Doctoranshi*' which covers relevant health topics both from prevention point of view as well as from taking home-based care/treatment. This is a public health and awareness talk show covering interviews with medical experts.



Radio Nagar Studio

### Funding and Support

We have not yet worked with the Government Departments or organisations. We are in the process of developing partnerships with local District Administration. Our parent organization Snehalaya which is an NGO working with the communities has garnered resources and dedicated to the setting up and operations of the Radio Nagar.

### Transmitter and Transmission

The 50 Watts Transmitter was procured from and set up by Nomad, Mumbai.

We have not yet experienced transmission downtime.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Dr Gopalrao Mirikar	Chief Advisor	Snehalaya and Radio Nagar
2	Dr Girish Kulkarni	Director, Snehalaya	Snehalaya
3	Bhushan Deshmukh	Director	Radio Nagar
4	Smitha Khoje	Member	Station Manager, Radio Nagar

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Sammvad Doctoranshi</i>	Interviews	Public issues on health, seasonal diseases, community health issues, etc.	A talk show for prevention of diseases and related treatments.
2	<i>Gavakadchya Gappa</i>	Interviews, OB talks, etc.	Agricultural awareness for farmers	Sharing of developmental ideas among farmers.
3	<i>Ghadaru nave kabi</i>	Talks and interviews	Motivational	Success stories, motivational talks, lectures, etc.
4	<i>Snehwarta</i>	Talks and interviews	Success stories of Snehalaya's community	Success stories of HIV positive patients, self development of working prostitute, health awareness of prostitutes, child labour, etc.
5	<i>Nagar Pradakshina</i>	Talks and interviews, lectures	Tourism	History and importance of Ahmednagar's historical and heritage places.

## Community Participation

We move to the villages and engage with the communities for their ideas and experiences. The community people are invited to our radio station studios, make them friendly and then we talk with them and gather information. Local artistes are also invited to present their talent.

**Languages of Broadcast:** Marathi and English (sparingly)

## Sustainability Strategy

At present Radio Nagar @90.4 MHz is supported by our parent NGO Snehalaya. We are not very well aware about how to get the recognition to get Government Sponsorships and advertisements. We think the policy that allows the 5 minutes per hour advertising will help us to reach our sustainability goals. When we are allowed to have sponsors or commercials, we will stand on our own. An idea of renting studio also prevails in the discussions.

## Key Challenges Faced

The major challenge we face now is the transmission power problem – power not covering more than seven kilometres, and thus we are unable to convince the local shops and agencies to give announcements and advertisements.



*Radio Nagar covers meetings and community events*



## Radio Vishwas @90.8 MHz

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### Background

Radio Vishwas @90.8 MHz broadcasts its programmes daily for eight hours from 10:00 am – 6:00 pm.

### Signature Programme

Our signature programme is *Aajcha Pabuna*. *Aajcha Pabuna* simply means today's guest, guest of Radio Vishwas, who is either a community idol, a change maker, an activist, entrepreneur, a policy maker, artist, bureaucrat or just a awakened common man who wants to and taking efforts to bring a change in a society. *Aajcha Pabuna* programme gives an introduction to social heroes who will inspire many others to do, to follow and to grow. The programme put forwards the value system of different successors and change makers to the listeners.

### Funding and Support

We work in cooperation with several agencies from whom we have different kinds of support. These include: Vishwas Co-op. Bank Ltd., Nashik; Yashwantrao Chavan Pratishthan, Regional Centre, Nashik; Pragati Abhiyan, Nashik; Nashik District Urban Bank's Association, Nashik; Navmaharashtra Yuva Abhiyan; Nirmalgram Nirman Kendra, Nashik; Yashwantrao Chavhan Granthalaya Ani Sarvajanik Vachanalaya, Nashik; Nehru Yuvak Kendra, of Youth Welfare and Sports, Government of Maharashtra, and Department of Disabled are also supporting our CRS.

We do not receive any funding support from any Government Agency.

### Transmitter and Transmission

The Transmitter was set up with the assistance of NOMAD India Network, Dahanu.

We have not experienced any downtime of transmission so far.



Radio Vishwas Studio

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Vishwas Thakur	Head	Representative of Management
2	Prasad Patil	Member	Representative of Community
3	Datta Patil	Member	Representative of Community
4	Deepali Mankar	Member	Representative of Community
5	Vinayak Ranade	Member	Representative of Community
6	Jaydeep Kulkarni	Member	Representative of Community
7	Amit Nagare	Member	Representative of Radio Station

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Sheti Sabakar</i>	Informative, Questions and Answers	Agriculture and Cooperative	Happenings in Agriculture and Cooperative Sectors Time: 6:40 am – 7:10 am, daily
2	<i>Pabila Paan</i>	Informative	Journalism	Analysis of daily news Time: 7:40 am – 8:10 am, daily
3	<i>Aajcha Pabhuna</i>	Participatory	Awareness	Introduction and interview of Today's guest Time: 8:10 am – 8:30 am, daily
4	Campus	Participatory	Youth	Current issues, Today's wall post, Career guidance, Technical tips Time: 8:30 and – 9:10 am, daily
5	<i>Shree Vishwa</i>	Participatory	Women	Health, cookery, education, etc. Time: 9:10 and – 9.30 am, daily



*Radio Vishwas welcomes community members to do programmes*

## Community Participation

We are able to ensure community participation on the basis of issue based programmes, on field recording with the community members, programmes designed on a community concern, open discussions and debates and to make the CRS a platform for a new artists and performers. Radio Vishwas *Geet* is a programme which records folk songs and local music by the local artist and sometimes aired live by local talents. The CR station strives to engage the community and build a repository of local culture and heritage. Since this programme has given an opportunity for folk songs that were even forgotten have now come to the forefront we feel we are building knowledge bank of folk songs and local music. This will also be used to modify and convey development messages in future.

**Languages of Broadcast:** Our programmes are broadcast in Marathi, Hindi and English languages.

## Sustainability Strategy

We are able to maintain our focus to improve sustainability by ensuring maximum participation by community, by designing our programmes according to community 'Needs and Demands' on a commercial model in a format that suits the socio-economic and cultural formats of the listeners.

## Key Challenges Faced

The two key challenges faced by us are insufficient accessibility due to transmission limitations along with content and financial management.



## Swaranant CRS @90.4 MHz

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### Background

Swaranant CR @90.4 MHz is truly a community radio run and managed by the community, the Krishi Vigyan Kendra (KVK) Karda and staff of the Swaranant CR station. Karda is a small rural community where the KVK is located with a population of 2000. This place is dry, and farming is possible for only one season a year, the hardships driving many a farmer to suicide. 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, who set up the KVK 15 years ago for training farmers on improving the agriculture, set up the Swaranant CR to extend the outreach and expertise of the KVK. The station has designed daily cue sheet with 33 programmes with four hours morning and four hours evening retransmission.



*Action in the studio of Swarant CRS*

### Signature Programme

The signature programme of the centre is *Shetacha Bandhanar* dramatized in local language of the operational area. The theme of the programme is to transfer improved agricultural and allied enterprise technology in local language. The



*Participating in training workshop organised by Vasundhara Vahini CRS and CEMCA*

main participant is Mr RS Daware, KVK SMS Plant Protection. He acts as a technological back stopping agent in the role of Deshmukh Guruji. The other participants include Amol Deshmukh as Tatyasa, Savita Jadhav as Gangubai and Rahul Thakare as Nana. The music background, signature tune and other components act as a catalyst for the local community rural environment to participate. This programme is hugely popular among the listeners.

## Funding and Support

S No	Linking Department/ Organizations	Nature of Linkages
1	KVK Karda	Scientist and innovative farmer of KVK participated in agriculture related programme as a guest speaker.
2	State Agricultural Department	Guest speaker of the department involved in agriculture related programme with speech reference to Government department scheme.
3	NABARD and VKGB	NABARD bank and VKGB sponsored community based programme broadcasting.
4	State animal husbandry/fisheries/ health, etc.	Broadcasting of department represent in "Shasan Darbar" programme.
5	CAIM Project	Broadcasting of interview related with CAIM Project.
6	Local level Bhajan Mandal, Farmers Club, Women SHGs etc.	Broadcasting of social stories and different programme conducted by conquered agencies.



*A farmer talking to RJ of Swaranant CRS and a specialist from the KVK*

## Transmitter and Transmission

Transmitter Capacity: 50 Watt from Gateway Enterprise, New Delhi and WDF, New Delhi assisted us for setting up the transmitter.

We have not faced transmitter downtime, but power is a big problem in our area.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/ Community/Management of Institution/ Radio Station
1	SK Deshmukh	Head of the content approval committee	KVK
2	AU Deshmukh	Station in charge-cum-Member Secretary	Representative of CRS
3	RS Daware	Agriculture related programme coordinator	KVK
4	SD Ukalkar	Programme Advisor	Suvid Foundation Trustee
5	Sau Alka Raosaheb	School base programme advisor	BM School, Risod
6	PP Shelke	Programme Advisor	KVK
7	PL Deokar	Agriculture related Programme Advisor	KVK
8	RL Kale	Fisheries related programme advisor	KVK
9	Dr DL Ramteke	Animal Husbandry related programme advisor	KVK



## Programme Content

S No	Title	Format	Subject
1	<i>Maža waver maža shivar</i>	Int/talk	Agricultural
2	<i>Shetacha Bandhavar</i>	Drama/Acts	
3	<i>Gost Gamaganachi</i>	Interview	Success story
4	<i>Shabdab Sad</i>	Interview	Local Poetry
5	<i>Swamini</i>	Interviews/Drama	Mahila Bhachayat Gut



*Local artistes and musicians are covered in programmes in Swaranant CRS*

## Community Participation

Community participation is ensured by designing the programme with ongoing facts/activities happening in the community in the local language. The strategy is helpful to achieve community participation because the different role of CRS with farmer clubs, attached school programme, *Mahila Bhachat gat* and *Gram Panchayat* is a continuous one. KVK already works very closely with all segments of the local community.

**Language of Broadcast:** Marathi

## Sustainability Strategy

The Centre has started working towards attaining sustainability by making society aware of various products and goods marketing through community radio advertisements. The Government Departments have also been informed about CRS objective and requested to promote their Schemes by advertising through Swaranant CRS.

## Key Challenges Faced

Non availability of funds for the hiring of addition manpower is a tremendous challenge.

Electric load shedding in rural area increases the cost of content generation and transmission with our diesel operated generator.

For outdoor live broadcasting and recording we need IC recorder, laptops, 4 set mike mixer and other equipment. We also require a regular technical support to ensure quality broadcasting. For sustenance we need sponsored programme and advertising for which we need guidance, and encouragement by way of DAVP advertisements. Due to low wattage, the residents are not able to hear the radio inside room the 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 CRS frequency. For us to fulfill this social mission, we need support from all quarters.



*Swaranant CRS RJ with school children*



## Vasundhara Krushi Vahini @90.4 MHz

Yuvaraj Mohan Jadhav, Station in-Charge, VIIT, Vasundhara Vahini, Community Centre  
Vidyapratisthan, Vidyanagari, Baramati, Pune-413133

Web: [www.ict4rd.org](http://www.ict4rd.org) Phone: 02112-239558 Mobile: +91-9881761891 E-mail: [Vasundharacr@mail.com](mailto:Vasundharacr@mail.com)

### Background

Vasundhara Krushi Vahini operates on the 90.4 MHz frequency and has been functioning since 2004 for agricultural information dissemination, from the campus of Vidyanagari, VIIT, Baramati, in Pune district. The station operates in two shifts of four hours each, morning 6:00 am – 10:00 am and a repeat broadcast from 4:00 pm – 8:00 pm.

### Signature Programme

Most of our listeners are villagers involved in agriculture. So our signature programme is '*Sheti Pathashala*'. This signature programme is broadcast for the benefit of the farmers providing important and useful information on various agriculture related aspects like, new varieties of seeds, update commodity market, weather forecast, various pesticides and medicines, etc.

The programme is broadcast in different types of formats. Sometimes agriculture officers give advice to farmers in live phone-in programmes. Station arranges group discussion of farmers and agriculture officers on various agricultural issues. Shiva-nana and Tukaram Taty named characters play vital role of popularity with typical style of presentation in that programme. "*Sheti Pathashala* programme is miracle of our life" according to a few farmers who have provided this type of feedback.

### Funding and Support

We have been working since the last two years with Regional Transport Office (RTO) State Government level for the cause of National Event 'Road Safety Campaign'. Vasundhara plays a major role in the awareness of safety driving and traffic rules. Our station supports them to broadcast their activities.

We have received content grant from Department of Science and Technology in two different project cycles for producing 365 half-hour episodes on Women's Health, and Environmental Awareness themes.



*Experts from different fields of agriculture in the studio during a live programme*

## Transmitter and Transmission

The 50 W FM Transmitter (LVB 206) was supplied by Bharat Electronics Ltd., Bangalore.

We have not experienced transmission down time.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Yuvaraj Jadhav	Content Head	Radio Station
2	Nanasaheb Salve	Marketing Exc.	Radio Station
3	Deepak Rajmane	Prog. Producer	Radio Station
4	Kumar Deokate	Concept designer	Radio Station
5	Manali Dhekale	Script writer	Radio Station
6	Dr Amol Goje	Advisor	Management of Institution
7	Sanjay Jagtap	Advisor	Management of Institution
8	Bhanudas Vanave	Feedback Controller	Community

## Programme Content

SNo	Title	Format	Subject	Description
1	<i>Sant Vaani</i>	Narration	Abhang Narration	Programme based on description of <i>Sant Tukarams Abhang</i> .
2	<i>Shasan Darbar</i>	Drama	Government Schemes	<i>Raja and Pradban</i> - these two Characters describe schemes, benefits and conditions by the comic traditional style of communication.
3	<i>Sheti Pathashala</i>	Characters	Agricultural Information	<i>Shiva Nana and Tukaram Taty</i> - these two characters describe Agricultural issues.(seeds, weather and new technology, etc.).
4	<i>Aanshya Ghadavinari Manas</i>	Interview	Success stories of small businessman	Focusing on success stories of small businessmen and techniques of their successes which is useful to others.
5	<i>Samrangini</i>	Interview	Stories of successful woman	The woman who have, apart from her family responsibilities, been doing impressive social work are invited to share thoughts, views, experience and ideology to others with the announcer.

## Community Participation

The important and informative programmes are based on social as well as agricultural issues. The community interacts with the radio station by writing letters or through SMS and phone calls about various programmes that are broadcast. We also have live phone-in programmes to promote community interaction.

CRS also provides programmes covering entertainment and cultural activities. Other side of community engagement is events. We organize events on various occasions and listeners engage with these through their participation in the events and ground activities. We encourage local artists and groups for creating awareness on different issues like health, women's education, HIV AIDS, etc.



Community woman worker in the field being interviewed by the CR

**Language of Broadcast:** Marathi

### **Sustainability Strategy**

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.

In 2010-2011 Department of Science and Technology (DST), GOI Sanctioned a second project called Planet Earth focusing on environmental awareness. As in the previous project, funds for developing and broadcasting 365 episodes on contents related with women’s health have been provided by DST.

Innovative advertising have also been tested and tried. We are constantly reviewing the way the CR Station is managed and administered. Due to the popularity of the CR Station, we have not faced many challenges about sustainability.

### **Key Challenges Faced**

For GOI and State Government advertisements budgets of all Ministries exist, yet are not providing advertisements to us.

The challenges pertaining to advertisements revenue generation is to define the ideal rate factor of advertisements. Another challenge faced pertains to frequency clash.



*A community leader in the studio during a live programme*



## Vidyavani Community Radio @107.4 MHz

Anand Deshmukh, Station Manager, Second floor, EMRC building, University of Pune  
Ganeshkhind Road, Pune-411007

Phones: 020-25690800, 25601278 E-mail: directorvidyavani@gmail.com

### Background

Vidyavani Community Radio @107.4 MHz broadcasts its programmes for 11 hours daily from 7.00 am – 6:00 pm.

### Signature Programme

*Mukta charcha* (Open Forum) our signature programme starts with introduction of particular topic, current issue or problem like health, women's related, education, water management, traffic, etc. Radio volunteers collect the various views about the issue from the community members. The subject expert explains his views on the issue based on the responses of community members. He also answers the queries raised by community members. Expert in the programme may be doctor, professor, socialist, lawyer, etc. Programme ends with a summary of the deliberations. This programme includes participation of community members. As we select the topic related to community, any one can talk on the issue and easily participate in the same.

### Funding and Support

We have worked with several Government Departments and organisations apart from a number of local, state level and national NGOs for their campaigns, awareness programmes and to improve the content of our programmes for the benefit of the community.

### Transmitter and Transmission

We have two BEL LVB 206-50 W Transmitters that was installed by Bharat Electronics Limited, Bangalore.



*Vidyavani CR invites community children to sing at the studio*

One of the two transmitters has the audio problem. Another is working properly. Three years ago due to high rain, our transmission was off. Antenna Box (which connects cable from transmitter to antenna cable) was filling with rainwater. Both transmitters were showing the error HIGH VSWR. The next day the technician repaired them.

Our experience of a persistent problem with our second transmitter makes us think there should be on site support from Transmitter providers.



Views of community are aired



Vidyavani CR at a book launch

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Mr Anand Deshmukh	Head	Director, CR
2	Smt Shriyogi Mangle	Convenor	Production Coordinator, Radio Station
3	Smt Vrushali Gambhir	Member	Community Leader
4	Smt Vishakha Wankhede	Member	NGO
5	Dr Tej Nivalikar	Member	Director, Education Extension, University of Pune
6	Dr Lokhande	Member	Director, Adult and Continuing Education, University of Pune
7	Haresh Shelake	Student Member	Student, University of Pune
8	Sheetal Korade	Student Member	Student, University of Pune

### Programme Content

S No	Title	Format	Subject	Description
1	<i>Aarogya Warta</i>	Talk/ Interview/ Magazine	Health	Awareness and information about health issues.
2	<i>Mazhi Shala</i> (My School)	Music/ Drama	Education/ Information	Student participation to promote students skills or activity.
3	<i>Aambhi Kalandar</i>	Musical/ Drama/Play/ Talk	Culture, Skill development	Community members present their skills and cultural activity in this programme.
4	<i>Ladha</i> <i>Swabhimanacha</i> (Women's Empowerment)	Success stories/ Interview/ Book reading	Women's Empowerment	Success stories, related laws, awareness, motivation, social issues.
5	<i>Vichar Manthan</i> (Expert Guidance)	Talk/ question – Answer	Current Societal Issues	Discussion on current societal issues, and Experts' response.



*Environmental awareness is part of Vidyavani CR's activities*

## Community Participation

Vidyavani CR and University of Pune are working together to increase their outreach to the community and the community supports us for production of programmes. The University has many students who want to work for CR. We have chosen some students as Radio Volunteers who work in community for CR programme production. We record various programmes organised by different groups in community like *bhajans* and lectures and broadcast them.

Our signature programme 'Open Forum' connects to the community. Community members participate in our programmes like straight talk, views, poems, stories, music, instrumental music, success stories, interviews, discussion and awareness programmes.

**Languages of Broadcast:** Marathi, Hindi and English

## Sustainability Strategy

Social commitment of higher education for betterment of community is the objective of Vidyavani CR. Four factors are important for Sustainability of any Vidyavani CR. We are stable enough in human, social and physical capital.

The CRS looks forward to get economic independence. We can achieve this through advertisement. However, the main problem we are facing for this is uncertain broadcast range. As we are not getting the ideal 7-8 km broadcast range, it is difficult to get the advertisement. We have to make some technical changes to get the ideal range of broadcast. For this, we need guidance from the concerned Department of Government of India. Our financial sustainability depends only on the advertisements and the projects from various Departments of Government of India and the State Government Departments.

## Key Challenges Faced

**Broadcast Reach:** To get the ideal broadcast range of 7-8 km radius, we need to shift tower position for that we need help from concerned Department of Government of India. Low broadcast reach and poor clarity affects the listenership ratio, active community participation and revenue from local advertisements. Everyone is listening to FM radio on mobiles, less number of people have radio sets. These things need to be considered, with the need to increase Transmitter Power. Continuous technical guidance and support is needed for better broadcast range and quality.

**Stability:** Stability of CRS employee needs to be considered. Projects for the community like Science for Women and Planet Earth of Department of Science and Technology, Government of India will be helpful for CR for sustainability as well as for ensuring active participation of women and marginalised members of the community.



## Yeralavani @91.2 MHz

NV Despande, Station Manager, Yerala Projects Society, 'Yerala Bhavan'

Near Tata Petrol Pump, Miraj Road, Sangli-416415

Phone: 0233-2671318 E-mails: yeralavani91.2@gmail.com, yeralaproject@dataone.in

### Background

Yeralavani @ 91.2 MHz is a CRS that broadcasts its programmes for seven hours daily in two slots: between 6:00 am – 9:30 am and 5:00 pm – 8:30 pm.

### Signature Programme

Our three signature programmes are 'Yerala Express', 'Manthan' and 'Krushji Jagat'. *Yerala Express* is a programme that covers activities of the Yerala Projects Society. The problems covering needs and social issues like water shortage and problems related to agriculture. They should be aware of the process, the utility of the scheme and reason of undertaking the activity. This programme is transmitted six days in a week for half an hour. *Manthan* is an hour long programme broadcast each Friday that discusses in-depth social problems, beliefs, educational problems like girl's education, health issues like water borne diseases, early marriage, addiction, etc. through interviews of experts or a community representative in a dialogue, speech, small skit or play. *Krushji Jagat* is a programme that covers farming or farm related activities through guidance from experts. It is relayed twice a week for one hour.



Yeralavani Studio

### Funding and Support

We work in collaboration with Government Departments, Agricultural Colleges, Universities, schools, medical experts, legal advisors and technical experts. The Agricultural Research Institute, Kasabedigras, Sangli has supporting us for agricultural expertise, information on floral farming, horticulture, water management, diseases and treatment on various crops. We also provide information on Government schemes for farmers and agricultural economics. The information is in the form of interview or dialogue, some tips and so on.

Educational inputs are provided with the help of Putalaben College of Education, Sangli. Collector Office has also associated with us, the appeal was made to people in the area for sending their questions or problems that need to be addressed by District Collector. We have received responses by community and the District Collector Mr Shyam Wardhane has answered those. District Department of Information has also associated with us for the valuable information on social problems, health, education, Government schemes. This information was also relayed on Yeralavani CRS.

### Transmitter and Transmission

The Transmitter of 50 Watt capacity is NOMAD Transmitter NH 100.

We have not experienced downtime in transmission yet.



## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Mr Uday Godbole	Content Head	Radio Station
2	Mr Padhmanabh Kelkar	Project Manager	NGO
3	Mrs Aparna Kunte	Coordinator	Management of Institution
4	Mr Bharat Chavan	Member	Community Member
5	Mr Tukaram P Bhonsale	Member	Committee Member
6	Mr Vishwanath B Kundale	Member	Committee Member
7	Mrs Rupali R Potdar	Member	Committee Member
8	Mrs Bebi H Methedar	Member	Committee Member
9	Mrs Alka M Jadhav	Member	Committee Member
10	Mrs Shakila L Mulla	Member	Committee Member
11	Smt Vaishali N Lad	Member	Committee Member
12	Mr Vitthal M Jamkhandi	Member	Committee Member
13	Mr Vishwanath S Kittad	Member	Committee Member
14	Mr Harish G Dol	Member	Committee Member
15	Mr Shivaji P Biradar	Member	Committee Member
16	Mrs Suma P Kulkarni	Member	Committee Member

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Arogya Sampada</i>	Every day five minutes transmission	Health tips	Nutritious food, diet for the season, tips for healthy life, homemade remedies, <i>Ayurvedic</i> herbs, shrubs and uses.
2	<i>Jagar</i>	Every Friday one hour	Self Help Groups and their meetings	Guidance on SHG meetings in dramatic way. Information related to different topics related to women. The women are guided to conduct the meetings at the same time when this programme is relayed.
3	<i>Novel narration</i>	Everyday 10 minutes	Novel ' <i>Zadazadati</i> ' written by Dr Vishwas Patil	The novel is based on the problem and situation of rural area. So we are narrating the same for these people and is very close to their life.
4	<i>Bhauramma</i>	Every Thursday half an hour	Skit on a female character from the community	The female character is used in a skit to represent the illiterate but elderly local woman from the community. The skit handles all the social issues, provides guidance through dialogues in local language and the style is also rural.
5	<i>Manthan</i>	Every Saturday	Topics covered related to Women and Child Welfare Department	The schemes of Women and Child Welfare Department and the problems of women and children in the area. Like education, health, food and diet, guidance for nurturing of children, health of pregnant women and infants.

## Community Participation

We are working for the active participation of the community right from the beginning. Their problems, opinions are recorded timely for all programmes, the success stories are also aired in their own voice. The expertise from the area is also included in the various programmes and related topics. They are also part of the CR management team.

Similarly we are working on formation of listeners' club. The farmers and women clubs are formed and special programmes are aired for them. The songs sung by the community women's groups are included as a part of the engagement strategy. *Bhajans* sung by community groups are also aired. The songs sung by children, the stories and various activities carried out in the area are recorded and aired. We have started phone-in programme for them to record their problem and then to get the advice of experts on the same.

**Languages of Broadcast:** Marathi and Kannada

### Sustainability Strategy

We contact several agencies eg. seeds, fertilizers, irrigation pipes, cosmetics and grocery companies and get their advertisements. Also we are in the process of approaching the Department of Advertisement and Visual Publicity (DAVP) for empanelment to get Government advertisements.

Local advertisements and announcements like birthday wishes, marriage invitation, tractor to be rented, sale of animals, fertilizer sale, etc. are also becoming an important source of income. After three years of operation we expect that the radio station will become sustainable.

### Key Challenges Faced

The area we are working for is 145 km away from the district headquarters. The major problem is to get uninterrupted power supply. We worked hard to ensure the same from Government that did not work. So we have used the non-conventional energy route of windmill supply to overcome the same. Still many times when the load shedding lasts for more than 18 hrs and the battery of windmill supply does not work for continuous use then the alternate solution we have is generator support. Still it is not ensured fully.

Similarly, advertisements are a big challenge for us. We are struggling a lot to educate the community taking initiative for doing advertisements of their services, products on radio. We have printed the pamphlets for promoting advertisements. We need training and marketing expertise.



*Yeralavani community woman in her fields*



*Women are key participants in programmes of Yeralavani CRS*



## Radio Namaskar @90.4 MHz

Sharup Shah, Station Manager, PO Konarak, Distt. Puri-752111  
 Web: www.radionamaskar.org Phone: 06758-236471 Mobile: +91-9040904904  
 E-mail: radionamaskar@gmail.com

### Background

Radio Namaskar @90.4 MHz broadcasts its programmes for eight hours daily between 7:00 am – 9:00 am; 2:00 pm – 4:00 pm and 6:00 pm – 10:00 pm.

### Signature Programme

We are broadcasting 18 regular programme episodes along with other special programmes as need of the current day. All the programmes are based on thrust areas like, Local Self Governance, Human Rights/Minority and Dalit Rights, Right to Food/Information/Education, Disaster Management, Gender Equity, Societal Peace and Survival of Indigenous Trade and Culture. Our variety programming makes our station's shows Signature profile of programmes. However we consider *Chala Gaon Ku Jiba* as our signature programme. It is an interactive programme on village, with situation/problem/issues-generally recorded from PO, CBO, SHG, VO etc.



*Radio Namaskar RJ hosting a live programme*

### Funding and Support

Radio Namaskar is closely associated with local Government bodies and State Departments. We have implemented some of our programmes in association of different Government offices. For agriculture related programmes we are working with local agriculture office and for our '*Chala Skul Ku Jiba*' (Let us go to school) programme we are working closely with *Sarva Siksha Abhijan* of School and Mass Education Department, in which we made 165 schools zero dropout. All these partnerships are non-funded.

With Department of Tourism we are broadcasting special episodes during Konark Festival every year with financial support.

### Transmitter and Transmission

We are using NOMAD transmitter. No agency was involved for studio set up. Concerned producer has set up the transmitter.

However, we have not found adequate support from Nomad for tackling our transmitter related issues.

Due to transmitter failure we have faced this problem twice during our last broadcasting period, since last six months.



*Radio Namaskar talks to a woman at her place of work*

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	NA Shah Ansari	Chairperson	Representative of NGO/Belongs to this community
2	Sharup Shah	Prog Coordinator (Now Station I/C)	Community
3	Rojalin Pradhan	Field Coordinator/Core Team Member	Community
4	Subhasmita Swain	Core Team Member	Community
5	S Kajal	Core Team Member	Community
6	Narayan Das	Core Team Member	Community
7	Pratap Rout	Core Team Member	Community
8	Saktidev Satapathy	Core Team Member	Community
9	Kallolini Mishra	Core Team Member	Community
10	Rabindranath Bahinipati	Core Team Member	Community

### Programme Content

S No	Title	Format	Description
1	<i>Chasa Basa Katha</i>	Talks, interviews, Discussion, folk music etc;	This is an interactive session among local farmers and experts.
2	<i>Ajira Nari</i>	Talks, interviews, Discussion, folk music etc;	Women based programme with information on women rights, issues, gender concerns and day to day information on women in society.
3	<i>Chala Gaon Ku Jiba</i>	Talks, interviews, Discussion etc	An interactive programme on village, with situation/problem/ issues-generally recorded from PO, CBO, SHG, VO etc.
4	<i>Angya Namaskar</i>	Interview	Interview with noted personalities/citizens from community on different issue based topics. Sharing their experience etc.
5	<i>Janata Darbar</i>	Discussion and Interview	People's forum to raise Voice through Radio.



Radio Namaskar recording women's views for their programme on empowerment

## Community Participation

Community is involved in all spheres of Radio Namaskar. Starting from content conceptualisation to content creation, editing and broadcasting local community is well involved.

72 listeners groups have been formed in different villages. All the listener groups are women led. The listener groups listen to radio and give their feedback every month regarding the quality and possible changes in the content. They also suggest required content/programmes for coming month. Even listeners groups are contributing content like interviews, discussions, etc. Our work has created action on the ground by the Government Departments that are servicing the old, poor, etc.

This is the only community radio of the country which is managed by only volunteers without any paid employee.

**Languages of Broadcast:** Odia, Telugu and Hindi

## Sustainability Strategy

We are starting community marketing for Radio Namaskar. Some representatives of the listeners' groups will be involved with this Team and will promote local marketing such as advertisement collection, using studio for others audio creation, etc.

## Key Challenges Faced

Technical problem in broadcasting equipment and random failure of electricity are the challenges facing this Namaskar CRS. We still have to handle the transmission down time. We have recently received an offer for support and technical assistance from Agriculture Department and BECIL.



*RJs of Radio Namaskar in the field meeting to visits, farmers, senior citizens and women entrepreneurs*



## Radio Sanskar @91.2 MHz

Harihar Panda, Station Manager, c/o Sourabha, at Lala Sahi, Jagatsinghpur-754103  
Phone: 06724-220174 Mobile: +91-9861406292 E-mail: radiosanskar@gmail.com

### Background

Radio Sanskar @91.2 MHz broadcasts its programmes for 12 hours daily between 6:00 am – 10:00 am and 2:00 am – 10:00 pm.

### Signature Programme

*Anubhuti* is a daily programme based on interaction with a randomly selected farmer of our district. S/he expresses her/his achievement in the field. We have also tried to inspire others by explaining the steps taken to meet the problems and challenges. The basic objective is to improve scientific cultivation and inspire the farmers to take opportunities in modern farming.

### Funding and Support

Radio Sanskar is supported by the ATMA Scheme. We are working closely with the Agriculture Department of the State. The Agriculture programme broadcast on the Radio is enriched by the officers of ATMA from the district and State levels.

### Transmitter and Transmission

We have set up a 50 Watt Transmitter set up by Webel Mediatronics, Kolkata. The CRS has not experienced transmission downtime.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Harihar Panda	Convenor	Station Director
2	Manoj Kumar Das	Member	Secretary, Sourabha
3	Neena Dehra	Member	Community
4	Jagyanaseni Nayak	Member	Community
5	Sushant Jena	Member	Community



*Radio Sanskar Studio*

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Arati</i>	Recorded musical	Devotional	Folk devotional songs by local artists. This is a pre recorded programme of music being arranged by community singers.
2	<i>Ama Halchal</i>	OB Based	Issue Based Development Daily Bulletin	Contemporary public issues like health, education, electoral system, Panchayat stories accompanied by community events.
3	<i>Anubhuti</i>	Discussion	Interactive	Sharing of experiences of successful farmers who have overcome challenges with innovative ideas. Programme conceived with the idea to inform farmers to face food security issues.
4	Live Phone In	Chit-chat	Interactive	Expression of views, ideas and solutions, methods for a particular topic through phone being asked by the radio jockey for two hours.
5	<i>Saptahara Prasanga</i>	Analysis	Audio Documentary	A contemporary issue of the locality selected randomly by the radio team and details documented through audio for spreading awareness to keep the community up to date.

## Community Participation

By going to their place to focus on their problems and invite them to participate in the process of story making in terms of recording sound bytes. Community participation has increased by highlighting individual success story, as an icon in their respective areas; participating in community events; phone-in live programmes; exploring a platform for discussion with the experts/local administrators/officials and scientists directly; expanding the radio platform to the local talent and youth for music, song and debate activity; and engaging part time personnel from the community to make programmes, ideas and responses.

**Language of Broadcast:** Odiya

## Sustainability Strategy

We are now running on the ATMA Scheme funding of the Agriculture Department. To sustain in the future we have also started to include commercials during our programmes from local industries, corporate and local administration. We hope this will help us in making innovative products for the community. Sponsored programmes and projects will be a third strategy to ensure that the content sustainability is achieved.

## Key Challenges Faced

One of the key challenges facing the CRS is advertisement support from the local industries/corporate and local administration. They must be sent a guideline to extend their support for community radio. In addition, we need more coverage area to cover more listeners.



*Daily interaction with farmers are a part of Radio Sanskar*



*Interactions with villagers is the major content of Radio Sanskar programmes*

## Ravenshaw Radio @90.4 MHz

Viraj Shukla, Station Manager, Ravenshaw Radio, Ravenshaw University, Cuttack-753003  
 Mobile: +91-9040885258 E-mail: ravenshawradio@gmail.com

### Background

Ravenshaw Radio @90.4 MHz broadcasts its programmes for six hours (including repeat broadcast of three hours) from 4:00 pm – 10:00 pm.

### Signature Programme

We are a fairly new community radio station. 'Music Room' has been hugely popular among the listeners. It also witnessed active participation among the local community. Modern songs by popular singers as well as in-house music recordings of local promising artistes/creative students are aired in this hourly programme everyday (repeated once). This not only brings in the community members to showcase their talent but also gives an impetus to young and aspiring singers to find a space for their cultural expression. Eminent musicians are also invited to host the programme with our jockey and play popular songs from their repertoire.

### Funding and Support

We have not yet started working with other Government groups or organisations.

### Transmitter and Transmission

The WEBEL FMT 50 Watt transmitter was installed with the assistance of BECIL.

We have not yet experienced any transmission downtime.



*Ravenshaw Radio Studio*



*Ravenshaw Radio programmes on air*

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Dr Netajee Abhinandan	Chairman	Management of Institution
2	Viraj Shukla	Coordinator	Radio Station
3	Subrat Panda	Programme Executive	Radio Station



## Programme Content

S No	Title	Format	Subject/Description
1	Music Room	Music and discussions 30 Minutes (Daily)	Modern songs by popular singers as well as in-house music recordings of local promising artistes/creative students are aired in this hourly programme everyday (repeated once). Eminent musicians will also be invited to host the programme with our jockey and play popular songs from their repertoire.
2	Guest Room	Interview Talk show 30 Minutes (Saturday)	An eminent personality will be invited and interviewed every week in this programme. Students and community members can also have an interactive session with the guest through phone-in, instant messaging and SMS.
3	Book Rack	Book Reading 30 Minutes (Friday)	It will be an exclusive book reading session where students and faculty members will read out passages/chapters from classic books by famous authors. They can also read passages from their favourite books.
4	The Literati	Discourse and Talks 30 Minutes (Thursday)	Intellectually creative students and community members present their literary creations such as poems, stories, articles, essays, etc. in this weekly programme. There will also be literary discourses delivered by scholars and eminent persons from the world of literature.
5	Youth Parliament	Discussion 30 Minutes (Monday)	A group of like-minded students will discuss on current affairs and subjects of common interest besides holding quizzes, debates and group discussions.

## Community Participation

Students as well as members of the local community come to our studio and show their interest to participate in various programmes. We have not reached to the local community physically due to lack of adequate staff and support. We have not done any field recording so far. Our programmes are pre-recorded.

### Languages of Broadcast:

English, Odia, Bengali, and Hindi

### Sustainability Strategy

Our CRS is hugely popular among the students as well as the local community. This has come about with active participation of the community. We are seeking advertisements from local business establishments and institutions for raising funds to sustain and for the development of the radio station. Our station is currently supported by Ravenshaw University's institutional funds.

### Key Challenges Faced

Administration, management, funds, students' participation, adequate and qualified staff, popularity, coverage zone and patronage are some of the challenges faced by us. These can be addressed if special attention and emphasis is paid to the radio station by the parent organisation.



*Recording of a programme in progress*



## Honey CRS @90.8 MHz

S Elango, Station Manager, Achariya Arts and Science College  
Achariyapuram, Valliannur, Puducherry-605110

Phone: 0413-3535999 Mobile: +91-9360093675 E-mail: coordinator@achariya.in

### Background

Honey CRS @90.8 MHz broadcasts its programmes for six hours daily between 9:00 am – 12:00 pm and 3:00 am – 6:00 pm.

### Signature Programme

'Discover More' is our signature programme. We have been working very closely with several local organisations and community to bring awareness about the issues relating to pollution, conservation, tree planting, saving fuel and using renewable, etc. This has led to our radio station becoming quite popular among the young people.

### Funding and Support

We have worked closely with local NGOs working with persons with visual impairment. We have also hired a staff from this group to represent the voices and concerns of the visually impaired persons.

### Transmitter and Transmission

50 Watt Transmitter was provided by BEL, Bengaluru.

The first time transmission downtime occurred was when the Station Director left the radio station. Transmission was stopped for 7 – 10 days. The second time due to Cyclone Thane, we were unable to relay on air. All the set up were smashed by cyclone. During the cyclone the recovery process was very difficult. The antenna and dishes were completely destroyed.



*School children are an integral part of Honey CRS*

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	B Faizal	In-charge	CR Station
2.	S Mangaiyarkarasai	Coordinator	CR Station
3	M Aroon	Coordinator	CR Station
4	Akila Devi	Member	Community
5	Satheesh	Member	Community
6	Aruna Devi	Member	Community

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Ponmozhi</i>	Discussion	Proverb	Informative programme that helps the listeners to get ideas of social betterment.
2	<i>Kural</i>	Reading	Thirukkural	Thirukkural – Administrative and management tips.
3	<i>Thagaval Neram</i>	Informative	Current Affairs	Informative programme.
4	Kids Time	Interview and recitation	Cultural	Educational programme for children.
5	Discover More	Talk Show	Environmental Awareness, Future fuels, Conservation	Conservation based programme that aims to create a better ecological environment for the community.

## Community Participation

With so many agricultural villages around us, we go there on a regular basis and make programmes and interviews. After the interview is over, we get the feedback to reach appropriate persons, so that we will take up the necessary measures to rectify the things in that particular area. We produce the kind of programmes which is useful to the local public.

**Language of Broadcast:** Tamil

## Sustainability Strategy

Our station was established with institutional funding with a capital investment of ₹ 25 lakh. We started becoming popular among the listeners by organising outdoor programmes on a regular basis. With monthly expenses of ₹ 90,000, we feel that we need to develop a specific fund raising strategy. If we became popular, we can sustain ourselves in the locality. Apart from this, we have certain strategies for sustaining in the media at Puducherry such as free advertisement for biodegradable products, free advertisement for those who conduct social awareness programmes, updating local news from time to time, and broadcasting educational programmes. Content sustainability is not an issue, financial is.

## Key Challenges Faced

It is difficult for us to retain well trained staff. We have also faced transmission down time due to cyclones, and require technical assistance immediately, which is often difficult to come by.



*Farmers inputs being recorded in the field for Honey CRS*



## Nila Community Radio @90.4 MHz

Prof A Gnanavel, Station Manager, Manakula Vinayagar Engineering College  
Madagadipet-605107

Phone: 0413-2640040 (Extn. 230) E-mail: nila\_crs@sify.com

### Background

Nila Community Radio Station @90.4 MHz broadcasts programmes nonstop daily for eight and a half hours from 9:30 am – 6:00 pm.

### Signature Programme

*Aarogya Nila* is the name our signature programme. In our area medical based programmes are very famous and most attractive for the people particularly women and old aged people. They feel that if they are healthy they can attain anything. So to cater their needs we are broadcasting more medical programmes. They request for more programmes on preventive basis and treatment basis. The programmes broadcast will be covering various fields of medicine and moreover more orientation will be given on herbal medicines. We also concentrate on educating people to take nutritious food because it is preventive measure for any disease. To encourage people taking nutritious food - camps, completions are conducted in every village around us. Above all we conduct regular free medical camp to people around our CRS and give free medicines to them. When ever to go for field to record programmes, we are getting very good feedback on the medical programmes. We are broadcasting the medical programmes every day at 11:00 am and also there will be a repetition. By broadcasting this medical programmes to cater the medical needs of the community around us we are very much happy since we are being the part of creating a disease less community around us.



*Studio recording of a programme at Nila CR studio*

### Funding and Support

We have collaborated with a number of Government officials for content, but have not received any funding. Our own institution provides us the support.

Government officials like Mr V Irai Anbu, IAS, Mr Seilandiva Babu, IPS, Dr Govindaraj, TB Sanitarium, Government of Puducherry, Dr Radhakrishnan, Ground Water Resource person, Government of Puducherry, Mr P Devaraj, IPS Government of Puducherry, Veterinary doctors of Tamil Nadu, Prof Sivamadhavan, Tagore Arts College, Government of Puducherry, etc. have participated in our programmes regularly.

We also collaborate with our institution's Medical College, Nursing College, B.Ed College, Manakula Vinayagar Institute of Technology, and Mailam Engineering College staff and students for content generation.

### Transmitter and Transmission

The 50 W Solid State VHF FM Transmitter supporting mono or stereo sound broadcasting with a power output of 50 W procured from and installed by Bharat Electronics Ltd. (BEL), Jalahalli Post, Bangalore-650013.

During the recent cyclone, in December/January 2012, our antenna collapsed and work has been done to re-erect it. There has otherwise been no transmission downtime.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Shri M Dhanasekharan	Programme Advisor	Chairman, SMVET
2	Dr V S K Venkatachalapathy	Programme Executive	Director of Nila CRS
3	Shri A Gnanavel	Programme Executive	Station Manager, Nila CRS
4	Dr S Jayakumar	Project Coordinator	Programme Advisor
5	Mrs M Janakirama	Production Assistant	Programme Coordinator
6	Mrs Ramani	Production Assistant	Anchor, Nila CRS
7	Mrs Girija	Production Assistant	Anchor, Nila CRS

## Programme Content

S No	Title	Format	Subject	Description
1	Medical Programme	Jingle, Song, Debate, Story, Interview, Radio Report, Speech, Discussion	Health	Awareness on herbal plants and medicines, nutrition rich food.
2	Education Programme	Discussion, Jingle, Song, Debate, Story, Interview, Speech	All Subjects	Good English language, exam tips, Tamil literature, Mathematics and other subjects.
3	Women's Programme	Speech, Interview, Story, Songs and Jingle	Women's Empowerment	Schemes for women, SHGs, mother and child care, nutrition and health, livelihoods, etc.
4	Science Programme	Quiz, Speech and Interview	Scientists and General	Inventions, discoveries and struggles of scientific work.
5	Self-Help-Group Programme	Discussion and Interview	Village Development	Train members on how to operate a group, lending, savings, livelihoods, etc.

## Community Participation

Around 40 villages are covered by this CRS. The people of these villages are made aware of our broadcasting service, and should be motivated to listen to our programme. Then we invite them to take part in programmes for expressing their talent and views. For this, we have organised many camps like medical camp, AIDS awareness camp, herbal plants and medicine awareness camp, nutrition rich food materials, etc. Many community people attended them and shared their views. With the help of SHG women, we made them successful, and so, using our OB Van, many people come to our studio for indoor programme recording. We also go to them for outdoor programme recording, to their fields, shops, houses, etc. As we have some women production assistants, we are able to approach many villagers. Some programmes are recorded, after giving training in presentation, both in and out of the studio, and some other programmes are recorded in their natural way of presentation.



*Outdoor recording in a field of a farmer*

We have already saved and guided Kumalam village people from diseases as a preventive measure with our own medical team. We have helped the people of Palayam village from the biting

of wasp-like insects with help of Puducherry Forest Department. We helped the people of the village nearby to be saved from snake bites by proper guidance and medical advice. A programme on poison is often aired with the help of medical students.

The people of R.R. Palayam, of Tamil Nadu under our coverage area suffer from stagnant water of a small river near it. It prevents them from going out as usual during rainy season and also infects them, since the water is badly polluted. A mini dam like construction has been made on the river to hold the water during rainy season by the Government of Puducherry. Water conservation and cleanliness is a matter of concern not only for the people of Puducherry but also of the neighbouring State of Tamil Nadu. This problem continues to confront the people, and is a topic often covered by Nila CR.



*Nila CR attends and records discussion in SHG meeting*

**Language of Broadcast:** Tamil

### Sustainability Strategy

When our CRS was installed, an amount of about ₹ 40 lakh was spent for infrastructure, equipments, antenna etc. Monthly expense is about ₹ 1.5 lakh. The whole sum is spent by our Manakula Vinayagar Education Trust, which is interested both in academic service and service of broadcast. No financial support is taken from outside in this regard. It will be good, if revenue is created with help and support in the form of Government commercial advertisements and also in the form of getting revenue by marketing the products of SHGs through our CRS.

### Key Challenges Faced

Transmission coverage is a major problem for us because of the low power. Our useful programmes attract many people within the range of 10 to 15 km and also away from that. One example we received two phone calls from Kallakuruchi and Seerkazhi, both being far away. We need support to raise the transmitter power as well as antenna height.



*Women's empowerment programmes include recording of comments and views of women in the field*



## Puduvai Vaani @107.8 MHz

M Ramadass, Puduvai Vaani CRS, Convention-cum-Cultural Complex, First Floor  
(Opposite to PEC) Pondicherry University, Puducherry-605014  
Phones: 0413-2654349, 2655996 Mobile: +91-9976796865  
E-mails: puduvaivaani@gmail.com, puduvaivaani@pondiuni.edu.in

### Background

Puduvai Vaani @107.8 MHz broadcasts its programmes for 9 hours on weekdays and 12 hours on weekends. On weekdays from 6:00 am – 10:00 am; 1:00 pm – 2:00 pm and 5:00 pm – 9:00 pm and on weekends from 6:00 am – 6:00 pm. Puduvai Vaani has been recognised by the Jury of The Manthan Award South Asia as an Award Winner for the year 2011.

Puduvai Vaani CRS Programmes are being webcast online from 1 November 2011 with the support of CEMCA, New Delhi. Puduvai Vaani's Programmes are available in the website link: <http://newzstreet.tv/ns/cemca/pondicherry/>

### Signature Programme

*Ungalai Thedi* began as a live programme broadcast every Wednesday from 1:30 pm – 2:00 pm. With good response from the community this programme has been broadcast daily. This programme series covers special days, local events and festivals, local needed topics and problems, disaster management, social activism, local culture promotion, education, environment, health issues and infotainment. For example, a programme from this series exposed the effects of Thane Cyclone, and its aftermath. Another one covered *Pillaichavady Murugan* temple festival and it was played lively through local mike set speakers. It covers special days like Blood Donation Day, World Population Day, Road Safety week, etc. The highlight of the programme is that it is jockeyed by the community members.



*Puduvai Vaani Studio*

### Funding and Support

Yes, from the beginning, Puduvai Vaani is working with the Puducherry Government Departments and several Non-Government Organisations from Puducherry and Tamil Nadu.

Puduvai Vaani is celebrating National Science Day by conducting competitions for High School and Higher Secondary School Students, College Students and listeners of Puduvai Vaani in collaboration with Puducherry Council for Science and Technology, Department of Science, Technology and Environment, Puducherry. MS Swaminathan Research Foundation (MSSRF) provides agriculture and environment programmes that are broadcast on Saturday and Sunday at 7.45 am.

Puduvai Vaani is also broadcasting programmes from National Institute for Visually Handicapped every Thursday evening 7:00 pm – 7:30 pm in *Nam Ulagam Chunk*.

### Transmitter and Transmission

The Transmitter installed VHF FM Transmitter (1+1) with a power of 50 Watts manufactured by Bharat Electronics Limited. A Dipole antenna is placed on a 30 metre height.

Transmission downtime happened on 30.12.2011 for 2 hours 45 minutes. But we have extended the transmission till 5:00 pm.

At the time of the cyclone Puduvai Vaani was the only communicating medium for the community. Because of the heavy wind AIR news also did not reach the Pondicherry University surroundings. Information about Thane cyclone was collected

from The Collector, Revenue and Disaster Management, Government of Pondicherry, *Thasildar* and from All India Radio, Puducherry and broadcast frequently. The Translator cum Announcer of Pudevai Vaani acts as a reporter from Chennai.

The next day due to the power failure, the transmission was given from 6:00 am – 1:15 pm.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Prof J A K Tareen	Chairman	Management of Institution and Radio Station, Vice-Chancellor, PU
2	Prof M Ramadass	Member	Management of Institution and Head of Pudevai Vaani, Director (SEI and RR), PU
3	Shri S Loganathan	Member	Management of Institution, Registrar, PU
4	Shri S Raghavan	Member	Management of Institution, I.A and A.S., Finance Officer, PU
5	Dr R Samyuktha	Special Invitee	Management of Institution, Librarian, Anandharanga Pillai Central Library, PU
6	Prof A Balasubramanian	Member	Expert (Former Director of Pudevai Vaani), Director, EMMRC, University of Mysore
7	Dr R Sreedher	Member	Expert, Director, Commonwealth Educational Media Centre for Asia, New Delhi
8	Prof R Venguattaramane	Member	Management of Institution, Dean, School of Humanities, PU
9	Prof S Arokianathan	Member	Management of Institution, Dean, Subramania Bharathi School of Tamil Language and Literature, PU
10	Prof R Raju	Member	Management of Institution, Dean, School of Performing Arts, PU
11	Prof S Balakrishnan	Member	Management of Institution, Head, Dept. of Earth Sciences, PU
12	Dr S Arul Selvan	Member	Management of Institution, Reader and Head (i/c), Centre for Electronic Media, PU
13	Ms Nivethitha	Member	Management of Institution, Head (i/c), Department of Mass Communication, PU
14	Ms Radhika Khanna	Member	Management of Institution, Assistant Professor, Department of Mass Communication, PU
15	Shri Marie Stanislas Ashok	Special Invitee	Management of Institution, Systems Manager, Computer Centre, PU
16	Dr V S K Venkatachalapathy	Member	Expert, Principal, Sri Manakula Vinayagar Engineering College. (CRS-Nila FM), Madagadipet, Puducherry
17	Mr Joseph Victor Raj	Member	NGO, Director, HOPE, Puducherry
18	Mr A Vinayathan	Member	Community School, Principal, Jawahar Navodaya Vidhyala, Puducherry
19	Mrs B Dhanalakshmi	Member	Periakalpet Community
20	Ms Sneha Nair	Member	Student, MA Second Year, Mass Communication, PU
21	Mrs Jayagandhi	Member	Pillaichavady Community
22	Mrs K Bala	Member	Chinnakalpet Community
23	Mrs S Saleema Rabiyyath	Member	Secretary, Programme Executive, CRS



## Programme Content

S No	Title	Format	Subject	Description
1	<i>Ungalai Thedi...</i> (All days)	Live – POP and PIP	Current topics of community's interest covering a range of topics	Special days, local events and festivals, local needed topics and problems, disaster management, social activism, local culture promotion, education, environment, health issues and infotainment. Broadcasting time – 1:30 pm – 2:00 pm and 5:15 pm – 5:45 pm on weekdays, 11:00 am – 12:00 noon on weekends.
2	<i>Mangayar Cholai</i> (All days)	Group Discussion, Interview, Vox – Pop, Feature, Radio Magazine	Women's Programme	Broadcasting time – 8:00 am – 8:30 am.
3	<i>Poonthalir and Poonchittukal</i> (All days)	Story, Classes, Drama, Music and Variety Programme by children	Children's Programme	Broadcasting time – 7:10 am – 7:55 am on weekdays, 7:10 am – 7:30 am on weekends.
4	<i>Samuthaya Sirpugal</i> (On weekdays)	Interviews, Features and Variety Programmes	Government, NGO, Environment and Agriculture, Programme for fisherman and Elders	Broadcasting time – 7:30 pm – 8:00 pm.
5	<i>Vaazhvom Nalamai</i> (On weekdays)	Discussion – Q & A, Interviews, Feature, Vox – Pop	Physical and Mental Health care	Broadcasting time – 6:30 pm – 7:00 pm.

## Community Participation

Community members especially women attend transmission and live duties. They load programmes operating faders, schedule programmes, make announcements, run transmission and produce programmes. They get financial empowerment by participating in Pudukkottai Vaani programmes.

Community members actively participate in competitions like songs, storytelling, talk, puzzles and cookery organised by Pudukkottai Vaani.

**Languages of Broadcast:** Tamil, English, Hindi and French

## Sustainability Strategy

By imparting trainings and conducting competitions, Pudukkottai Vaani is getting its programmes and encouraging community participation. Meeting the community at live programmes and inviting them to present the programmes in studio also.

Pudukkottai Vaani is currently being financed by Pondicherry University.

Within three years of functioning, Pudukkottai Vaani has built nearly 1500 hours programmes in its archives. If we get projects from other Government Departments and advertisements from DAVP then Pudukkottai Vaani will be more sustainable.

## Key Challenges Faced

Till date Pudukkottai Vaani CRS is struggling to get the project approval from the Department of Science and Technology of Government of India.

Due to small coverage area, we are unable to get projects and advertisements.



*Pudukkottai Vaani success story*



*Pudukkottai Vaani action story*



## Aapno Radio Banasthali @90.4 MHz

Lokesh Sharma, Station Manager, Aapno Radio CRS  
 Banasthali Vidyapith, Tonk-304022  
 Phones: 01438-228432, 228709 E-mail: radiobanasthali@gmail.com

### Background

Radio Banasthali @90.4 MHz known as *Aapno Radio* broadcasts its programmes for 12 hours daily between 7:00 am – 11:00 am; 12:00 – 4:00 pm and 5:00 pm – 9:00 pm.

### Signature Programme

Radio Banasthali is the voice that knits together people. *Gaon-Gaon Dhani-Dhani* is our signature programme. Our volunteers reach the community and interview community members regarding developmental and administrative problems that they face in daily life. At the same time we also interview the *Sarpanch* (Panchayat head) about the issues raised by the community to make the Panchayat and administration more accountable. The programme is in local language that motivates the people to express their problems freely.



*Aapno Radio Banasthali Studio*

### Funding and Support

We have an ongoing project, NCSTC, DST, Government of India, New Delhi and CEMCA beginning 2010 titled 'Understanding Planet Earth' to create awareness in the community through community radio programmes.

We completed projects with several partners, and these include: UNICEF, RVPSP, DST, New Delhi, CEMCA, New Delhi, Family Planning Association of India (NGO) and Pratham Rajasthan (NGO) since 2007.

### Transmitter and Transmission

The Transmitter was procured from and set up by Webel Mediatronics Ltd. Kolkata, West Bengal.

We have not experienced any transmission downtime so far.



*RJs of Aapno Radio Banasthali keep listeners aware and informed of local development news*

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Prof Chitra Purohit	Secretary	President, Banasthali Vidyapith
2	Prof Ina Shastri	Joint Secretary	Station in-Charge, Radio Station
3	Mr Lokesh Sharma	Convener	Station Manager
4	Prof Indu Bansal	Member	HOD, Department of Home Science
5	Dr Sharda	Member	HOD, Krishi Vigyan Kendra
6	Dr Avnish Ojha	Member	Medical officer, Newai
7	Dr Ipshita Bansal	Member	HOD, Deptt. of MBA
8	Dr Neera Singh	Member	Medical officer, Banasthali
9	Prof Vinay Sharma	Member	HOD, Department of Biosciences
10	Smt Leena Mukharjee	Member	Principal, Primary School
11	Smt Muktibala Sharma	Member	Principal, Sr Sec School
12	Smt Sukesh Batwal	Member	Principal, Sr Sec School
13	Prof Sheel Sharma	Member	HOD, Department of Food and Nutrition Science

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Gramin Jagat</i>	Live phone-in	Agriculture	Interaction with the agricultural experts in studio on every aspect and problem, with farmers and through phone in, discuss their problems or issues relevant to agricultural practices.
2	<i>Gaon-gaon Dhani-dhani</i>	Field interviews	Community developmental and administrative problems	Our volunteers reach the community and interviews regarding developmental and administrative problems facing them are recorded.
3	<i>Kaam ki Batan</i>	Discussion (studio based)	Social evils and important tips on health, hygiene, sanitation, etc.	The community anchors discuss the issues like personal hygiene, cleanliness, draining system, girl education, pollution, etc.
4	<i>Seedhi Batan</i>	Interviews (studio based)	Village development and growth	Interaction with <i>Sarpanch or Panch</i> on their commitments and planning
5	<i>Algoja</i>	Folk songs	Local tradition and culture	Preserving and promoting the local talent through folk songs on folk deities.

## Community Participation

The programmes are designed in such a way that encourages community participation. Since phone-in is an easy medium to connect and ensure community participation, members from the community representing students, staff, villagers, farmers, women, children, are constantly part of the programming content.

The deliberations are made in simple and local language targeting all the age groups. This creates a continued interest to the listeners of the Aapno Radio Banasthali. The community members can also very easily become producers of content because we encourage community members to talk in their own language and dialect.

Banasthali Vidyapith has a strong history of community service and a number of people from the villages are engaged with the University in various forms of employment and jobs. The community comes to the radio station to express themselves.

We organize radio production workshops for the community members to train in radio production and presentation techniques. More than 100 village volunteers have been trained so far. These volunteers are working as community anchors and RJs. There are many radio programmes in which the local artists and singers from the community, get chance to perform their performances. Support from the DST has also helped us to build this momentum among the community members.

**Languages of Broadcast:** Rajasthani and Hindi

**Sustainability Strategy**

Since the University took the initiative, it has managed the finance to establish the CRS. The CRS has been functioning for last 7 years. While huge support from the University exists for the CRS, it has adopted many strategies to make the CRS sustainable in terms of running expenses, capacity building, and manpower and programme content.

We organise regular workshops, train people, and reach out to explore the local concerns of the community. Linkages with the national, international, Governmental or non-governmental organisations have been established for building and strengthening local capacities of the community. These are usually focused on providing hands – on technical training for the village youth volunteers.



*Studio live phone-in*

**Key Challenges Faced**

In spite of support from the University a vibrant CRS has to manage its finances, for ensuring smooth operations. We are facing a decline in number of volunteers. Due to limited funds the trained people from the community migrate which is a challenge for us and here we require support.

The Ministry of Information and Broadcasting may kindly examine the issues of availability of news and royalty for music broadcast. The Ministry is requested to take some measures to permit the CRS to broadcast the news and music free from any royalty charges. This step will strengthen the content and continued listenership of Aapno Radio Banasthali CRS.



*Outdoor recording of programme on community problems*



## Radio 7 @90.4 MHz

Salila Bhansali, CEO, ISIM, Sector 12, Mahaveer Marg, Mansarovar  
Jaipur-302020

Phone: 0141-2781154/55 Mobile: +91-9783300003 E-mail: fmradio7@icfai.org

### Background

Radio 7 @90.4 broadcasts its programmes for seven hours between 6:30 am – 8:30 am and 1:00 pm – 6:00 pm.

### Signature Programme

*Ek Mod Zindigi Ka* is our signature-programme, wherein various issues of a student's life are taken up. Problem areas of a subject as seen from the student's perspective, how to overcome the problems, tips on tackling a difficult subject, effective study tips, eligibility criteria for higher studies in a particular subject, what the course entails, physical, psychological and academic pre-requisites, areas of absorption post-Bachelor's or Master's degree and current scenario in a particular field of study are some of the content areas. We also have subject specific experts as well as a qualified counselor to handle the psychological aspect of students' problems and difficulties. Experts are also invited from the corporate world to share their views.

### Funding and Support

The station is supported by the institution's own resources. For content collaboration, from time to time, we work in collaboration with various Governmental and non- governmental agencies.

### Transmitter and Transmission

The studio is equipped with two Transmitters RVR Electronica 50 Watt supplied by BECIL and BEL – 50 Watt supplied by BEL.

We have not had a transmission downtime. As a safety measure and to provide uninterrupted transmission, we are equipped with 1+ 1 transmitters.

### Programme Content

The station boasts of need-based content with a strong thematic focus and innovative approaches for engaging with the community. This is done by involving our own students to begin with. In fact, the highlight of the station is that all the programmes are student-centric, i.e. students between the ages of 4 and 24 years actively contribute to its daily functioning. This helps them forge a sense of collectivity and empower others and themselves too in the process.



Radio 7 Studio

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Dr Ashok Gupta	Director	Management of Institution
2	Dr Raakhi Gupta	Advisor	Management of Institution
3	Dr Manju Nair	Advisor	Management of Institution
4	Ms Mala Agnihotri	Advisor	Management of Institution
5	Ms Monika Munjal	Advisor	Management of Institution
6	Ms Kavaldeep Dixit	Advisor	Management of Institution
7	Ms Rupa Mathur	Steering Committee Member	Radio Station
8	Ms Neha Gupta	Steering Committee Member	Radio Station
9	Ms Shail Joshi	Steering Committee Member	Radio Station
10	Ms Rachna Kapoor	Steering Committee Member	Radio Station
11	Mr Dharmveer Bhatia	Steering Committee Member	Radio Station
12	Ms Seema Raj	Steering Committee Member	Radio Station
13	Ms Monica Bhatia	Steering Committee Member	Radio Station
14	Ms Preeti Tiwari	Steering Committee Member	Radio Station
15	Ms Bhumija Chouhan	Steering Committee Member	Radio Station
16	Ms Shilpa Sharma	Steering Committee Member	Radio Station
17	Ms Shashi Yadav	Steering Committee Member	Radio Station
18	Ms Salila Bhansali	C.E.O – Radio 7	Radio Station

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Padh lo Bhai</i>	Narration/interview with subject expert phone-in	Education Information	Subject related students' problems are handled.
2	<i>Kabani Bacchon ki Zubani</i>	Dramatized story-telling	Value-education	This programme is part of our effort towards emphasizing value education. An innovative approach as well as capacity-building initiative has been the free audio CD-distribution to visually challenged students, by collaborating with NGOs, etc.
3	Me the Star	Narration/bytes/ anecdotes/success stories and interviews	Sports/Culture/ Academics, motivational	A platform for young achievers from various fields, to share and further motivate the youth.
4	<i>Ek Mulaqat</i>	Talk-show and interviews/anecdotes	Topics of general and academic interest	Expert Talks, where in experts answer students' queries on ideal conduct, managing their studies, etc. There are also celebrity interviews aired from time to time.
5	<i>Radio 7 Pehredaar</i>	Narration, bytes and phone-in Discussion/ Nukad Natak	Awareness- Creation of and on youth-related themes and Health-watch	For instance, Valentine's Day, Friendship Day, World Consumer Day, etc. We also conduct and cover activities wherein the youth participate by pledging nature as their Valentine and/or friend and activities of similar nature. Awareness of various diseases (such as HIV-AIDS, Diabetes, Dengue, Swine Flu), their causes, symptoms, cures and prevention.

## Community Participation

Community-participation is facilitated by way of Street Plays (Nukkad Naatak), etc. prepared on various issues of public interest and thereafter broadcast. These are also narrowcast in slums, etc. making the community a vital stakeholder in our programmes. The process of community-engagement is further ensured by conceiving and presenting programmes that preserve and promote local talent and tradition. As we are situated in an urban setting, we have to compete with commercial radios for attention. As a result, our content that is based on issues of local significance lends a local flavour to our repository of programmes on offer as a credible and committed edutainment tool. Even though we think local, our aim is to be global in our approach.



*Two young students sing for a programme*

The students initiate outreach programmes, conduct surveys from time to time, assessing the need of the community, identifying the topics, inviting resource persons from the community and preparing programmes, thereby meeting the needs of the community. Feedback is normally received by phone-in programmes and also by engaging the people in off air programmes and competitions.

**Languages of Broadcast:** Hindi, English, 'Hinglish'

## Sustainability Strategy

Sustainability is an issue, as we do not air sponsored programmes and advertisements. Currently, we are supported by the other sister institutions of the institutional network.

## Key Challenges Faced

Situated in a fast developing urban area, the reach to the target audience (mostly students) is restricted, as students are spread far and wide. Kindly consider increasing the reach.

Acknowledgement of our presence since 2005 and greater recognition at a local level to facilitate the receiving of Government aided programmes.



*Radio 7 has a bouquet of programmes covering children, schools, villages and the streets of Jaipur to produce their programmes*



## Community Radio Eminent @90.4 MHz

Laxman Lal, Station Manager, Jaipur Road, Diggi Malpura, Tonk-303022

Mobile: +91-9414041721 E-mail: eminentcampus@gmail.com

### Background

Community Radio Eminent @ 90.4 MHz broadcasts its programmes for eight hours daily from 7:00 am – 11:00 am and 5:00 am – 9:00 pm.

### Signature Programme

The signature programme of the CRS is *Aaradhana* wherein we honour and show our gratitude to the almighty. Remembering god before starting any new task has always been in our culture, by this programme we follow the same tradition so that god can shower his love and blessings on us and by this all our listeners can begin their day full of hope and with enthusiasm.



Community Radio Eminent Studio

### Funding and Support

We have not yet worked with other government groups or organisations.

### Transmitter and Transmission

The 50 Watt Transmitter was procured from and assistance provided for setting up the Transmitter is WEBEL, Kolkata. We have not experienced any transmission downtime.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Mr Laxman Lal	Secretary	Station in charge, Radio Station
2	Mr Rakesh Singh	Joint Secretary	Production Coordinator, Radio Station
3	Ms Maina Verma	Member	Radio Station
4	Ms Sunita Choudhary	Member	Radio Station
5	Mr Kedar Choudhary	Member	Radio Station

### Programme Content

S No	Title	Format	Subject	Description
1	<i>Eminent IT Vision</i>	Narration	Information Technology	In this programme we try to make our listeners aware with the new development and researches in IT Sector.
2	<i>Radio Per Kissan Pathshala</i>	Narration/ Talk Show	Agriculture	This programme focuses on seasonal crops and varieties, manure, seeds and pesticides for farmers.
3	<i>Nirogi Kaya</i>	Narration/ Interview with Doctors	Health	This programme helps our listeners become aware of various diseases, precautions and treatments.
4	<i>Baat Pate Ki</i>	Narration	Management	The show highlights management attributes.
5	<i>Eminent Ki Pathshala</i>	Anecdotes/ Stories/ Narration	General Knowledge	This programme acquaints our listeners with general knowledge.



## Community Participation

Community participation played a vital role in making Community Radio Eminent successful. The core of our programming revolves around the collective and interactive participation whether it is related to *Kisan Pathshala* or programmes like *Nirogi Kaya*. We actively involve and encourage people to participate and share their knowledge regarding the concerning issues in the community. Our radio station has become an important medium through which people get knowledge regarding agriculture, crops, health related issues and awareness of government schemes. Programmes like *Baat Pate Ki* and *Eminent Ki Pathshala* help students and youngsters in increasing and improving their general knowledge. Dramas dealing with social evils like child marriage, dowry and female foeticides broadcasted in our community radio are like icing on the cake as they help in the initiation of clearing these existing evils in the community.



*Puppetry and other folk tradition are promoted by CR Eminent*

**Languages of Broadcast:** Hindi and Rajasthani

## Sustainability Strategy

'An endeavour to bring about social changes' is our strategy. Presently our CR is confined in an area of 30 km radius. Here, electricity is still a major concern and other sources of media are not easily available at every home. Our CR is a great tool for making them aware and a wide range of knowledge. Our participative strategy ensures an active and interactive participation of the people as this is the only radio station existing in this region. It is like a boon for the hamlets here.

## Key Challenges Faced

We are unable to get sufficient sponsors as all our programmes are self-sponsored.



*Community Radio Eminent has women showcasing programmes as RJs*



## Radio Madhuban @90.4 MHz

Yashwant Patil, Station Manager, Prajapita Brahma Kumaris Ishwariya Vishwa Vidyalaya,  
Akash Mahal, Near Gyan Sarovar, Mount Abu, Sirohi-307001  
Mobile: +91-9414154343 E-mail: info@radiomadhuban.in

### Background

Radio Madhuban @90.4 MHz broadcasts its programmes 24 hours of the day.

### Signature Programme

*Mera Gaon, Mera Anchal* (My Village, My Area) 6:00 pm – 7:00 pm on all weekdays is a programme to listen to the small voices of villagers/*adivasis* (indigenous people) from the vicinity and remote areas and give importance to them. People from different age groups and backgrounds share their cultural activities and traditions, experiences and problems. Model village–*Bosa* that became completely addiction-free was highlighted on radio. We also promote and motivate new generation as well as folk in remote and town areas, for de-addiction, water and electricity conservation, farming and cultivation, environment protection.



Radio Madhuban Studio

### Funding and Support

At various junctures for various projects we have co-ordinated with several Government agencies/schools/colleges/*panchayats*/local bodies. For community interaction Project Shiksha, Inter-School Competitions, Child Personality Development Camp, Spotlight Values, Project '*Paatsbala*', De-Addiction Campaign, Energy Conservation Campaign, Project 'Respect and Support Elders', Moral and Value Education camps were organised. We have collaborated with hospitals, engineering institutes and the Government for our programmes and content development.

### Transmitter and Transmission

The transmitter installed 1+1 Delhi WDF FM-100 = 50 Watt and installed by BECIL.

We have experienced transmission downtime twice for around 3 – 4 hours on 26<sup>th</sup> June and 17<sup>th</sup> August 2011 in the rainy season due to power failure.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Krishnaveni Behn	Production Co-ordinator	Radio Madhuban
2	Tulsi Bhai	Programming Head	Radio Madhuban
3	Ramesh Bhai	RJ–Community Co-ordinator	Radio Madhuban



*Radio Madhuban takes part in rallies and cultural events*

## Programme Content

Radio Madhuban has put in place a structured programming framework. We give an opportunity to the community to air their voices while we conduct projects to educate rural folk in various fields and promote local talent. We conduct activities to promote Government schemes (literacy, energy conservation, environment awareness, etc.) by organising various seminars, rallies, personal meets with groups of women and farmers, students and teachers. We also promote and motivate new generation as well as folk in remote and town areas, for de-addiction, water and electricity conservation, farming and cultivation, environment protection and disaster management.

S No	Title	Format	Subject	Description
1	<i>Suprabhat</i>	RJ speak 6:00 am – 7:00 am	Focus on inner values present in all human beings	Encouraging the mind to think positive thoughts first thing in the morning.
2	<i>Aashiana</i>	RJ speak, Callers and Studio Interviews 10:00 am – 1:00 pm	Women Empowerment	Nutrition, water purification, basic hygiene, family values, women rights, women health.
3	<i>Udaan</i>	RJ speak, Callers, outdoor recordings aired, studio discussions Noon and 4:00 pm – 7:00 pm	Children Education and Moral Upliftment	Poetry, art, essays, elocution; children share their thoughts in-studio.
4	<i>Jyoti Zindagi</i>	RJ speak with callers, outdoor recordings played on-air with studio interactions 4:00 pm – 7:00 pm	Youth Empowerment	Awareness about career choices, youth workshops, interactions with principals, students, educators, de-addiction counseling and plays.
5	<i>Mera Gaon, Mera Anchal</i>	Recordings of local communities played on air and interviews in-studio 7:00 pm – 8:00 pm	My Village, My Area	Small voices of villages/ adivasi community-local traditions and cultural arts, education about water and electricity conservation, farming and cultivation, environment protection and disaster management.

## Community Participation

We have a dedicated team who constantly visits communities in villages. The team comprising of resident and visiting volunteers following the discipline and lifestyle of *Brahma Kumaris*, is motivated and keen to make a difference in people's lives. We also keep giving announcements on air, welcoming community participation for live broadcast and recording on mobile phones.

We arrange events and workshops at our station and utilize many campus facilities to host one-day events for schools. We have a branded Radio Madhuban vehicle with attached speakers for narrow casting and to make announcements in villages. We also use hand held announcement systems to make announcements and collect people in the by-lanes of villages. We organise and participate in rallies, seminars, festivals and cultural events in the villages.

**Languages of Broadcast:** Hindi and Marwadi

## Sustainability Strategy

The CRS is currently managed by Brahma Kumaris. Studio grant given by BECIL, a Government of India Enterprise. We have 9 Radio Jockeys and 6 technical people to manage content requirements. However, we look forward towards active involvement and support by Ministry of Agriculture, embassies and other institutions and Government bodies. We wish to be sustainable by 2012-13.

## Key Challenges Faced

We are yet to reach many more communities living in the mountainous terrain. Each house is far from the other and covering them in harsh weather conditions is a challenge. Training people in the tribal belt to utilise and take help from Radio Madhuban is a challenging job. If each home can get a radio, and each village a mobile/communication facility to convey the happenings of emergencies and disastrous events, it will be a great help for these tribals.



*A community icon being interviewed*



*Successful business women are part of Radio Madhuban's programme*



## Tilonia Radio @90.4 MHz

Bunker Roy/Ramniwas, Station Manager, The Barefoot College, (SWRC)  
 Village Tilonia via Kishangarh, Distt. Ajmer-305816  
 Phones: 01463-288210, 288351 Mobile: +91-9928376558  
 E-mail: tilonia.radio@gmail.com

### Background

Tilonia Radio @90.4 MHz broadcasts its programmes for six hours daily between 7:00 am – 9:00 am; 1:00 pm – 2:00 pm and 6:00 pm – 9:00 pm. Social Work and Research Centre, Tilonia has been working with the poorest of the poor in villages for over 40 years to harness human resources within villages.

### Signature Programme

Tilonia radio is an effective media to communicate with rural communities within a radius of 15 km. There are 50,000 listeners amongst communities from over 30 villages who listen to our programmes related to rural development and culture. Tilonia radio has 600 hours of folk songs in its archives. Tilonia radio gives information about Government schemes, like MGNREGA, Right to Information (RTI), Drinking Water, Health, Education, Solar Technology, Environment, Women and Child Rights.



*Tilonia Radio Studio is operated by women*

We also interview village level Government workers like ANM (Health Workers), Bank Managers, Post Masters, Veterinary Doctor, *Patwari, Panch and Sarpanch*. CRS asks them to give information about their different roles and involvement with rural communities.

### Funding and Support

SWRC is a social organisation working with the community since last 4 decades or so. We have worked with several Government (Central and State) as well as private organisations.

For example, SWRC and Ministry of External Affairs work together to train Rural Women Barefoot Solar Engineers from more than 30 countries of Asia, Africa and South America. Other organisations that we have worked with are CAPART, UNDP, CSWB and private donor agencies. Barefoot College also works with state Government in the areas of Health and Education.

### Transmitter and Transmission

We have 50 Watt Transmitter from Bharat Electronics Ltd., (BEL) Bangalore which is maintained by barefoot solar engineers.

We have not experienced any transmission downtime. We keep records of the programmes broadcast in our radio library.



*Health is one of the core programmes of Tilonia Radio*

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Ram Niwas	Co-ordinator	Collecting topics and helping monitor recordings
2	Ratan Devi	Worker	Editing and computerization of work
3	Arti	Worker	Editing and Maintenance
4	Mangli Devi	Worker	Sequencing of the programmes
5	Brijesh Gupta	Worker	Digitisation of Audio

## Programme Content

S No	Title	Format	Subject	Description
1	Education	Education Programme and Children's Parliament	Education Teaching and Children's Voices	Spread awareness about education amongst rural communities. This is a unique programme focusing on citizen empowerment.
2	Health	Interviews and Puppet shows	Health schemes	Spread awareness about the health schemes and benefits offered to the people.
3	Water and Environment	Interviews, Street Plays	Conservation of Water and Environment	Spread awareness about Rain Water Harvesting and protection of the ecology as well as environment.
4	MGNREGA and RTI	Interviews, Awareness Songs and Plays	Rural Employment	Spread awareness about the Right to Information Act and Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA).
5	Women's and Children	Interviews, Discussions	Women and Child related issues	The issues are raised by the women and children.

## Community Participation

In order to ensure community participation, we talk to the community in their own dialect and culture. We use songs and short plays as a medium to spread awareness about various schemes and to put forward the problems faced by the people. We invite people from local community and nearby villages to come and share their experiences with others. We take excerpts from the *gram-sabha* meetings, women groups and other organisations of the area and discuss about their issues on air sometimes through the means of an interview. We also try to gather information from various Government and non-government organisations (NGOs) and share it with the general public.

**Languages of Broadcast:** Rajasthani local dialect and Hindi

## Sustainability Strategy

Our strategy for sustainability is centred towards self-reliance. We operate our community radio through active support of people from our organisation and community. The community radio uses solar electricity only.

The maintenance of the equipments is also taken care of by the people from the organisation. We also have a collection of around 600 hours of local songs.

## Key Challenges Faced

The two key challenges faced by us are firstly to provide training of working knowledge of computers and computerized equipment. Secondly we need to train new people for taking care of our ever increasing volume of work.



*Women from the community play a key role in Tilonia Radio's programmes*



## Holy Cross CR @90.4 MHz

Geetha Lakshmi, Station Manager, Holy Cross Community Radio

Holy Cross College, Trichy-620002

Mobile: +91-7871119787 E-mail: [holycross\\_communityradio@yahoo.com](mailto:holycross_communityradio@yahoo.com)

### Background

Holy Cross Community Radio @90.4 MHz broadcasts its programmes for 10 hours daily from 6.00 am – 11:00 am and 3.00 pm – 8:00 pm.

### Signature Programme

*Oorvalam* is the signature programme of Holy Cross CR where the local people are met by RJs to discuss issues that affect people's lives and talk about prevalent issues. It informs the listeners on vital issues and had influenced their lives in terms of awareness, attitude and participation.



*Holy Cross Studio*

### Funding and Support

We have worked with several Government groups and organisations.

The Station has signed MOUs with LEAD and REACH, both NGOs which execute Government projects. The station helps these organisations by producing programmes that can be aired to the outreach area of these NGOs. The station has produced Public Service Announcements on the importance of hand washing, skits to create awareness on AIDS and Tuberculosis. The association with Rotary International and the Government of Tamil Nadu was focused on participating actively in its End Polio Campaign. Further, with Rotary International, Holy Cross CR has helped in creating awareness on use of clean drinking water.

### Transmitter and Transmission

50 Watt Stereo Audio Transmitters (1+1) were procured from and installed by BEL, Bangalore.

We have not experienced any transmission downtime so far.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Dr Sr Jeusin	Chair person	Management of Institution
2	Dr Zameer Basha	Co – Chair person	Indian Medical Association
3	Ms Shirley Deepak	Convenor	Radio Station
4	Ms Geetha lakshmi	Member	Radio Station
5	Mr Arul	Member	Radio Station
6	Ms Radha	Member	Lead, NGO
7	Ms Jamuna Rani	Member	Community
8	Ms Pushpam	Member	Community
9	Ms Manju Parkavi	Member	Community
10	Ms Kalyani	Member	Community

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Pudhiya Jananam</i>	Drama/ Interviews	Health	Science for women programme which is on air from 2008.
2	<i>Robtalk Nerum</i>	Narration	Books	Programme for differently abled with special focus on blind. Epics, poems, stories, books, speeches read.
3	<i>Oorvalam</i>	Phone ins	Information on local business and people	Rendezvous with local shop owners/members.
4	<i>Kai Vaidyam</i>	Interviews	Home Remedies	For natural home remedies, the kitchen is a great place to start. It has almost all the medicines you would possible need at least, to deal with common ailments. This programme helps to prepare using available items in the kitchen.
5	<i>Thagaval Kalanjium</i>	Talk Show	Information	Day's announcements made – including market details, train timings, weather reports, birthday wishes and anniversaries. The community makes use of the CR to wish their near and dear ones.

## Community Participation

Participation encompasses many activities. We involve the community members in the initial planning stages of programme and also in the development of action plans. It could mean receiving updates in the form of SMS, or providing reflections or feedback about programmes from a recipient's point of view.

We also ensure community participation by celebrating the important days of the community, organizing various competitions – cookery, rangoli, wealth out of waste, drawing, etc. Organising exhibitions, reading out their names on the community radio, making the family listen through students from the community, announcing train timings, announcing weather, announcing market information, identifying woman of the week, organising community mela, organising workshops and health camps.

An appraisal on usefulness of the programme aired is assessed by the students along with the community members every Saturday. The community has self appointed coordinators who organise the people to ask questions on the particular topic.

**Language of Broadcast:** Tamil

## Sustainability Strategy

We are responsible for financing the daily expenses, salaries, light, telephone, stationery, as well as others necessary services. This effort is very significant if we take into account that the cost of operating a radio station is very high. Local donations and sponsors provide some income to operate. We also organise special activities on festivals, local festivities and other activities to obtain resources for the functioning of the station. Most of the funding is made by the Management of Holy Cross College, collaborating NGOs for specific programme slots, Department of Science and Technology (Project funds) and by IGNOU.

## Key Challenges Faced

Our biggest challenge is to ensure regular community participation in the spirit of the CR policy guidelines. The other key challenge is to ensure regular flow of funds for the activities initiated to cover new development themes and to prepare the programmes.



*Community voices are vital in Holy Cross CR's programme*



*Activities among women and children are covered by Holy Cross CRS*





## KSR Community Radio @90.4 MHz

S Soundararajan, Station Manager, KSR College, Kalvi Nagar, Tiruchengode, Namakkal-637215

Web: www.ksrco.co.cc Phone: 04288-274996 Mobile: +91-9884739009

E-mails: mail@ksrco.co.cc, ksrr904@gmail.com, sound\_kavi@yahoo.com

### Background

KSR Community Radio @90.4 MHz is a community radio station set up by KSR Educational Trust (Group of Educational Institutions) which runs and manages the KSR Colleges. KSR Community Radio started its first broadcast on 15<sup>th</sup> July 2010. It broadcasts its programmes for eight hours in three broadcast slots, between 6:00 am – 9:00 am; 12:00 noon – 2:00 pm and 5:00 pm – 8:00 pm.



*Students learning to broadcast*

KSR CR also has started its Internet broadcasting 2 May 2011 at various streams at MP3 mono and stereo over the Internet. It can be accessed via Android, Symbians, PalmOS, blackberry, Windows smart phone, Windows pocket PC's, I-phone and normal java phones. We are proud to say that we are the first community radio who lets Internet streaming for java phones with a mobile application. This has ensured that nearly 1700-2000 listeners are logging on each day to listen to KSR CR.

HD Streaming: We are also the first CR station to go High Definition in quality. High-Efficiency Advanced Audio Coding (HE-AAC) is a lossy data compression scheme for digital audio defined as a MPEG-4 Audio profile in ISO/IEC 14496-3. It is an extension of Low Complexity AAC (AAC LC) optimized for low-bitrate applications such as streaming audio. HE-AAC version 1 profile (HE-AAC v1) uses spectral band replication (SBR) to enhance the compression efficiency in the frequency domain. HE-AAC version 2 profile (HE-AAC v2) couples SBR with Parametric Stereo (PS) to enhance the compression efficiency of stereo signals. It is a standardized and improved version of the AACplus codec.

### Signature Programme

Our signature programme is *Velicham* which focuses on public issues such as health, environment, plebiscite, etc. This is a morning show of rural lay men and women sharing their day today life with KSR CR. Being highly interactive, we feel it has the largest engagement of the community.

### Funding and Support

We have not worked with other government groups or organisations.

### Transmitter and Transmission

The Transmitter BEL 50 Watts 1+1 was installed by BEL Bengaluru.

We have not experienced any transmission downtime.

### Programme Management

We have formed a Radio club which has 260 members with academic faculty, students and community members for content creation. Other committees will be organized soon comprising the local representatives, students, faculties, officials, of various sections and artists.



*Challenge death through meditation*

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Velicbam</i>	Interviews-OB based	Public issues on health , environment, day to day issues plebiscite, etc.	A programme of rural lay men and women sharing their day today life with KSR CR. Morning show.
2	<i>Pathiya Bhuvanam</i>	Discussions	Sharing of developmental ideas among the villagers	People chit chat within and with officials on topical issues of their area. It is broadcast in the evening slot.
3	<i>Thonmangalai Thedi</i>	Rural heritage	Folk traditions, song, drama, street plays and archeological exhibits are focused	Local people and professional folk artists of the surroundings perform for KSR CR. Evening show.
4	<i>Vetrip Pathai</i>	Talks and lectures	Youth Motivational	Success stories, motivational talks, lectures, interviews Morning show Repeated in evening too.
5	<i>Pon Vilaiyum Bboomi</i>	Talks, interviews, skits, etc.	Agriculture and horticulture	Experience sharing of the natives on their cultivation. Noon and evening show.



*Community women participating in a programme*



*A day in market for KSR CR*

## Community Participation

We move to the community locations. Since ours is a college, our first role is to make friends with the community members, engage with them, and in friendly and homely atmosphere, gather information from their chit chat. Initially they feel shy and hesitant but slowly they come forward to speak on to the microphone. The programmes in KSR CR involve all sections and sectors of its listeners group from the community where the total population of the 12 target villages is approximately 258,473. The formats of the programme include Interviews, Features, Discussion Programmes, Drama, Speech and Interaction with the student and the community people. Our educational programmes also benefit students of other colleges and also school drop outs.

**Languages of Broadcast:** Tamil and sparingly English

## Sustainability Strategy

At present KSR CR is supported by KSR Educational Charity Trust. When we are allowed to have sponsors or commercials, we will stand on our own. An idea of renting the studios also prevails.

## Key Challenges Faced

Frequency cross over problem continues to prevail with Kongu CRS-Perunthurai, Erode which is within 25 kilometres range. This problem needs to be addressed.



## Loyola CRS@107.4 MHz

S J Henry Jerome, Director, Loyola CRS, Loyola College, Chennai-600034

Mobile: +91-9840308851 E-mail: [loyolafm107.4@gmail.com](mailto:loyolafm107.4@gmail.com)

### Background

Loyola CRS @107.4 MHz broadcasts its programmes for six hours daily between 7:00 am – 10:00 am and 2:00 pm – 5:00 pm.

### Signature Programme

Voice of People (Makkal Kural) is the signature programme of Loyola CR to bring out the feelings and expressions of the common people in and around our area. Slum dwellers have their voices heard by the authorities and through this programme we make them public. Their environment and related problems, their family and related issues, the whole community and related struggles are part of this programme. Creating awareness that they have their right to live a decent and dignified life, this programme touches the heart of the people. Social volunteers, social and political leaders, faculties, entrepreneurs, trust organisation, farmers, fisherfolk, slum dwellers, daily wagers, washer men and women, sanitary workers, barbers, street boys, vendors, orphans, auto drivers and bus/train passengers and poor slum dwellers are directly connected to this programme.



*Loyola CRS Studio*

### Funding and Support

Loyola CR has worked with TANSAC to spread awareness about HIV/AIDS and Tuberculosis (TB). With the election of officials, we created awareness on the voting rights of people. There was a collaborative effort with Chennai Corporation on 'Loyola Nalam' with health officials. Loyola CR worked closely with the Chennai SHGs, Mahalir Mattum (only for women) programme was prepared and aired. We made a programme on 'tribal awareness' with Girihini Community College at Kodaikanal. Along with the outreach of Loyola, our CR is closely working with many organisations and NGOs around our campus.

### Transmitter and Transmission

The Loyola CRS 50 Watt Transmitter was purchased from M/s Ramsey Electronics Inc., New York, USA and Silicon Valley Corporation Chennai assisted us to set up the Transmitter.

The CRS has not experienced any transmission downtime.



*Slum dwellers speak to Loyola CRS to have their voices heard*

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Dr Joe Arun	Secretary	Management
2	Dr Boniface Jeyaraj	Principal	Management
2	Dr Henry Jerome	Director	Loyola Radio Station
3	Dr Raja nayagam	Dean of Media Studies	Management
4	Dr Antony Samy	Director	Loyola Out Reach
5	Mr Jeyasingh Babu Rex	Programme Executive	Loyola Radio Station
6	Mrs Amali Arul	Sound Designer	Loyola Radio Station
7	Prof Henry Maria Victor	Committee Member	Loyola Radio Station
8	Prof Amal Raj	Committee Member	Loyola Radio Station
9	Prof Alex Parimalam	Committee Member	Loyola Radio Station
10	Prof Kalai Arasi	Committee Member	Loyola Radio Station
11	Prof Jeya Rajendran	Committee Member	Loyola Radio Station
12	Prof Pearlin	Committee Member	Loyola Radio Station

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Konjum mozhi Pesi</i>	Multi Format	Children - PRO	Awareness/Entertainment Songs, Moral stories, Awareness, Mixed programme by differently able children.
2	<i>Unnal Mudiyum</i>	Multi Format	Youth - PRO	Debates and Dramas, Education, societal values, diversities and determination.
3	<i>Loyola Nalam</i>	Multi format	Health - PRO	Empowering people and enabling them to have a better understanding of health care for children, women, youth and the aged.
4	<i>Mahalir Pakkam</i>	Multi format	Women - PRO	Education for women, women's rights and Socio-Political empowerment of women. Crafts and SHG information.
5	<i>Makkal Kural</i>	Multi format	Public - PRO	social awareness special messages Awareness, interview of social and political leaders, educationalists and guests.



Experts from different subjects interact with RJs of Loyola CRS during live on-air programme



*Empowering people including children is a regular theme of Loyola CRS*

### Community Participation

Our motto of CR is 'Empowering the Neighbourhood'. Loyola College has adopted many of the slums where regular programmes are conducted. Every week activities are going on in all the slums and all students are involved in this work. They organise awareness programmes on health, sanitary, cleanliness, education and so on. Loyola CR is present to record and later on broadcast so that other people also would gain out of it.

We meet the people and children and make programmes with them. They speak to us as friends. The slums here are aware of our CR. Participation of children is good in this CR. We have gone to visually challenged students in their schools and got programmes from and for them. The common people, the slum dwellers, the women, children, auto drivers and the vendors, everyone participates in our programmes.

**Languages of Broadcast:** Tamil and English

### Sustainability Strategy

We have been spending resources that were available with us. We need to look for new strategy of making our CR sustainable. In terms of listeners, we may not have big problem as Loyola CR works closely with the Department of Outreach in the College. In fact, Loyola CR is a great support for them and they are a great support for the CRS. In terms of personnel, the college is well equipped with creative and productive people who provide good support to maintain the CR activities. Our alumni consisting of experts in all fields have been and will be helping us in producing programmes.

In terms of strength, the student community has been made well aware of the CR and many are now involved in this work. A plan to be implemented is to create a Radio Club for the student community. In terms of monetary funds, the CR may enter into some difficulties in the future, but could be solved by marketing our programmes and getting sponsorship from our collaborators.

### Key Challenges Faced

Private FM channels in the Chennai city is concentrating more on advertisement programmes, especially film songs and interviews with stars in celluloid world. As these types of programme are attractions for the people, it is a big challenge before us is to turn the listeners to be with us.

Developing technology is yet another challenge and to update the staff with the recent developments and to keep abreast in this field. There needs to be on-going training on broadcasting for the staff on a regular basis as new team members keep joining.



## MOP CRS @107.8 MHz

N Aruna, Station Manager, No. 20, 4<sup>th</sup> Lane, Nungambakkam High Road  
Nungambakkam, Chennai-600034  
Phone: 044-65121333 E-mail: mopvcfw@eth.net

### Background

MOP CRS @107.8 MHz broadcasts its programmes for 12 hours daily from 6:30 am – 10:30 am; 12:30 pm – 4:30 pm; and 5:30 pm – 9:30 pm.

### Signature Programme

MOP CRS's signature programme is *Penne Unakaga* (Empowering Women) on air, since 2008, encompassing themes focusing on women's upliftment and empowerment. One very popular programme in this segment is *Kasumela Kasuvanbu* (entrepreneurship development). Notable women entrepreneurs, persons from NGOs, etc. have shared their experiences through MOP CRS.

In line with the theme, MOP CRS conducts skill training for the community members. Hands-on training through field activities is conducted based on feedback from *Kasumela Kasuvanbu*. The driving force for the programme has been the impact created among the community members.



MOP CRS Studio

### Funding and Support

Our funding and support comes from engagement with community organisations, NGOs, Institutions, Government agencies, etc. by way of collaborative content production, programming support, sponsorship, etc. We have worked with several Government groups and organisations as listed below:

S No	Organisation	Nature of Work
1	REACH, Chennai – NGO	Awareness on tuberculosis and DOTS programme for the community.
2	Dignity Foundation – NGO	Addressing problems faced by senior citizens.
3	NIVH – National Institute of Visually Handicapped	Producing daily programmes for visually handicapped.
4	Police Boy's Club	Programmes for underprivileged boys.
5	Tamil Nadu AIDS control	Radio and field activities on creating AIDS awareness in the community.
6	Aakash Ganga	Promotion of rain water harvesting in the city.
7	EXNORA	Programmes on environmental protection with special focus on waste disposal and biodegradable wastes.
8	TTK rehabilitation centre	Radio and individual/group counseling for persons with problems of substance abuse.
9	Science city – TN Government	Radio programmes and workshops for school children on Astronomical sciences and the universe.

Contd. ...

S No	Organisation	Nature of Work
10	NIZHAL	Programmes on global warming and on field activities such as planting tree saplings.
11	108 Ambulance services – TN Government	Creating citizens alert on emergency medical care.
12	Government's social welfare ministry – Helpline for child abuse 1098	Creating citizens alert on reporting cases of child abuse and exploitation through government helpline numbers.
13	Tamil Nadu Veterinary and Animal Science University	Programmes on animal welfare.
14	Tamil Nadu Horticulture Centre	Popularization of skill training programmes offered for community members.
15	MSME – Micro Small Medium Enterprise, Government of India	Awareness on support offered for Entrepreneurial ventures.

### Transmitter and Transmission

The Transmitter installed has been procured from and installed by Ramsay Electronics, USA.

The radio station has not experienced any transmission downtime.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Ms N Aruna	Programme producer	Management of institution
2	Dr Rosy Fernando	Programme Advisor for programmes related to entrepreneurship	Management of institution
3	Dr Usha Ravi	Programme Advisor for programmes related to Health and Nutrition	Management of institution
4	Dr Jayashree	Programme Advisor for programmes related to art and culture	Management of institution
5	Mr G Chandramohan	Audio Engineer	Management of institution
6	Mr Vijaya Thiruvengadam	Media Consultant	Former Director, AIR Management of institution
7	Dr P Iyamperumal	Programme Committee	Director, Science City
8	Mr Shekar Raghavan	Programme Committee	Trustee, Tamil Nadu foundation
9	Dr Chandra Swaminathan	Programme Committee	Health and Nutrition expert – freelancer
10	Ms Vijayamma	Programme Committee and Coordinator outreach activities	Founder and President Niveditha – NGO for SHG
11	Ms Paula	Programme Committee and coordinator for outreach activities for school children	Assistant Head Mistress Assumption School, Nungambakkam



*MOP CRS collects views from police*



*Women take active part in programme activities of MOP CRS*

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Doctorai Kelungal</i>	Phone-in live show	Health and wellness	Health related queries posed by the community are clarified and answered by Doctors. Thursday 2:00 pm – 3:00 pm and repeat on Sunday 9:30 am – 10:30 am.
2	<i>Poonjolai</i>	Composite 3.00–3.15 pm	MOP at Schools for under privileged students)	'Radio hour' is one of our initiatives—school children are encouraged to record shows on MOP radio and relay it as part of their time-table.
3	<i>Vazhi kaattugairom</i>	Composite	Guidance and counseling	A programme which helps and guides the people of our community in areas where they demand advice. (Talk, Interview, Group Discussion) 7:30 am – 8:00 am, 1:30 pm – 2:00 pm and 6:30 pm – 7:00 pm.
4	<i>Makkal Mandram</i>	Composite	Community Development and awareness programme	Programmes by NGOs on societal concerns. PSA's on many social issues as Talk, Interview, Group Discussion, Live, PSA, Jingles, Debate, and Documentary. Broadcast timings: 9:30 am – 10:30 am; 3:30 pm – 4:30 pm and 8:30 pm – 9:30 pm.
5	<i>Vaarungal Bhumiyaai Kaakka</i>	Composite	Environmental protection	On environmental protection by the community as Talk, Group Discussion, Interview, Debate, PSA, and Documentary. Broadcast in three slots: 9:15 pm – 9:30 am; 3:15 – 3:30 pm and 8:15 pm – 8:30 pm.

## Community Participation

MOP CRS reaches its community through its programmes. We involve women, senior citizens and children of the community. Women form groups with leaders for each cluster. The groups meet every alternate day in a nearby temple. Radio sets and field recorders are given to them to listen and produce shows. They are also trained as RJ and provided relevant skills. Community festivals such as *Samathurapongal* are celebrated where all the clusters meet. Residents and senior citizens in Nungambakkam area gather at a local temple where they discuss various issues on community development and awareness. This initiative has promoted rain water harvesting and created plastic free zones around the temple. We conduct workshops through Children Listeners Club for children to enhance their skills and talents on preparing and recording in various radio formats.



*MOP CRS covers stories of successful entrepreneurs and businesses*

**Language of Broadcast:** Tamil

## Sustainability Strategy

MOP CRS has over the years identified its thrust areas as Health, Education, Entrepreneurship, Environment and Women Empowerment. Once the content issues can be covered with community engagement, there would be sustainability of the CRS.

The areas selected have been in line with the needs of the community. The CRS continues to create programmes with this wide spectrum in mind. Active listeners have been inducted to MOP CRS through radio clubs and radio hours at schools. This has also been accompanied by on-field workshops for our listeners. Most of our shows have been on air for more than 3 years, proving the sustainability factor through its success.

## Key Challenges Faced

**Sustaining listenership in the community:** MOP CRS attempts to create and sustain listenership amongst members of its community through its participatory programmes and out-bound activities but it is always a big challenge.

**Transmission reach of the radio:** The reach of the radio has been restricted due to its limited transmission signal strength. This has posed as a challenge in creating and sustaining listeners.





## Muthucharam CR @90.4 MHz

M Divyasri, Station Manager, Muthucharam CR, Room No: 917, 9<sup>th</sup> floor, University Building  
Faculties of Science and Humanities, SRM University, Village Kattankulathur, District Kancheepuram  
Phone: 04114-27448919 E-mail: srmcr90.4@gmail.com

### Background

Muthucharam CR @90.4 MHz broadcasts for five hours in two slots of two and half hours (one slot original, and another slot repeat programming). The timings of broadcast are from 7:00 am – 12:00 noon.

### Signature Programme

'Panchayat', the signature programme of Muthucharam CR, is a 15 minutes weekly recorded programme where the village members interact with the President of the Panchayat regarding current issues happening in their village/area and help resolve them.

### Funding and Support

They have a partnership with KVK (*Krisi Vigyan Kendra*) for agricultural programmes on mushroom cultivation, honey bee production, horticulture, etc. and with SSA (*Sarva Shiksha Abhiyan*) for variety programme with Kattankulathur based Government middle schools. We also have cooperation with other local PHC (Primary Health Centres) for health programmes and medical camp. The partnership is generally signed in a contract sheet mentioning audio content sharing, sponsoring events, royalty between the CRS and other organisations.



Muthucharam CR Studio

### Transmitter and Transmission

Since Muthucharam CR station is experiencing power fluctuations with the current RAMSEY PX50 Transmitter supplied by Cavin Communications, it has opted for a new antenna and Transmitter from BECIL. This is because the former company is currently not functional in the market for servicing.

Muthucharam CR maintains a separate record/log book where the dates and time of transmission downtime is entered for reference.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/ Radio Station
1	Ms M Divyasri	Committee Head	Station Manager
2	Mr R Nagappan	Committee Executive	Production Executive
3	Mr Karunanidhi	Advisor	Founder of NGO - Book of life
4	Ms Janaki	Co-Advisor	President of 'Thaamarai' Women Welfare Association
5	Ms Sundari	Member	Panchayat President of Athur village
6	Ms Francis Porsingula	Member	Founder, We Care NGO

### Programme Content

SNo	Title	Format	Subject	Description
1	<i>Aayakkalaigal</i>	Interview	Literature, Art, Culture Weekly programme	Programme on art and literature where personalities like Painter, Carnatic singer, instrumentalists, Drama Artists, Dancers are identified and interviewed.
2	<i>Therinthu kohvom</i>	Radio documentary	Knowing about the functions of Government organisations	The functioning of Government organisations like Agriculture and Electricity departments, Meteorological Centre, Block Development Office and some private self help groups are produced as a documentary.
3	<i>Vagupparai</i>	Conversation	Academic subjects like Maths, Science, English are taught through ABL	School class room is the set up for a teacher and student interaction with each other on a particular subject.
4	<i>Velan Arangam</i>	Discussion	Mushroom cultivation, Horticulture, White sheep or poultry farming etc.	Agricultural based programme where the farmers and agriculturalists ask their queries to agriculture industry experts in a conference.
5	Media	Radio report	Local events in the coverage area such as SHG loan meeting, school drawing competition etc.	Local community events and functions are covered as radio report. Events like Medical camp, School annual day celebration, Panchayat welfare function, etc.

### Community Participation

To a certain extent community participation is ensured with the help of our varsity students and also by CR staff (field coordinator and production assistant) who are from the nearby community itself.

These students and staff pay frequent visits to the villages, schools, other organisations and involve them in programming. Only those interested students who are registered in Muthucharam Radio Clubs engage themselves in field work.



*Programming by local school children*

**Languages of Broadcast:** Tamil and English

### Sustainability Strategy

As of now, the expenses of Muthucharam CR activities are met by the management. Once we are permitted to broadcast commercials and achieve local event sponsorship, we should be able to sustain in future.

### Key Challenges Faced

Since the area has major power fluctuations, they are not able to include few villages which are in our coverage. They would be able to accomplish their target in the near future with the new Transmitter set opted from BECIL.

In spite of the technical downside, they are still able to sustain our listenership in our Block.

Given a chance and with the level of women participation in their CR, they would like to commence Science for Women project for their betterment. It would be a huge success, they hope.



*Engaging the community in development themes*



## PARD Vaanoli @91.2 MHz

E James Rajasekaran, Station Manager, PARD, A4/1018, Siti Vinayagar Kovil Street  
Thasildar Nagar, Madurai-625020  
Mobile: +91-9543903735 E-mail: pardvaanoli@gmail.com

### Background

PARD Vaanoli @91.2 MHz broadcasts its programmes for three and a half hours daily in the afternoon slot 1:30 pm – 5:00 pm.

### Signature Programme

PARD Vaanoli @91.2 MHz has developed a programme series under the topic 'A Village Today' which details about 70 villages. Profiles and information was collected and this led to the development of one hour programme for each village. The focus is on documenting the cultural heritage of our area at the micro level. This is our signature programme as we believe that the level of detailing that the community members have been able to contribute makes it truly a people's documentation and with this we are building a repository of cultural knowledge and heritage of this region. Details of each village profile include historical aspects, agricultural aspect, religion and language. This is collected from the village community to produce the programmes. These programmes are broadcast and the feedback received also included for rebroadcasting of the programmes.



*Women come to PARD Vaanoli to give their views*

### Funding and Support

We have got the support of the District Administration of Madurai District which provides us the press releases regarding information on various Government Schemes and the programmes of the District Administration to be included in our broadcast. Besides this, we have not obtained any financial support from Government. UNESCO supported our station to set up the Transmitter and provided us technical assistance.

### Transmitter and Transmission

UNESCO supported to set up our Transmitter which was supplied by Nomad, India.

Our station was affected by lightning during the year 2010 because of which our CRS could not broadcast its programmes for 67 days. During that time we had to rearrange our equipments to help us rebroadcast our programmes.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Dr S Muthulakshmi	Chairman	Radio Station
2	Dr N Renganathan	Member	Community
3	Mr E James Rajasekaran	Member	Radio Station
4	Mrs N Rajalakshmi	Member	Community
5	Ms A Kameswari	Member	Community
6	Mr V Packiya Saranya	Member	Community
7	Ms N Lalitha	Member	Community

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Uluthundu Valvom</i>	Interview	Agriculture	Organic Farming: Attempt has been made to encourage the local farmers to adapt ecologically sustainable agriculture.
2	<i>Malligigai</i>	Magazine	Women's issue	Awareness programme focusing on women's issues and covers a range of topics and themes.
3	<i>Nala Valvu</i>	Speech	Health	Herbal Knowledge: There is a wealth of local and traditional knowledge which gets documented through this programme and we receive a number of feedback from the listeners.
4	School Programme	Drama, Songs and Interview	Educational programme	Importance of Education Local talent and singers are profiled and provided an opportunity to reach out to the community. Talent is encouraged to delve into topics of development and educational importance to the community.
5	A Village Today	Magazine	Village background	Details about a village: This is our signature programme with content development made with community participation. This is a one-hour programme. So far, we have already profiled over 70 villages in the reach area.

## Community Participation

Our PARD Vaanoli CR station has ensured very good community participation. They are engaged in programme planning, content development, anchoring and various back-end roles like research, knowledge sharing, documenting, etc. in the way of producing programmes, They are not only mere participants in the community radio, but have begun to believe that they are part of the CR Station in all aspects. They also actively provide the feedback of the programmes that were broadcast, which helps the station to improve itself constantly. We have identified more than 132 rural singers who sing rural songs on various topics without getting any honorarium. A few rural singers visited our CR Station with their musical instruments and made us to record their songs without any payment.

**Language of Broadcast:** Tamil

## Sustainability Strategy

If the community is made responsible for the entire programme it will be sustainable. Our organization has been supporting the management and technical support and community has been actively involved in the content development. However, we will benefit from advertising and support in future.

## Key Challenges Faced

Electricity is a very big challenge. Due to the location of the radio station in the remote rural area, we could not get any advertisement from commercial sectors. We require assistance to market our radio station among the potential advertisers. We could also benefit from guidance on extending government information to our listeners.



*A poor woman being interviewed at her workplace*



## Pasumai CR @90.4 MHz

J Paul Baskar, Station Manager, Pasumai CR Studio and Marketing Office

H 2/30 RM Colony, Second Cross, Dindigul-624001

Web: [www.pasumaifm.com](http://www.pasumaifm.com) Phone: 0451-2461512 E-mail: [pasumaifm@hotmail.com](mailto:pasumaifm@hotmail.com)

### Background

Pasumai CR @90.4 MHz broadcasts its programmes everyday for 16 hours from 6:00 am – 10:00 pm.

### Signature Programme

*Urimai Ulaga Thagaval* is a half an hour feature everyday at Pasumai CR between 10:00 am – 10:30 am. This programme discusses various topics on environment issues like water pollution, groundwater contamination, solid waste management, biodiversity, climate change and degeneration of natural resources. Other issues discussed are child rights, plight of unorganised workers, women rights, good governance and voters' rights.

Youth, homemakers, textile workers, auto drivers, and farmers listen to this programme. The listeners are thousands in number living in and around Dindigul area and also Tamil listeners from varied places through Internet. This programme is presented by Pasumai's popular announcer Kathiravan with content gathered by Paul Baskar, NGO leader.



*Pasumai CR Studio*

### Funding and Support

Pasumai CR works with several organisations. It has been an active participant organisation of National Environment Awareness Campaign – (2007, 2008, 2009, 2010, 2011, and 2012) – Ministry of Environment and Forest, Government of India, New Delhi through Nodal Agency. Peace Trust, Regional Resource Agency, South Tamil Nadu which supplied content free of cost for 30 minutes a day on environment topics like Solid Waste Management, Climate Change, Bio Diversity Conservation and Forest. With Family Planning Association of India Pasumai CR had collaborated for generating awareness on HIV broadcast. Gandhigram Trust's Sidda unit had collaborated on Alternate Health Care broadcast. Partnership with DRDA-District Rural Development Agency on Low



*Youth programmes are part of Pasumai CR bouquet*

Cost Sanitation has provided us content on health and sanitation issues. BBC Tamil Osai and BBC Radio supplied content on Environment, Development and Health 30 minutes a day free of charge.

### Transmitter and Transmission

Peace Industrial School purchased Ramsay Transmitter (main) later Bell Transmitter (standby) and retired engineers of All India Radio helped in setting up the 50 Watt Transmitter.

We have experienced transmission downtime several times due to Transmitter equipment failure, frequent power cuts and non supply of Kerosene for generators. Lightning has also affected the Computers, Mixer Board and Transmitter.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Mr J Paul Baskar	Director	NGO Leader
2	Mrs P Mercy Baskar	Member	Peace Industrial School
3	Mr A Kadhar Batcha	Member	Producer
4	Ms M Chitra Devi	Member	Producer
5	Mrs K Sangeetha	Secretary	Representative of Women
6	Mr K Kalimuthu	Member	Village Representative
7	Mr Kumar Rajan	Member	Village Representative
8	Ms Dhanalakshmi	Member	Student
9	Mr Mayavan	Member	Student
10	Ms Kalpana	Member	Youth Representative
11	Ms Christy Quiny	Member	Youth Representative
12	Mrs Poorkodi	Member	Representative of Women

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Thannambikkai Neram</i>	Feature 30 minutes	Self Confidence	Programme on self building, self confidence, motivation and time management.
2	<i>Sirappu parvai</i>	Feature 30 minutes	Current Affairs	Social awareness, discussions and social improvement message.
3	<i>Urimai Ulaga Thaganalhal</i>	Feature 3 minutes	Human Rights, Consumer Awareness, Environment Awareness, Migrant, Workers Rights, RTI	Rights of the all marginalized community and unorganised labourers. Consumer Information, Statistics Report and Problems of Consumers, etc. individual rights (RTI). Rights of workers affected by globalization are highlighted.
4	<i>Vinasaya Ulagam</i>	Feature and Phone-in	Sustainable Agriculture	Practices for, sustainable agriculture, practical farming methods, organic farming, water management, Solar Energy and Bio Gas.
5	<i>Oorgolam Povoma</i>	Street Show	Let us Go for a Ride	Education about places, districts, holy places, trade and commerce, administrative announcements from District Administration.

## Community Participation

There are over 839 SHG groups with 12585 members participating in our community activities. Ten Farmers Clubs are involved in our agriculture related programmes. Five youth forums have nearly 5000 students from schools, ITI and nearby Colleges. Starting from 2007 every year 'Pasumai Santhippu' – an annual get together of roughly 4500 listeners is a special activity for community participation and engagement with the CR.

**Languages of Broadcast:** Tamil and English

## Sustainability Strategy

We are trying to be self sustained with support from small traders and vendors. Though we need assistance for salary to produce quality content and maintaining the machines for many years, roughly a budget of ₹ 1.5 – 2.0 lakh a month is required.

## Key Challenges Faced

50 Watts is really low power which gives only disturbed broadcast. Thus clarity in our broadcast suffers.

Financial support is needed for content preparation and to also keep the community and other personal involved in content preparation.



A village woman in the coverage area listening to Pasumai CR on-air



## Periyar Community Radio @90.4 MHz

G Gandhimathi, Station Manager, Periyar Maniammai University, Periyar Nagar  
Vallam, Thanjavur-613403

Phone: 04362-264600 Mobile: +91-9944495670 E-mail: periyarcr@yahoo.in

### Background

Periyar Community Radio @90.4 MHz broadcasts its programmes for six hours from 8:30 am – 1:00 pm and 4:30 – 6:30 pm. the aim of the CRS is life enriching radio. This enables Periyar CR to empower the local community, who for the most part are impoverished and illiterate. PCR helps community to strengthen the social impact of community activity to combat poverty, exclusion and voicelessness including women's health, education and so on.

### Signature Programme

In Trichy Thottiam, Gomathi (*Valaipoo Thokku*), and Thamilselvi from Thanjavur (Fabrication of coir bags) had financially struggled a lot to run her family and they participated in '*unnal mudiyum pennae*' programme. The programme not only enabled these women to get new livelihoods ideas, but also to get the support from the PTBI, and now they become women entrepreneurs. In Rayamundanpatti, Srinivasan Adisheshan (Amala Product), has also become an entrepreneur. The impact of this programme, though focused on women, has motivated men to also take up new enterprises for their livelihoods and is our most popular programme.



Periyar CR Studio

### Funding and Support

We are working in collaboration with many Government groups and organisations.

PCR is associated with Child Line Nodal Centre Thanjavur 1098 Tele Helpline Model. The Childline stands for a friendly 'didi' or a sympathetic 'bhैया' who is always there for vulnerable children 24 hours of the day, 365 days of the year. The impact of the childline is clear from the following statistics: 17 million calls as of December 2009, 3 million children, 83 cities and 12 years of existence. Childline is a platform bringing together the Ministry for Women and Child Development, Government of India, Department of Telecommunications, street and community youth, non-profit organisations, academic institutions, the corporate sector and concerned individuals to care for the needs of children. We work for the protection of the rights of all children. Children in need of care and protection, especially the more vulnerable sections, including homeless street children and youth, child labourers in the unorganised and organised sectors, domestic help, especially girl domestics and all children are the focus areas. We work for the needs of children with emotional, physical, social distress and children with special needs.

Key partners are: Childline Nodal Centre Thanjavur, Ministry for Women and Child Development, and Department of Telecommunications, Government of India, Periyar Research Organisation for Biotechnology and Ecosystem (PROBE), Centre for University and Industry Interaction (CUII), Periyar Organisation Women Emancipation Renaissance (POWER), Central for Rural Development (CRD), etc.

### Transmitter and Transmission

The 50 Watt FM Transmitter BW-TX50 was procured from and installed by Jadesan Systems, Karur.

We have not experienced transmission downtime till date.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Dr M Sivanantham	Advisor	Dir/CRD
2	Dr A Valli Nayagam	Advisor	Dy Registrar (Academic)
3	Dr P Sababathi	Advisor	Dir/KKCPS
4	Dr P Palani Aranga Samy	Advisor	HOD/English
5	Dr AP Aruna	Advisor	CEO/PTBI
6	Dr SPK Babu	Advisor	HOD/ECE
7	Dr M Gabriel	Advisor	AP/CRD
8	Dr A Anand Jerard Sebastine	Advisor	AP/CRD
9	Ms G Gandhimathi	EC Member	AP/ECE
10	Ms C Narmadha	EC Member	AP/ECE
11	Ms S Aasha	EC Member	AP/ECE
12	Ms A Kayalvizhi	EC Member	AP/ECE
13	Dr S Arunachalam	EC Member	AP/CPT
14	Mr M Chandrakumar Peter	EC Member	AP/MSc SW

## Community Participation

With the active participation of community people from Periyar PURA village women station programmers have been trained leading to social upliftment and increased self-confidence among the members of the community. The student community from schools and colleges are our programme contributors whom we train for building their leadership quality and knowledge sharing with the community. We have also undertaken training of PMU students to work as community radio jockey, programme development personnel to undertake recording, and editing leading to social involvement, etc.

**Language of Broadcast:** Tamil



*A woman entrepreneur at her soft drinks making unit covered by Periyar CR*



## Programme Content

S No	Title	Format	Subject	Description
1	<i>Thinam Oru Seithi</i>	Informative Talk	Conservation	Educational programme based on information flow that leads to conservation of natural resources.
2	<i>Unarntbom Uzhavai</i>	Interview and Live Call	Sustainable Agriculture	Utilise the uncultivated land, to cultivate suitable crops for economic development. Local farmers call in to dialogue with experts and learn.
3	<i>Pagutharivu Pinchugal</i>	Drama, Quiz, Songs, Cultural activity, Speech	Youth and children	Social needs, education based variety programme engages the children and youth for education.
4	<i>Unnal Mudiyum Penne</i>	Interview, Live Call, Training	Women empowerment	Motivate and train women from the community to become an entrepreneur.
5	<i>Namathu Samuthayam</i>	Drama, Quiz, Songs, Cultural activity, Speech, Training	Empowerment of Women and Youth	Focus on various topics like renewable energy, motivate and train them to become an entrepreneur, eradicate poverty and inculcate scientific temper.

## Sustainability Strategy

There are two aspects of sustainability strategy that we have focused on. First is on content and the other is on financial. For content sustainability, PCR has collaborated with several departments like Centre for Rural Development (CRD), PROBE, Technology Business Incubator (TBI), Centre for University and Industry Interaction (CUII), Periyar Organisation Women Emancipation Renaissance (POWER), and Periyar Renewable Energy Training Institute (PRETI) in the fields of agriculture, entrepreneur development, poverty eradication, women's empowerment, renewable energy and sustainable economic development. The University has allocated ₹ 3 Lakhs per annum to pay for the staff salaries and honorarium to all contributors. This has helped our radio station to focus on content sustainability.

## Key Challenges Faced

The key challenges faced pertain primarily to strengthen the Childline in Thanjavur through our CRS.



*Idiappam being made by a woman entrepreneur covered by Periyar CR*



## PGP CRS @90.8 MHz

MS Perumaal, Station Manager, PGP college campus NH-7,  
Karur-Namakkal Main Road, Namakkal-637207  
Phone: 04286-267919 Mobile: +91-9840832578 E-mail: pgpcrs@gmail.com

### Background

PGP Community Radio @90.8 MHz broadcasts its programmes for eight hours daily between 7:00 am – 11:00 am (Original) and 4:00 pm – 8:00 pm (Repeat).

### Signature Programme

Our signature programme is 'Uzhavum Thozhilum'. It is a weekly feature programme developed by the community and the topics are also chosen by them. As a one hour programme it features in many formats, i.e., interviews, success story sharing, information exchange and review of their ongoing development programmes. Since the community is actively engaged in the programme, and is supplemented with small interventions of songs sung by children or village folk, this is our most popular programme and reflects the vision of our CR Station.



PGP CRS airing live singing programme in Studio

### Funding and Support

District Collector and other District officials like District Forest Officer (DFO), RTO, and District Health Officials guide us in identifying local needs in the areas of agriculture, health care, education and the like. Campaigns on blood donation, road safety, AIDS awareness, leprosy eradication, education loan mela, etc. organised by Lion's Club of Velur, Lions Club of Paramathi, Indian Bank, Namakkal, RTO Namakkal, Federation of Women Self Help Groups, Andapuram, RRC are recorded and broadcast on PGP CRS on a regular basis.

### Transmitter and Transmission

The 50 Watts Transmitter was supplied and installed by Bharat Electronics Limited, Bengaluru.

We have not experienced any transmission downtime.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Mr M Ganapathy	Chairman of PAC	Management Correspondent of PGP-Educational institutions
2	Mr M S Perumaal	Secretary of PAC	Station Manager/PGP-CRS
3	Mr V Thillai Kumar	Member	Advocate and Social Activist

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Uzhavum Thozhilum</i>	Feature	Community Development	Interview based programme with success stories.
2	<i>Aalaya Dharisanam</i>	Special Feature	Temple Festivals and Local Festivals	Recorded at respective temple with community participation narrating the <i>sthalapurna</i> , and significance of daily <i>poojas</i> .
3	<i>Pillaikaniamudhu</i>	Stories, Songs and Skits	Children's programme	Students from schools and nearby villages exhibit their histrionic talents.
4	<i>Nandavanam</i>	Debates, Discussion and Radio Report of Events	Campus activities and achievements	Radio report of important events and motivational programmes.
5	<i>Bharat Ratna and Sigarangal</i>	Documentaries (Series)	Achievements of Eminent personalities	Specially produced to mark the birth anniversary of Veterans of Tamil Nadu.

## Community Participation

Most of the programmes are recorded at nearby hamlets, villages and town areas. Contents are identified well in advance and the recordings are scheduled at different parts of Namakkal. Special mention is on live broadcast of *Makkal Thiruvizha-Aadi-18* celebrations on the banks of River Kaveri in Jedarpalayam, Kodumudi, Mohanur, Velur, and Mayanur (from 10:00 am – 2:00 pm and 5:00 pm – 7:00 pm on 3<sup>rd</sup> August 2011) which accommodated more than 200 voices from the community.

Village President, Coordinator of special campaigns, Lions Club members, ophthalmologists at eye camps, labourers at paddy fields, women self help group leaders and members, workers in cooperative milk societies, doctors and senior nurses have shared their views and experiences. *Aalaya Dharisanam*, is a feature's on temples and festivals, recorded at various locations with voices of the locality.

**Languages of Broadcast:** Tamil and English

## Sustainability Strategy

At present all the investment and expenditure are borne by PGP Educational Welfare Society. Purchase of equipment, installation cost, maintenance, expenditure by way of electricity, telephone, etc. are met through management funding. Purchase of materials and staff salaries are borne by the management.

Revenue through advertisements and projects of Central/State Governments and private concerns is yet to be generated. We hope to become self supportive and sustainable in due course.

## Key Challenges Faced

Television and Internet are the two major attractions to the public. Access to Internet in mobile phones is the latest development. Listening to radio is losing its charm. Films, film songs and interviews with film stars are the major components in TV and FM Channels. FM broadcast of commercial radio is attracting listeners, because of full entertainment value.

In Tamil Nadu TV sets have been given free by Government of Tamil Nadu to most of people as per eligibility criteria. So, all households in this area have TV sets and cable connections. Our main competition is television in this area.

The unique feature of PGP Community Radio is that it gives a forum for the voice of the voiceless to ventilate their grievances, to stress their basic needs and to share their success stories. We are trying to change the mind set of listeners to accept Community Radio with pride as their property and make use of CRS for their benefit.



*PGP CRS awareness meeting held at village*



*Women icons of community that PGP serves*



## PSG Community Radio @107.8 MHz

B Chandrasekharan, Station Director, PSG College of Technology, Avinashi Road  
Peelamedu, Coimbatore-641004

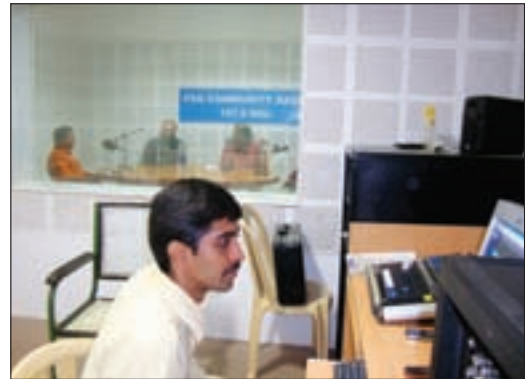
Mobile: +91-9003829486 E-mails: psgcrs@psgtech.ac.in, psgfm@psgtech.ac.in

### Background

PSG Community radio @107.8 MHz broadcasts its programmes for eight hours 6:00 am – 10:00 am and 6:00 pm – 10:00 pm.

### Signature Programme

'Talent Platform' is the signature programme of the PSG Community Radio which unearths the talents of people from different walks of life belonging to varied age-groups including children. We have highlighted the talents relating to Sports, Education, Entrepreneurship, Women empowerment, Medical, Geriatric care, etc. The listeners have started to identify their hidden talents and are approaching the PSG CR for record and broadcast. We have been receiving enormous feedback from the public, listeners in particular.



PSG Community Radio Studio



Five tribal girls getting scholarships with the initiation of PSG CR

### Funding and Support

PSG CR has been collaborating with several Governmental and non-governmental organisations (NGOs) and agencies to bring in inputs for our programmes and to meet the training needs of the unemployed, SC/ST/OBC, women, school dropouts, minorities, physically disabled, economically poor sections of the society and other under privileged. PSG CR has conducted many awareness programmes in tie up with Avinashilingam Jan Shiksha Sansthan and PSG community development through Polytechnics, in co-ordination with Joint Director of Medical Services – District TB Centre, Coimbatore and Tirupur Districts in controlling Tuberculosis, PSG CR aired a serial programme on TB awareness and eradication.

Aligning with Sarva Shiksha Abhiyan (SSA), Government of India's flagship programme for

achievement of Universalisation of Elementary Education (UEE) PSG CR made serial of programmes on language learning. In tie up with Commissioner of Police and Tamil Nadu Police Traffic Wardens' Organisation, Coimbatore City Unit, PSG CR has given many awareness programmes on road safety, anti ragging, traffic awareness, safety driving, preventing theft, etc.

### Transmitter and Transmission

The 50 Watts VHF FM Stereo Transmitter was purchased from and installed by Bharat Electronics Limited, Bangalore.

So far we have not experienced Transmission downtime. Being an Engineering College we manage the maintenance of the Transmitter with our people.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Dr R Rudramoorthy	Chairman	Principal
2	Mr B Chandrasekaran	Member Secretary	Station Director Radio Station
3	Ms Kalpana Vasudevan	Member	NGO
4	Mr M Yoganathan	Member	Environmentalist
5	Dr M S K Muhaiyudhin	Member	Psychologist
6	Mr A Abbas	Member	NGO
7	Mr P Vincent	Member	NGO and Farmer
8	Dr Thamarai Selvan	Member	Doctor
9	Dr U Sreekumar	Member	Yoga Master
10	Mr A R Vasantharaj	Member	Senior Community Member
11	Mrs Kousalya Sreevathsavan	Member	Senior Community Member

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Ula Manjari</i>	Discourse/Lecture demonstrations/ Interactive Session	Music, Education, Literature Epical, Philosophical and Spirituality	This Digest encapsulates the public functions organised by various organisations in and around Coimbatore on varied domains. This programme provides the opportunity for the listeners to gain access to the knowledge who could not attend the respective functions.
2	<i>Inniki Topic</i>	Discussion/Talk Show	Social Issue awareness	Forum of self-expression for people to analyze their problems proposing solutions themselves.
3	<i>Magalir Neram</i>	Talk/Discussion/ Interactive Session	Highlighting the Empowerment of Women in every sense	It aims at getting widows and destitute their due rights in the family and the society and also getting them economic security. It also covers livelihoods tools like handicrafts and recipes, saving for the rainy days, etc.
4	Hello Students	Talk/Discussion/ Interactive Session	Tips to students and so also to those come under the Non-formal Education	This programme offers tips to students on varied aspects of education and learning, and so also to those come under the non-formal education as to what are the avenues of immense use to them to equip themselves by acquiring more knowledge to build up their career.
5	<i>Hello Hello Sugama</i>	Talk/Discussion/ Interactive Session	Health and Hygiene	This programme furnishes medical information on Allopathic, Unani Siddha, Ayurvedic, Homoeopathic, Naturopathy, Acupuncture, Acupressure, Pranic Healing, Touch Healing, Mudras and Yoga postures which they could choose themselves among the above, be it conventional or alternative type of healing method for alleviating their physical ailments.



*PSG CR working with Central Board for Workers Education in a counselling session*

## Community Participation

The staff of PSG Community Radio visit different places in and around Coimbatore to assess their basic needs like water, sanitation, electricity, etc. We interact with people of different age-groups to get the first-hand information on their grievances from them with the on-the-spot recording and also invite them to our studios for broadcast the same. We contact the concerned officials of the local administration and invite them too to the studios, and put forth the problems of the people and get a reply or how soon the problems would be solved and broadcast the same. Once people get solutions to their problems they approach the PSG CR voluntarily to express their problems for getting solutions.

**Languages of Broadcast:** Tamil (90%) and English (10%)

## Sustainability Strategy

The tie-up with organisations like DST, CEMCA, REACH, etc. has helped PSG CR to generate funds for creating programmes of immense use to the community. PSG CR is getting empanelled with the DAVP shortly, which could generate revenue. And thereby the sustainability of the PSG CRS could be ensured.

## Key Challenges Faced

Three CRs frequencies allotted in Coimbatore are 107.8, 107.4 and 90.4. All the three Community Radio stations are located at a distance over 20 kilometres to each other. PSGCR operating from 107.8 MHz through 50 Watts Transmitter propagating through an Antenna located at a height of 30 metres from the ground level.

PSG CR is surrounded by concrete trees higher than that of the Antenna height. Because of the low power and lesser height we are unable to reach fully and clearly in our blanket area. Hence our main challenge is its height and transmitting power. If the height is 50 metres and Transmitter power is 250 Watts, we can distinctively cover with a good signal and clearer audio.



*Ms Kalpana Vasudevan, woman icon of community is a regular on PSG CR*



## Kalpakkam Community Radio @90.8 MHz

P Sasidhar, Station Director, AECS-2, ESL Campus, DAE Township, Kalpakkam-603102

Phones: 044-27487800, 27480164 Mobile: +91-9442523825

E-mails: sasidhar.palagummi@gmail.com, aeckal2@yahoo.co.in

### Background

Kalpakkam Community Radio @90.8 MHz broadcasts for six hours daily in three broadcast slots in the morning, mid-day and evening schedules, between 6:00 am – 8:00 am; 12:00 noon – 2:00 pm and 6:00 pm – 8:00 pm respectively. We have two hours of original programming and two times repeats are broadcast each day.

### Signature Programme

The theme of our signature programme *Gramam Poovam* is to interact with local village community at their doorstep and provide them an opportunity to show their talents, voice their concerns and highlight their achievements. Through this interaction, the queries are recorded on community/individual health issues/agriculture, etc., and the replies obtained from experts in the respective field are broadcast. The cross section covered in this interactive programme includes senior citizens, housewives, children, farmers, fishermen, sculptors and other professionals. The visits also cover interaction with tribal sects to highlight their culture and life style.

### Funding and Support

We have worked with other Government groups or organizations such as: Krishi Vigyan Kendra (KVK), Kattupakkam-603203 under the Tamil Nadu Veterinary and Animal Sciences University, Government of Tamil Nadu. KCRS visits the above KVK in our district and record programmes of relevance to empower farmers, horticulturists and fishermen to enhance their productivity and profitability. Another key partner is the Office of the Joint Director of Agriculture, Government of Tamil Nadu, Kanchipuram. The experts from the above office visit our studio and record agriculture based programmes for farmers of our community. National Institute for Visually Handicapped (NIVH), Regional Centre, 522 Trunk Road, Poonamalle, Chennai-600056 provides educational material produced by the Institute for the benefit of students in our targeted area. In partnership with the Indian National Centre for Ocean Information Services (INCOIS), Hyderabad, we receive regular inputs on Indian Ocean Forecast System and Potential Fishing Zones (PFZ) on a daily basis and prepare our weather bulletins for the benefit of our fishing community.



Recording a live programme at Kalpakkam CR Studio

### Transmitter and Transmission

The 50 watts (1+1) FM Transmitter was supplied and installed by Bharat Electronics Limited, Bengaluru.

We have not experienced any transmission downtime.

## Programme Management

We have formed a Content Creation Project Monitoring Committee (CCPMC) of KCRS The members are as given below:

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Dr P Sasidhar Scientist	Chairman, CCPMC and Station Director	Representative of Management
2	Shri B Venkanna Principal, AECS-2	Licensee, Member CCPMC and Station Manager	Representative of Management
3	Shri V Maduraimuthu Scientist	Member CCPMC	Representative of Management
4	Shri G Rajasekar Administrator	Member CCPMC	Representative of Management
5	Shri Rajesh Rose Senior Nuclear Engineer	Member CCPMC	Representative of Management
6	Smt N Kalavathy	Member CCPMC, Pioneering Women Entrepreneur and Empowerment	Community
7	Shri S Patturaj	Vendor and Member CCPMC	Community
8	Shri Elumalai	Agriculturist and Member CCPMC	Community
9	Shri A Mohan	Fisherman and Member CCPMC	Community
10	Shri Abdul Hussain	Social Worker and Member CCPMC	Community
11	Shri RV Subba Rao Scientist	Member Secretary CCPMC	Representative of Management

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Nalanthana</i>	Interviews/ Discussion and Query and Reply Sessions	Health Issues	Programme on health related topics.
2	<i>Vayal Ulagam</i>	Interviews/ Discussion	Agriculture, Horticulture, Animal husbandry, Fisheries	Sharing of agriculture related developments, Improved Farm Practices, etc.
3	<i>Gramam Poovoom</i>	Interviews, Songs, Cookery – OB based	Direct interaction with community discussing topical, educational, cultural, village amenities, health and economic avenues (SHGs)	Voice for the Voiceless through direct interaction with community at their door step. Community shares with KCRS staff about their lives, aspiration, achievements and talents.
4	<i>Sirappu Virundinar</i>	Interviews – OB Based	Success stories, Motivational talks/interviews	Interview with Elders, Achievers and Performers in each village.
5	<i>Mellisai</i>	Song and Instrumental	Light and Classical Music	Production of Music programmes by the local talent in Classical and Semi Classical genre.



## Community Participation

Towards achieving the goal of voice for voiceless, KCRS interacts with the local community on a regular basis by visiting at least two villages a week and record OB-based programmes (*Gramam Poovoom*). Through this direct interaction with community at their door step KCRS solicits, shares and disseminates information about their lives, aspirations, achievements and talents. Among them we spot the achievers and interview them and broadcast under the program *Sinappu Virundinar* (Guest of the month).

KCRS encourages the local community by imparting training to play the role of an announcer. KCRS interacts regularly with the Self Help Groups in surrounding villages and produces and broadcasts OB based programmes and highlight their success stories achieved by the micro-credit ventures. Further, KCRS organises interactive sessions on personality development, motivation, good parenting, road to success for teachers, parents and students at schools and at KCRS by Education Counsellors and specialists and broadcasts them for the benefit of entire community.

KCRS provides an interface for Fishermen and Farmers to interact with professionals, experts and specialists to get a boost to their profitability. KCRS has organized a successful programme between Indian National Centre for Ocean-Information Services (INCOIS), Hyderabad and local fishermen community. KCRS visits various schools and records variety of programmes at their premises and also at our studios. KCRS broadcasts educational programmes for students during examination time produced by the teachers from our community. KCRS conducts interviews with meritorious students of our community and motivates them.

**Languages of Broadcast:** Tamil and occasionally English

## Sustainability Strategy

KCRS functions under the WOL granted to Atomic Energy Central School-2, Kalpakkam. The financial requirements of AECS-2 activities including the operation and maintenance of KCRS are looked after by the governing body i.e. Atomic Energy Education Society, Mumbai. This CRS was started as a part of neighbourhood welfare development activity at Kalpakkam and sufficient funds have been earmarked for operation and maintenance of KCRS. Thus, it is already self sustaining.

## Key Challenges Faced

Presently, our six hour transmission (two hour original and four hour repeat) covers over 100 villages with over one lakh population. The challenges faced by KCRS are:

- i To make our CRS perceptible and enhance the listener base; and
- ii Strengthen *Mellisai*/Folk music/Playlet components in our Programme Content by scouting for talent from local community.
- iii Frequency cross over problem is there for KCRS (90.8 MHz) with Radio City from Chennai (91.1 MHz)



*School children participate in a programme*



*A woman icon being interviewed while at work*



## Sivanthi CR @90.4 MHz

I Sehar, Station Manager, Aditanar College of Arts and Science  
 Virapandian Patnam-628216 Tiruchendur  
 Phone: 04639-245175 Mobile: +91-9486391546  
 E-mails: aditanarcollege@yahoo.co.in, isehar\_9307@yahoo.co.in

### Background

Sivanthi Community Radio @90.4 MHz broadcasts for 7 hours and 30 minutes daily from 6:00 am – 9:00 am and 5:00 pm – 8:30 pm.

### Signature Programme

Our signature programme is *Santhippu* an intensive interview programme with the community members and leading personalities. This is very popular amongst our listeners. There is a possibility to identify and celebrate the achievers among the listeners in the reach area. We also have an opportunity to deliberate and motivate the listeners through this programme.



*A live programme in studio of Sivanthi CR*

### Funding and Support

We have worked with several Government groups or organisations, such as SETCO, *Sangamam*, *Valampurinatham*, Government Hospitals, Regional Transport Office, etc. Our engagement is to bring in valuable content and information to the communities that we serve.



*Women are key partners of Sivanthi CR*

SETCO is an NGO working for the welfare of the HIV positive persons and making awareness of HIV in Tiruchendur. It is also involved in welfare of the transgender persons in and around Tiruchendur area. Sivanthi Community Radio has conducted several community programmes in collaboration with this organisation.

Sivanthi Community Radio has conducted programmes through *Sangamam*, a leading self help group organisation in and around Tiruchendur.

*Valampurinatham* is a leading fisherman welfare organisation, which utilised Sivanthi Community Radio to broadcast their programmes to reflect their activities and cultural programme for the development of community.

AIDS awareness programmes, Blood identifications and Blood donation camps were conducted for the community and students in association with Government Hospitals near Tiruchendur.

The Regional Transport office, Government of Tamil Nadu, Tiruchendur and Sivanthi Community Radio have organised collaborative programmes to create awareness about transport regulations and road safety.

### Transmitter and Transmission

50 Watts Transmitters (1+1) were installed by BHEL, Bangalore. Dr R Sreedher, Director, CEMCA assisted in the setting up of Sivanthi CR.

The CRS has not yet experienced transmission downtime.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	I Sehar	Station Manager, Sivanthi CR	Radio Station
2	Dr S Narayanarajan	Coordinator, Programme Committee	Management of Institution
3	Dr K Kathiresan	Member	Management of Institution
4	Dr D Vasumathi	Member	Management of Institution
5	Mrs R Sreedevi	Member	Community
6	Mrs R Rajam	Member	Head, Sangamam Self Help Group
7	R Ulaganathan	Member	Retired Officer, Agriculture Department

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Valanthuparpom Varungal</i>	Speech	Self confidence	A programme for motivating the youth and engages them in a motivational mood.
2	<i>Santhippu</i>	Interview	General information	Meeting with community people and a leading personalities, it is a very popular programme.
3	<i>Thinam oru Thirukkural</i>	Speech and songs	Tamil culture	Discourse about the famous <i>Tirukkural</i> .
4	<i>Valampurinatham</i>	Discussions, Drama, Tit bits and Speech	Fisherman community development	Programmes focus on welfare and development of fishermen.
5	<i>Manvasanai</i>	Folk Songs	Rural development	Utilising the talents of local community artists to address the issues of livelihoods etc through folk songs. This also is a way to archive the local culture and knowledge of the local community.

## Community Participation

Sivanthi CR has conducted radio programmes in association with community organisations SETCO, *Sangamam*, *Valampurinatham* working for the community and social development in the local areas as a media partner. This motivates the community members to participate in the community development programmes through Sivanthi Community Radio.

**Languages of Broadcast:** Tamil and occasionally English

## Sustainability Strategy

At present, Sivanthi Community Radio is supported by Aditar Educational Institution Management. If the permission is granted to broadcast sponsored programmes and advertisements our community radio will move towards becoming stable and sustainable.

## Key Challenges Faced

Creating awareness in the minds of the community about the community radio requires dedicated personnel and continued efforts and resources. We also need to find resources to support the community programme producers. Motivating the community to participate is also a very demanding and challenging task.

Sivanthi Community Radio needs the following support: Financial support throughout the year by the Ministry of Information and Broadcastings for the continuous and effective broadcasting. Increase in the power of the transmitter to make more people as community to Radio Station.



*Voices of the community being recorded*



## SSM CR @90.8 MHz

GK Jakir Hussain, Station Manager, SSM College of Engineering, NH-47, Salem Main Road  
Komarapalayam, Namakkal District-638183  
Mobile: +91-9600548540 E-mail: crs@ssmce.ac.in

### Background

SSM CR @90.8 MHz has announced that transmission of its programmes will commence on February 13, 2012 with four hours of broadcasting planned (two hours of broadcast and two hours of repetition). The proposed timing of broadcast are: 6:00 am – 8:00 am and repeat 6:30 pm – 8:30 pm.

### Signature Programme

Since the SSM CRS is a new station, there is no signature programme as yet for this station.

### Funding and Support

SSM CRS has committed its own funds for the operations and human resource expenses. We have not yet worked with other Government groups or organisations.

### Transmitter and Transmission

The 50 Watt Transmitter procured by the CRS is from BW Broadcast, UK and the agency that assisted them to set the Transmitter is Setron India Pvt. Ltd., New Delhi.

SSM CRS has not experienced any transmission downtime.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Dr MS Mathivaanan	Chairman	Management of Institution
2	Mr Indarjith Mathivaanan	Vice Chairman	Management of Institution
3	Mr Rajkumar	Advisor	Management of Institution
4	Dr A Subramanian	Advisor	Management of Institution
5	Dr A Ramasamy	Advisor	Management of Institution
6	Prof S Rajagopalan	Advisor	Management of Institution
7	Dr S Balamohan	Advisor	Management of Institution
8	Dr P Krishnakumar	Advisor	Management of Institution
9	Prof SR Kannan	Advisor	Management of Institution
10	Dr M Senthil	Advisor	Management of Institution
11	Prof P Chitra	Advisor	Management of Institution
12	Prof PR Manikandan	Advisor	Management of Institution
13	Prof A Raja	Advisor	Management of Institution
14	Prof S Senthil Prakash	Advisor	Management of Institution
15	Mr N Sankararaman	Advisor	Management of Institution
16	Ms JS Subhashini	Advisor	Management of Institution

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
17	Ms B Manjula	Advisor	Management of Institution
18	Ms R Sasireka	Advisor	Management of Institution
19	Ms Padma Priya	Advisor	Management of Institution
20	Mr R Tamilarasu	Advisor	Community
21	Mr V Rajendran	Advisor	Community
22	Mr R Ravichandran	Advisor	Community
23	Mr KV Radhakrishnan	Advisor	Community
24	Mr G Natarajan	Advisor	Community
25	Mr M Veeravel	Advisor	Community
26	Mr L Kanagaraj	Advisor	Community
27	Mr M Alagiriraj	Advisor	Community
28	Mr SP Murugan	Advisor	Community
29	Mr S Sabarinathan	Advisor	Community
30	Mr R Nataraj	Advisor	Community
31	Mr S Subramani	Advisor	Community
32	Mr GK Jakir Hussain	Advisor & Manager	Radio Station
33	Mr S Suresh	Members	Radio Station
34	Mr PC Jibin	Members	Radio Station
35	Mr S Prabakaran	Members	Radio Station

### Programme Content, Community Participation and Sustainability Strategy

Programme content is planned to be a mix of formats and engaging the community. Community participation is at the highest level. We have 12 members from the community who are represented in the management of the CR station and who will also work closely with the staff of the CR Station to decide story ideas, collaboration strategy, content development and presentation. This way we will ensure active content development with the participation of community.

SSM CRS is supported financially by the management of the parent institution. As a part of the sustainability strategy, we are hoping to prepare ourselves to focus on content sustainability and to raise advertisements of local announcements, etc.

Transmission is proposed to start on February 13, 2012, and we will be able to respond to these issues in greater detail next year.

**Language of Broadcast:** Tamil

### Key Challenges Faced

So far we have not faced any challenges during the test transmission phase



## TNAU CRS @107.4 MHz

P Kalaiselvan, Station Manager, TNAU Community Radio Station and Director of Extension Education  
Tamil Nadu Agricultural University, Coimbatore-641003  
Phones: 0422-6611522, 6611352 E-mail: dmc@tnau.ac.in

### Background

TNAU CRS @107.4 MHz broadcasts its programmes for four hours daily between 10:30 am – 2:30 pm.

### Signature Programme

TNAU CRS is a unique **e-radio**. The programmes that are broadcast are uploaded in the University's Web called 'TNAU Agri Portal'. The viewers from any part of the globe can listen to the programmes through the Internet at anytime from the above website.

*Mannukkum Vaasanai Undu* in local language Tamil is our signature programme meaning 'Soil too has odour'. In this programme, the resource base soil is taken as the base which has to be maintained properly for sustainable crop productivity as well as human life. The strategies to improve the soil fertility have been given thrust in this special programme. The need for soil testing, selection of crops based on soil suitability, manuring based on available soil nutrient contents are the major components dealt in this programme.



*The signature programme of TNAU CRS going live*

Agricultural Scientists, Microbiologists, Environmental Scientists, Soil Chemists, and Farmers from villages participate in the programme. They share their experiences for benefit of the community. Crop productivity and in general the profitability of farming depends on how the important resource, soil, is maintained in good health. Farmers who share their experiences with Scientists have demonstrated that the maintenance of soil in sound health would pave way for rural prosperity of our nation. The scientists advisory and the farmers' experience based on the adoption of the recommended technologies have proved that the 'Soil Too has Odour', i.e., *Mannukkum Vaasanai Undu*.

### Funding and Support

Tamil Nadu Agricultural University is the sole technology provider on farming related aspects in the State of Tamil Nadu, constant tie-up with almost all the Government Departments such as Department of Agriculture, Horticulture, Agricultural Engineering, Water Resources, Sericulture, Animal Husbandry, Agricultural Marketing and Cooperative Department of the Government of Tamil Nadu. We have been working very closely with the KVK for getting their expertise to the farmers. The technology transfer happens through the Krishi Vigyan Kendras (KVKs) and is funded by the Indian Council of Agricultural Research, Government of India. The financial institutions such as National Bank for Agriculture and Rural Development (NABARD), Lead Banks, Primary Agricultural Co-operative Societies often involve themselves in sharing their facilities by participating in CRS activities. Several non government organisations (NGO) are involved in knowledge sharing for the benefit of public.



*A view of TNAU CRS e-radio setup*



Meeting of Programme Management Committee of TNAU CRS in progress

### Transmitter and Transmission

The Transmitter installed is WEBEL Mediatronics (Unit Sl. No. 933800185), 50 W procured from and installed by World Development Foundation, New Delhi.

No transmission down time was experienced so far.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Dr P Murugesha Boopathy Vice-Chancellor	Chairman	TNAU
2	Dr P Kalaiselvan Director of Extension Education	Member Secretary	TNAU
3	Dr SP Ramanathan Professor and Head	CRS Co-ordinator	Dept of Market Extension
4	All the University Officers of TNAU	Members	TNAU

### Programme Content

S No	Title	Format	Subject	Description
1	<i>Indraya Vaanilai</i>	Narration	Daily weather	Weather is highly essential for all agricultural operations.
2	<i>Sandai Nilavaram</i>	Narration	Daily Market Price	Daily Market Price of all Agricultural produce.
3	<i>Seer Mighu Thaanthyangal</i>	Dialogue and Narration	Millet Production	Awareness creation.
4	<i>Mannin manam</i>	Interview	Soil Fertility	Involving farmers and Success Stories.
5	<i>Velaan Karuvigal</i>	Interview and Narration	Farm Implements	Experience sharing by farmers.

## Community Participation

As the main functions of TNAU are teaching, research and extension in agriculture related fields, the community participation in the CRS is sound. The graduate and post graduate students have been enrolled as members of the Community Radio and a Students' Community Radio Club has been formed in TNAU for empowering students on public speaking skills.



*Scientists and experts in the studio of TNAU CRS*

When research projects are undertaken by the University, the clients are the farmers in different villages who are involved in knowledge sharing. These farmers who represent the rural mass actively involve themselves in CRS activities. Apart from farmers, the common public such as unemployed rural youth, SHG women and home makers who attend several training programmes organized by TNAU also often participate in CRS recording which paves way for others to know about the utility of those training programmes. The financial institutions like Banks, Primary Cooperative societies and other NGOs are the other stakeholders who are involved actively in CRS activities. Thus a holistic participation of the entire community is ensured in TNAU CRS activities.

**Languages of Broadcast:** Tamil and English (only seminars, conferences, etc.)

## Sustainability Strategy

TNAU covers the operational cost of the TNAU CRS. It is proposed to formulate schemes pertaining to the transfer of technology of modern farm practices through sponsoring agencies. Till then, the activities are being carried out with the institutional arrangement. It may take a minimum of three years for attaining sustainability. It is requested that the Ministry support the CRS with some funds till it attains self sustainability.



*RJs of TNAU CRS meet farmers in their fields*



*A successful farmer talking to TNAU CRS*

## Key Challenges Faced

As the TNAU CRS is based on agriculture, the villages covered lie within 16–18 km. If the transmitter range is permitted to be enhanced, the number of beneficiaries will be more. Then the transfer of technologies in the primary sector will be very effective resulting in quicker dissemination. Secondly, trained manpower is not consistently available for operating the CRS throughout.





## Vayalaga Vanoli @90.4 MHz

B Muthukumarasamy, Station Manager, Madurai District Tank Farmers Federation, W5/565, MDCC  
Bank Upstairs, Trichy Main Road, Kottampatti, Melur Taluk, Madurai  
Phone: 04544-230485 Mobile: +91-9944828346 E-mail: vayalagavanoli@gmail.com

### Background

Madurai District Tank Farmers Federation, which is a federation of 159 tank farmers association spread in Madurai District and it is registered under Society Act in 1997 and run for more than 15 years with more than 4500 farmers as members. The federation is also managing 20 Village Information Centres to use computer, multimedia and Internet for farmers, women, youth and children for more than 7 years as an ICT tool for development. The centres are used not only by the members' families, but also by the general public. The Village Information Centres are also located in the common buildings contributed by the Village Panchayats. For the past 3 years, the centres are generating multimedia content and deploying for the community. The centres are also generating audio content and narrowcasting through Public Addressing System. Most of the audio and video content have community participation as experience sharing and discussions.



*Vayalaga Vanoli Studio*

Vayalaga Vanoli (Farm Field Radio) @90.4 MHz broadcasts its programmes for three hours of original and two hours of repeat. Original programme is 7:00 am – 8:00 am; 12:00 noon – 1:00 pm and 4:00 pm – 5:00 pm. Repetition times are 10:00 am – 11:00 am and 5:00 pm – 6:00 pm.

We have started transmission on 25.12.2011. Daily 3+2 five hours of test transmission is being done and formal inauguration was during the 3rd week of January 2012 by the District Collector in the presence of 500 farmers and women.

### Signature Programme

With a month's experience, we propose agriculture phone-in as our Signature Programme having 20 minutes slot for Agriculture daily (Evening 4:18 pm – 4:38 pm). During the last few days of transmission, we have broadcast 4 hours 30 minutes of agriculture specific programme out of which one and half hour is phone in programme. Agriculture officer, Kottampatti has participated in the programme and answered farmers' queries through the radio programme. This programme has given a good response.

### Funding and Support

Government organisations and other institutions provide support for generating audio programme related to their department/organisations namely Agriculture Department, Veterinary Department, Primary Health Centre doctors, nurses, local Panchayats, lawyers, etc.

They have already given radio programmes about their respective Department Schemes and other inputs during the test transmission of past one month. We are also proposing to involve Tamil Nadu Agriculture College, Madurai, KVK, VUTRC, etc. for content collaboration and support.

### Transmitter and Transmission

The Transmitter Equipment was supplied by Nomad India Network under the technical guidance and support of DHAN Foundation, Madurai.

Since, we are very new, we have not experienced such downtime within the past two months.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Shri Ravichandran	Secretary	Agriculture Officer, Department of Agriculture, Madurai
2	Mr Mohan	President	Managing Director, Madurai District Tank Farmers Federation
3	Mr Karthick	Member	Managing Director, Natham Vattara Vayalagam (Farmers Federation)
4	Mrs Sarol Nawroji	Member	Managing Director, Singampunari Vattara Vayalagam (Farmers Federation)
5	Mr Lakshmanan	Member	Kottampatti Pengal Vattara Kalanjiam (Women SHG Federation)
6	Mr Krishnamoorthy	Member	DHAN Foundation
7	Mr Premanand	Member	DHAN Foundation
8	Mr Muthukumarasamy	Member	Vayalaga Vanoli
9	Ms Rajee	Member	Village Information Centre Operator
10	Mr Gandhi	Member	Farmer, from community
11	Mrs Senbagavalli	Member	Community
12	Mrs Poorkodi	Member	Representative of Women

### Programme Content

S No	Title	Format	Subject	Description
1.	<i>Yengal Vivasayam (Our Agriculture)</i>	Interviews, Live Phone in, Discussions, Announcements on events	This is about 20 Minutes Daily on Agriculture, Horticulture and Animal Husbandry, Inland fisheries, Tank, Water Conservation and Management	Experience sharing expert farmers, Interviews with role model farmers, Agriculture officer, Agriculture, Veterinary, University experts, Fisheries, etc. The programme includes announcements of schemes, availability of seeds, fertilizers, vaccination, artificial insemination, etc.
2.	<i>Pengal paguthi (Womens' Programme)</i>	Interviews, Live Phone in, Discussions, Announcements on events, Songs	Women rights, Women Specific Schemes, Health Issues, Employment opportunity for youth, Child Care	Legal advisors interview, women leaders sharing, discussions in SHG meetings, doctors, health workers interview, Department of Home Science, teachers, etc. Some of the programme has continuous daily slots every day per week like child care, pregnancy care, HIV. Free Training schedules for women and eligibility announcements are also included in this slot.
3.	<i>Ungal Panchayat Thalainarin Kanavungal (Know the Your Panchayat Leader)</i>	Interviews/ Announcements	This is about 5 Minutes Daily programme. It is planned to have 2 parts, Part I for 25 days and Part II for 25 days after 6 months	Interview with Panchayat president of development and local issues. The programme includes Panchayat activities, MNREGA activities, financial position, New schemes, etc.
4.	<i>Yen? Yetharku? Yeppadi? (Why? What and How?)</i>	Discussions/ Interviews	This is about 5 Minutes daily programme on Science Technology and its usage relevant for Kottampatti People	The scientific reasons for some day to activities, blessings of science and technology issues in usage, etc. Programme includes high usage of mobile and its hazards, usage of induction stoves, saving electricity, etc.
5.	<i>Kiramathu Kuyil (Community Songs)</i>	Songs	Daily Community Songs for 15 minutes	Songs by women, farmers and youth on culture, festivals and history of temples, village specific festivals, etc.

## Community Participation

A separate management committee is formed to run the Community Radio with 15 members. 5 members from Farmers Federation, 5 members from SHG Federation and 5 members from village center regular users.

In addition with 6 Community Radio reporters, the 20 village centers are also involved in generating radio programme in their respective villages. In general, the community participation for our radio station includes audio programme generation – More than 70% of the available content has community participation, active participation in management committee and place CR as one of the major agenda in their Mahashabha (Annual General Body Meeting) and motivating other villagers for listening and contributing.

**Language of Broadcast:** Tamil

### Sustainability Strategy

During the last mahasabha (General Body Meeting) of the Farmers federation, the management and sustainability of the radio station was placed as one of the main agenda. For the discussion and proceedings, resolutions were drawn to assure to bring the sustainability within 3 years.

In the first Management Committee meeting, with the past experience of multimedia content development and audio content development, it is proposed to run the radio station as a Community Media Centre. It is proposed to mobilise advertisements from the small and marginal livelihood activities among the villagers with a minimal cost. In addition with small advertisements, the station will also develop multimedia content and undertake educational programme of University/ Study centres. Moreover, the station intends to get Government advertisements support through DAVP empanelment and support from Agriculture Ministry through projects.

### Key Challenges Faced

Since, our experience is less than one month of broadcasting, developing variety of programme with available man power, scheduling the programme based on the interest and availability of listeners is a learning challenge. How to assess and monitor listeners' interest in various programme, and ensuring feedback so as to improve our performance is again a learning challenge, which we hope to improve in time.



*A woman farmer at Vayalaga Vanoli Studio*



*What the farmer says and what women say is aired by Vayalaga Vanoli CR*



## Kongu Community Radio @90.4 MHz

Dr K Thangaraj, Station Manager, Kongu Engineering College Perundurai, Erode-638052

Phone: 04294-226680 Mobile: +91-9843121359

E-mails: kongucrs@kongu.ac.in, kongucr@gmail.com

### Background

Kongu Community Radio broadcasts for 10 hours daily between 7:30 am – 10:00 am and 12:00 noon – 7:30 pm.

### Signature Programme

*Mann Vaasanai* meaning 'Local Fragrance' is a typical programme produced by community members. More than a hundred episodes have been broadcast dealing with the life style, culture, festivals, functions, marriage, ceremonies, rituals, habits, etc. of the local people and their importance. This programme has been a big hit among listeners. Mostly in the form of discussion between three or four local community members, this programme has created awareness about the importance and significance of the various activities of the local community. Ceremonies and rituals performed on various occasions from birth of child to the last days of adult, this programme has brought out the essential features and significance of every activity which one encounters in the life span of a person living in the region surrounding Kongu Community Radio.



*Kongu CR Studio*

### Funding and Support

Kongu Community Radio has undertaken projects and programmes in association with several government groups and organizations: A radio project on 'Science for Women's Health and Nutrition' catalysed and supported by RVPSP division of Department of Science and Technology (DST), GOI, went on for more than 365 days. Another radio project on 'Understanding Planet Earth' catalysed and supported by RVPSP division of DST, GOI, went on air for more than 6 months. In association with Erode District Government Hospital, many awareness programmes on the dreaded disease Tuberculosis were organised.

Kongu Community Radio broadcast several programmes like 'Road safety' involving local police officials including the Deputy Superintendent of Police. Institute of Road Transport, Perundurai Medical College and Hospital has helped in organising health camps and several other health programmes for the benefit of school children and listeners of Kongu Community Radio Authorities of 'Perundurai Panchayat Union' cooperated with Kongu Community Radio for organising several programme on Global Warming and Planet Earth in various schools and other places.

Phone-in-live programmes over Kodaikkanal FM AIR – on 'Community Radio' and 'Climate Change and Global Warming' undertaken by the Chief Co-ordinator of Kongu CR. Several programmes were organised in association with the District Institutes of Education and Training (DIET) at Perundurai (Erode District) and at Oddanchatram (Dindigul District) on topics ranging from Climate Change to HIV and Red Ribbon Club. Indian Medical Association (IMA) Erode Chapter has helped Kongu CR in arranging several health camps and awareness programmes.



*Kongu CR organised a health camp for school children*

## Transmitter and Transmission

The Transmitter, a 50 Watt FM Transmitter with Dipole Antenna, was procured from and installed by Bharat Electronics Limited, Bangalore.

We have not experienced transmission downtime.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Prof S Kuppaswami	Chairman	Institution Principal, Kongu Engineering College
2	Dr K Thangaraj	Secretary	Radio Station, Chief Coordinator
3	Dr R Asokan	Joint Secretary	Radio Station, Technical Coordinator
4	Mr Pallavi K Paramasivan	Member	Community
5	Ms E Devi	Member	Community
6	Ms Parimalam	Member	Community
7	Ms A Kavitha	Member	Radio Station, Programmer/Announcer
8	Mr P Balasubramaniam	Member	Radio Station, Programmer/Announcer
9	Mr S Thangavel	Member	Radio Station, Outdoor Broadcasting
10	Mr C K Sathees Kumar	Member	Radio Station, Outdoor Broadcasting
11	Ms N Damayanthi	Member	Student Final Year BE EIE

## Programme Content

S No	Title	Format	Subject	Description
1	Motivational Speech	Song	Educating a girl by poor mother	One of the notable programmes is a song rendered by a student Ms Sriranjini which is in the form of a letter by a poor girl student studying in a school and staying in the hostel to her toiling mother who struggles to earn a livelihood, but tries to educate her daughter despite difficulties – a touching song. Date of broadcast: 06.05.2009 (30 min 34 sec)
2	TB Awareness	Interview	Patients Experience	One of the notable programmes as a part of TB Awareness programme, Kongu CR interviewed patients afflicted by TB, but have taken proper medication and cured themselves – Their experiences were shared with listeners. Date of broadcast: 23.02.2011 (7 min 22 sec)
3	Female infanticide	Skit	Girl Child infanticide	One of the notable programmes a skit by students on propaganda against female infanticide was presented. Well received by listeners. Date of broadcast: 23.08.2011 (9 min 23 sec)
4	Education for all	Question and Answer	General	One of the notable programmes included an interaction with former President of India, Dr APJ Abdul Kalam with students at Kongu Engineering College – Broadcast over Kongu CR. Date of broadcast: 10.05.2007 (59 min 03 sec)
5	AIDS Awareness	Phone-in-live	India's freedom	One of the notable programmes was a phone-in-live programme on Independence Day on India's freedom. Mr Stalin Gunasekaran a social activist and organizer of Erode Book Fair replies to queries from listeners over phone. Date of broadcast: 15.08.2009 (1 hour 43 min)



*Creating a scientific temper among the young children through Kongu CR science literacy programme*

### Community Participation

Kongu CR has transport facilities to bring community members to the studio for recording. The studio crew also goes to community members to their own place for recording programmes with voice recorders and the programmes are edited at the studios. Phone-in programmes allow community members to participate through phone. Management committee meetings and listeners' meets are arranged as and when necessary wherein community members actively participate and learn about producing programmes. Capacity building programmes as part of radio projects have educated directly community members about CR programmes. Several awareness programmes including health check-ups have been conducted in villages, schools and colleges by Kongu CR for the benefit of the community and students. The CR programmes are also available on the internet. Further, we reach the community through present and other communication channels.

**Languages of Broadcast:** Tamil, occasionally in English

### Sustainability Strategy

Kongu Community Radio is at present spending about ₹ 15 to 20 lakh per annum on maintaining the broadcast. The entire expenditure is met by the management of Kongu Engineering College.

However, Kongu CR during the years obtained sponsored projects from DST GOI and others to the tune of ₹ 20 lakh which has helped to arrange special programmes. Kongu CR has applied for empanelment with DAVP and in future may expect to air advertisements which may help to meet the running cost of Kongu CR.

### Key Challenges Faced

It is very difficult to get community members to the studio especially without paying them less than ₹ 100 per day per person since several anti-poverty schemes by the Government assure them a wage of more than ₹ 100 per day. This is very critical for a CR station like Kongu CR in a typical rural area.

The listeners' base which Kongu CR has built over last 7 years has been eroded because nearby KSR Community Radio has also been broadcasting in the same 90.4 MHz frequency. Despite several complaints and WPC responding that they will change the frequency of KSR Community Radio to that of PSG Community Radio which is quite far away from both of us, no progress has been made.



*Celebrating a community woman active with Kongu CR*



## Anna Community Radio @90.4 MHz

Dr M Alagar, Director, Educational Multimedia Research Centre (EMMRC), Anna University  
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Phones: 044-22350105, 22358210 Mobiles: +91-9444216776, +91-9840562783  
E-mail: emmrcchennai@annauniv.edu

### Background

Anna Community Radio, India's first Community Radio Station, broadcasts programmes for 11 hours a day (5.5 hours of original programmes, and another 5.5 hours of repeat). The broadcast timing each day, through the year is: 7:00 am – 6:00 pm. The timings suit the slum clearance tenement women who are our primary target listeners.

### Signature Programme

*Magalir Neram* is the signature programme scripted and produced by the women community. They choose a different topic, research on it and interview the experts on that particular topic and produce the programme in a magazine format and present it. They also study the feedback and develop the quality of the programme according to the need of the community. This



*Anna CR Studio*

programme is a pioneer programme which involves the marginalised women to train themselves and produce programmes to educate and develop themselves and others. Since this programme has expert views and interviews, it enables the community to research on the topic and to present more information on that particular topic. It also consists of the view and voice of the public so that it enables the programming community to know their views and answer their queries before the programme is broadcast.

*Magalir Neram* has attracted many women to step into Anna CR and to produce programmes. They say that their lifestyle has changed and they have developed awareness on so many things after participating in this programme. It not only attracts but also induces other women to participate looking at their fellow producers; they bring in so many topics on which they seek help in their day to day life.

### Funding and Support

Anna CR has forged partnerships with the Department of Science and Technology of the Government of India, the Chennai Police, the Tamil Nadu Adi Dravida Housing and Development Corporation, Sankara Nethralaya Eye Hospital, Cancer Institute, Kalakshetra, Banyan, Alcoholics Anonymous, Spastic Society, Ability Foundation, the National Institute for Visually Handicapped, CRY, the Tamil Nadu Pollution Control Board, Blue Cross, SCAN Foundation, REACH, and Apollo Hospitals, etc.

Science projects such as Science for Empowerment of Women entitled '*Sakthi Arivayadi*' (women, know your power) and another on Science for Health and Nutrition of Women entitled '*Nalam Peruvai Thozhi*' (get well, fellow women), were main science projects for women funded by the Department of Science and Technology, Government of India, (each project funded for about ₹ 16 lakh), 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 programming to satisfy the need of the communities through its programmes.



*Women from community get the opportunity to showcase their talents on Anna CR*

personalities from the Sports Authority of Tamil Nadu to interview young sports talents and award winners. Physicians and Surgeons from Adyar Cancer Institute help the Community Radio to produce Cancer Awareness programmes on a regular basis. Likewise Anna CR partners with the other government groups and organizations for getting the information and expert assistance on a particular topic to produce some of its programmes.

### Transmitter and Transmission

Anna CR has two Transmitters directly purchased by Anna University from BEL (Bharat Electronics Limited, Bangalore). It is a prototype model tested in our centre and installed by BEL. The Transmitter power is 50 Watt.

If one of the Transmitters causes a synthesizer problem, the other is used and the problematic Transmitter rectified by the BEL immediately, so we have not experienced transmission downtime.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution /Radio Station
1	Dr M Alagar	Convener	Anna University
2	Dr V Sunderaswaran	Member	Anna University
3	Mr K R Surendran	Member	Anna University
4	Ms K Sunitha	Member	Anna University
5	Ms E Christy Leema Rose Mary	Member	Anna University
6	Ms E Chitra	Member	Student, Anna University
7	Ms J Jamila	Member	Community
8	Ms K Gracy	Member	Community
9	Ms V Kala	Member	Community
10	Ms B Esther	Member	Community
11	Ms Panjavarnam	Member	Community
12	Ms S Selvakumari	Member	Community

### Programme Content

S No	Title	Format	Subject	Description
1	<i>Ezhaiyin Siripil</i>	Interview 1:00 – 1:30 pm (daily)	Lifestyle programme	This is a lifestyle programme which is the main characteristic programme of a community radio to bring out the downtrodden people's lifestyle.
2	<i>Magalir Neram</i>	Magazine format 2:00 – 2:30 pm (daily)	Women's programme	This is a programme produced exclusively by the women of the community for the community.
3	<i>Samuthaya Nerkanal</i>	Live phone-in programme 5:00 – 6:00 pm (Saturday)	Live interaction with the community	This is a live phone-in programme for one hour every Saturday at 5:00 pm with full community participation on their issues.
4	<i>Kalvi Urimai Sattam</i>	Magazine format 3:30 – 4:00 pm (Monday, Wednesday, Friday)	Awareness programme on right to free and compulsory education act	This is an awareness programme series, with expert interview, voice of the people, skit and a song about the right to free and compulsory education in detail.
5	<i>Arokiam Thenai</i>	Magazine format 3:30 – 4:00 pm (Tuesday and Thursday)	Health programme	Interview with the health experts and doctors on various diseases and its impact focused on <i>Siddha</i> , Naturopathy, <i>Yoga</i> and <i>Ayurveda</i> .



## Community Participation

Anna CR engages individuals from the communities to volunteer with the station. The existing volunteers provide station tours and orientation to new volunteers. The first step is to attend a station orientation. After a station tour and learning all about Anna CR, the next step a volunteer takes is to go through on-air training.

The communities are given training in radio production skills; they are encouraged to use the radio as the voice of the voiceless. Self-help group women, in particular, bring in their new-found freedom and empowerment into the radio station. The station has also donated radio sets to the community so that radio which is a medium that was forgotten after the advent of television has a rebirth.

Anna CR's managing committee has 50% of community people. More than 80% of the programmes are produced by the grass root level community. Anna CR has divided its area of reach into segments and has allotted programmes for each area. A particular area is given a particular day to script and record that programme, ensuring the participation of that particular community for programme production. It also selects women from the community to do radio jockeying and it renders the opportunity to each well trained woman to go on air at least twice per month, so that everybody would get the opportunity monthly. It also allocated an in-charge for an area responsible to bring in new people on a regular basis. Through the programme *Samudbhaya Nerkanal* trained community volunteers meet other community members to participate in the live phone-in programme and also induce them to participate. Listening of the radio programmes in a group is also encouraged and followed by many community members.

**Languages of Broadcast:** Tamil, some programmes on English Language Teaching (in English)



*Grassroots level community are the main segment of listeners of Anna CR*

## Sustainability Strategy

Since the fund is allotted by UGC and Anna University as well, the financial sustainability is not a problem to Anna CRS.

It is challenging to sustain the technical assistance for programme production since the staff who work on editing and recording are only two, but we indulge the students of Media Science Department for the same.

## Key Challenges Faced

The key challenges are transport during outdoor broadcasting and the lack of technical equipment for the same to produce quality programmes. The 50 Watt transmitter reaches only up to 5 – 7 km around Anna CR though it can reach 15 km because of the dense concrete built-up in Chennai city.



## Ilanthalir CR @107.2 MHz

Kumaravel, Station Manager, Rajiv Gandhi National Institute of Youth Development, (Ministry of Youth Affairs and Sports, Government of India), Sriperumbudur-602105

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### Background

Ilanthalir CR operates on 107.2 MHz and broadcasts its programmes for eight hours between 10:00 am – 6:00 pm.

### Signature Programme

*Ilanthalir Neram* (Adolescent Time) gives a chance to adolescents to participate in radio programmes by exhibiting their talents and giving an opportunity to express their views on topics such as environmental issues, life skills, social issues and personality development in a creative way through song, folk drama, speech, debate, mimicry, chat programme, musicals, experience sharing, storytelling, facts and information, riddles, public service announcement and group discussions. Students interact with the field experts as well. All the adolescents participate in radio programmes with the help of teachers in each school.



*Ilanthalir CR Studio*

### Funding and Support

Our station has worked closely with several organisations. This includes TN Education Department, ICDC, Block Development Office, TN Pollution Control Board, National Institute of Blind (GOI), Tamil Nadu Police Department, etc. Our CRS also works closely with several institutions for collaborative content development.

Other partners include Nehru Yuva Kendra Sangathan, Aringer Anna Government Hospital, TN Tourism Development Corporation, Aringer Anna Government Hospital, Indian Association of Life Skills Education; Central Leprosy Teaching and Research Institute (GOI), etc. We give emphasis to community engagement and content development through collaborations with experts, whether individual or a collective.

### Transmitter and Transmission

The 50 Watt FM Transmitter was supplied by Bharat Electronics Limited, Bengaluru and assistance for installation was provided by Prasar Bharati, All India Radio, Chennai. There has been no report of transmission downtime.



*Children and adolescents in action*

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of institution/Radio station
1	Shri Michael Vetha Siromony IAS	Director	Radio Station – ICR RGNIYD
2	Dr A Radhakrishnan Nair	Station in-charge	Radio Station – ICR RGNIYD
3	Shri Kumaravel	Project Officer	Radio Station – ICR RGNIYD
4	Shri Manoj Babu	Production Executive	Adolescent Health and Development Project
5	Smt Vasanthakumari	Production Executive	Radio Station – ICR RGNIYD
6	Smt Vasanthakumari	Production Executive	Radio Station – ICR RGNIYD
7	Dr Yamuna	Member	National Adolescent Resource Team
8	Smt Padmavathy	Member	National Adolescent Resource Team
9	Smt Sunitha Ranjan	Member	Indian Association of Life Skills Education
10	Smt Archana	Member	Community
11	Shri Robert	Member	Community
12	Shri Venkatesan	Member	Community

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Ilanthalir Neram</i> (Adolescent Time) 1:00 pm – 2:00 pm	All formats	Life skills, social issues, Health and environmental Issues	School students and out of school students developing and presenting their own scripts on health, science, environment, social issues, life skills and career.
2	<i>Gramangal Arivom</i> (village profile) 10:15 am – 10:30 am	Interview	Awareness on Government schemes and plans and life style of the village community	The objective of the programme is to create awareness on Government schemes and plans (MGNREGS) and importance of Local governance, Panchayathi Raj with community participation.
3	<i>Thai Sei Nalam</i> (Women and children health) 11:00 am – 11:15 am	Discussion and interview	Women and children health	The objective of the programme is to create awareness on women and children health with community participation.
4	<i>Kanvugal Nijamagum</i> (Dream's comes true) 11:30 am – 11:45 am	Phone-in (Live)	Career counseling	The objective of the programme is to create awareness on career options and counseling to the school and college students with community participation.
5	<i>Ilanger Neram</i> (Youth Hour) 11:15 am – 11:30 am	Interview	Awareness on Drug abuse and Employability skills	The objective of the programme is to create awareness on drug abuse and enhancing employability skills among youth.

## Community Participation

Adolescents are the target community for Ilanthalir CR. We focus on school going and out of school adolescents acting as a platform for debate, discussion, as well as for self-expression and access to locally relevant information. All adolescents are involved in programming. Orientation and training of trainers' programmes are offered to the audience and through teens club the target is exposed to ownership and leadership qualities. Community volunteers are involved as reporters in content generation for its broadcast from their villages. Women are engaged in health programme through the discussions on health issues, youth are involved in the career and entrepreneurship awareness programme.

**Languages of Broadcast:** Tamil, English

### Sustainability Strategy

We are working on a no-profit-no-loss strategy. Costs incurred are covered through funding from projects and capacity building training programmes with community involvement. The participation of community would be further encouraged starting from planning of programmes, identifying the resources from the community and utilising them for programme production so that the sense of owning the community radio station, monitoring the reach of the CRS and improving listenership would be ensured for sustainability.

### Key Challenges Faced

VSWR is high during the rainy days, therefore, we could not operate transmitter on time.



*An interactive children's programme being recorded*



*Community women participate regularly in programmes of Ilanthalir CR*



## Aap Ki Awaaz @90.8 MHz

Jitendra Sharma, Station Manager, 14, PushpKunj, Mau Road, Khandari, Agra-282001

Mobile: +91-9368123457 E-mails: aapkiawazfm@gmail.com, info@908fm.com

### Background

Aap Ki Awaaz @90.8 MHz broadcasts its programmes for 16 hours daily between 7:00 am – 11:00 pm.

### Signature Programme

The signature programme of our community radio station is 'Ladies Club'. Ladies club helps the community women solve their problems. To solve the problems/queries we bring in experts on the show who help to resolve their issues. We also discuss about a particular disease opted randomly. Experts on the show help the society by informing the listeners with the required knowledge. We encourage our community women to create some recipe which would get on air.



*An expert in the studio of Aap Ki Awaaz*

### Funding and Support

The Aap Ki Awaaz CRS has not worked with other Government groups or organisations.

### Transmitter and Transmission

The 50 Watt Transmitter was procured from, and installed by Webel Mediatronics Limited.

The CRS has not experienced transmission downtime.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Ms Roopali Sharma	Content Head	Representative of NGO
2	Ms Simran Khan	Programming Head	Radio Station
3	Ms Eashita Jaggi	Show Producer	Representative of NGO
4	Mr Jitendra Sharma	Station Manager	Radio Station

### Programme Content

S No	Title	Format	Subject	Description
1	Ladies Club	Experts Discussion	Women's Issues	Problems of women and society are solved.
2	Campus Connect	On Ground	Campus Awareness	Future of India gets to know about the campus and its courses.
3	<i>Dastaane zindagi</i>	Live	Motivational show	This show helps to motivate community members by the RJ.
4	Let's Talk Agra	Live	Information about Agra	Makes community people aware of the cultural diversity of Agra.
5	Good Morning Agra	Live	Local Information	Local information and knowledge of historical places is shared.



*Students from a local college participate in a live programme*

### Community Participation

*Aap Ki Awaaz* believes in regular participation of the local community people. We regularly move to places when any special occasion appears, like *Eid*, Christmas, Children's day, *Deepawali*, AIDS day, New Year, *Gowardhan pooja* and *Mahila Sangathan Melas*.

We regularly interact with students in colleges so that we could help to inform others about the courses and colleges. Through this programme, we inform young listeners about scholarships, fee exemptions in special cases, etc. for the better and brighter future ahead.

We have different events for the members of the society. In the New Year's broadcast we took messages from DIG, SP city, and other community members. On Christmas, we took bytes from church fair. On AIDS day, we provided knowledge from the experts. When Children's Day came we moved to the schools, took bytes from the students and provided gifts to them. Likewise, we moved to the grounds of Agra to interact with the local people on all other important occasions as well.

**Languages of Broadcast:** Hindi and English

### Sustainability Strategy

Our strategy is that we provide diverse knowledge and expertise needed to design, build and maintain successful activities in our society for our community members. Our aim is to improve the lives of the community members by offering a chance, of being successful and remaining successful. Our station helps to find ways to be a part of the solution to the society's social problems.

Fund is the life and blood for any sustainable community radio station. Our CRS is sustainable as, we plan, prepare budgets, produce quality content that is beneficial to the society and we take corrective actions when needed. We use our own resources.

### Key Challenges Faced

We need more funds and frequency clarity so that we could work in a healthy environment for the betterment of the society and in a more sustainable way.

Our frequency does not have clarity, and our listeners often complain. We need support to improve this.



*Aap Ki Awaaz covers people working in the market*



## Agra Ki Aawaz @90.4 MHz

Sanjeev, Station Manager, University Khandari Campus, Khandari, Agra-282004

Mobile: +91-9837663707 E-mail agrakiawaz@gmail.com

### Background

Agra Ki Aawaz @90.4 MHz broadcasts its programmes for three hours daily between 8:00 am – 11:00 am.

### Signature Programme

The signature programme of our community radio station is *Agra Ki Aawaz*, which interviews and radio talks of medical doctors. More than 10 interviews and radio talks of medical doctors were recorded and aired by the CRS. The field of specialization was child care, women's health and general physiology. A radio talk on Naturopathy was also broadcast. Among these stories included 'Speech Therapy' by Dr SP Sharma broadcast on 2 November 2011. Several radio programmes were recorded on folk artists and music. This programme was highly appreciated by the listeners.

### Funding and Support

The station is run with its own resources. We have not yet worked with other Government groups or organisations.

### Transmitter and Transmission

The 50 Watt Transmitter was procured from BECIL and they have assisted the station to set up the Transmitter.

We have not experienced transmission downtime.



*Children of Agra give their voices to programmes of Agra Ki Aawaz*

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Sanjeev Singh	Programming/Technical Head	Radio Station
2	Hari Mohan Sharma	Director	University
3	Dr Girija Shankar Sharma	In-charge	University

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Agra Ki Awaz</i>	Talk Show	Information about Medical, domestic, Environmental Acts and Law	Problems of women, children and society are being solved.
2	Career	Talk Show	Youth	Future of India, the youth, gets to know about the campus, jobs and career.
3	<i>Hoshiyar</i>	Drama	Motivational	This show helps to motivate community members using drama.
4	<i>Apna Heritage</i>	Stories based	Information about Agra	Local information and knowledge of historical places is traversed in the show for community members.
5	<i>Surmai Dbara</i>	Singing and Musical Show	Musical	Folk artists and folk music for Agra community and also to preserve the local heritage.

## Community Participation

Our popular daily programme *Agra Ki Awaz* is call-in programme in which Government officers, elected representatives of Municipal Council and 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 the community can discuss their collective problems and seek solutions.

**Languages of Broadcast:** Hindi, Brij and *Khadi Boli*

## Sustainability Strategy

The CRS 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 development of the city. Community radio is a tool which makes use of the local intelligence, behaviour, nature and way of living of society to develop its programmes. The programmes which influence the change in society are first thought and outlined carefully, after that it is considered. We get feedback, based on which we create new programmes in which participants are drawn from the community. These programmes, reflecting the hopes, aspirations, problems and concerns of the people, and with entertainment of the students of the University, college and local talented persons reaches the listeners with a value creation proposition. Programmes to promote the welfare of students' and career counseling are also made. We want to create harmony and a healthy environment in the society through the community radio.



*Catching the aspirations of the disadvantaged*

## Key Challenges Faced

We require more funds so that we could help our community members in a better and modern way. Our frequency does not have clarity, our members remains ambiguous with the perceived knowledge given by our programmes. In addition, local people are not clear about the role of the community radio.





## CMS Community Radio @90.4 MHz

V Kurian, Station Manager, City Montessori School (CMS), 12 Station Road, Lucknow-226001

Mobile: +91-9415015039 E-mail: vkurian@cmseducation.org

### Background

CMS Community Radio @90.4 MHz broadcasts programmes daily for eight hours between 11:00 am – 3:00 pm and 7:00 – 11:00 pm.

### Signature Programme

After playing signature tune, the morning broadcast daily begins with Archana, the signature musical programme where we broadcast devotional songs of all religions. Giving variations in this programme we also broadcast the devotional songs on the special occasions. In this programme all songs are recorded in our studio by the local folk artists from rural community. Apart from the local artists, Music Department of City Montessori School with the CMS music teachers come to studio for recording the



*Women from the community singing in CMS Community Radio*

*Bhajans* and devotional songs. The duration of the programme is 25 to 30 minutes. All the other radio programmes are broadcast only after this programme. The aim of this programme is to give spiritual guidance and provide mental peace to the listeners.

### Funding and Support

CMS Community Radio Lucknow has signed a MoU with NBRI (National Botanical Research Institute) a Botanical Laboratory of CSIR New Delhi, wherein scientists give talks on CMS Community Radio for farmers and peasants through the programme titled *Kissan Manch*. The first episode of this Radio Programme was broadcast on 24<sup>th</sup> November 2011 in which Dr C S Mohanty Senior Scientist, NBRI, Lucknow presented a talk on the topic genetically modified crops. A huge response was received in this live phone-in-programme through phone calls. The programme was of great help to the farmers and peasants in cultivation of fruits, flowers and vegetables and gets the maximum production. The farmers of about 50 villages get benefit of this programme.

CMS-CRS also invite the scientists and experts from Agriculture, Fisheries, and Pottery and Animal Husbandry Departments from time to time to give talks on various subjects so that maximum community people get the benefit of these radio programmes.

### Transmitter and Transmission

We have two transmitters installed on each station from Webel Mediatronics Ltd., Kolkata. They always assist us whenever we face any technical problem in the instruments in studio.

We have never experienced transmission downtime.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Dr Jagdish Gandhi	Founder Manager, CMS Chairman CMS-CRS	Management of Institution
2	Dr Bharti Gandhi	Founder Director, CMS President CMS-CRS	Management of Institution
3	Mr Varghese Kurian	Head of Department CMS CRS and Station Manager CMS Girls Degree College	Head Of Film and Radio Department.
4	Mr R K Singh	Station Manager, CMS-CRS Gomti Nagar	Radio Station

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Geeto Ki Jhankar</i>	Folk Music	Community Sangeet	Folk music is played recorded by the community members themselves. Aims to also conserve folk culture.
2	<i>Nanbo Ki Dunia</i>	Rhymes and Songs	Children's Programme	Rhymes and songs recorded by school children and some children from slums area, children set their own tune.
3	<i>Shakti and Anmol Ratna</i>	Interviews	Women empowerment	Women who are excelling in their area of work are invited and they are the role models for other women.
4	<i>Satbi Haath Bhabhana</i>	Plays (Dramas)	Rural Social Issues	Addresses a variety of social issues related to rural community; community members participate with great enthusiasm. Broadcast every Thursday at 8:00 am.
5	<i>Janbit Me Jari</i>	Pre-Recorded	Public Awareness	Information about various Government schemes is shared every Monday. 15-20 minute slot. Sometimes officers from various government departments are also invited in our studio to give details about various schemes and plans for common people. There is also a live broadcast of this programme.

## Community Participation

Community participation is ensured with the organising of various activities for the community. The CMS CRS staff members regularly visit the rural communities and conduct many activities. The community members who are volunteers come to the



Manish, a successful young boy going on-air in CMS CR

CMS CRS studio and anchor the programmes and also present the programmes. On various occasions competitions are organised for them. Live phone-in programmes like, *Maati Ke Geet* are also relayed wherein the community members present their request on phone to listen to folk songs and songs are played as per their interest of listening. At times, the community members also sing folk songs through their phone. They also participate in the drama programme *Rang Manch*. Community members act in plays which are later broadcast through CMS CRS. Campaigns are also conducted by CMS CRS on various health and other social issues to motivate and ensure the maximum participation.

**Language of Broadcast:** Hindi or local dialect

### Sustainability Strategy

CMS Community Radio is a media unit of City Montessori School the main source of capital and sustenance of CMS-CRS is the income generated from the school fees only.

### Key Challenges Faced

The increase in power of transmission range is required so that the CMS-CRS broadcast reaches to maximum community members. No other major challenges are faced that need a mention.



*Programme to highlight issues in the villages organised by CMS CR*



## Hint Radio @90.4 MHz

Kamal Sekhri, Station Manager, 18-A, Hint Chowk, Hint House, RDC, Rajnagar, Ghaziabad-201001  
 Mobile: +91-9810139911 E-mail: hintradio90.4@gmail.com

### Background

Hint Radio broadcasts its programmes for 14 hours daily between 7:00 am – 9:00 pm.

### Signature Programme

*Aastha* is our signature programme. This is a two hours spiritual programme with small links of 50 to 60 seconds each containing positive thoughts and sayings of renowned writers, poets and philosophers. Between the small thoughtful links are attached with *bhajans* and thoughtful spiritual songs giving soothing relaxation to all radio listeners. This programme is liked by most of its listeners. We do not insert any filler during this signature programme of every morning from 7:00 am–9:00 am. Beginning the day with positive/spiritual thoughts, this programme has fetched the maximum interest of our listeners in city and rural areas nearby.



*Hint Radio Studio*

### Funding and Support

We have made some special programmes with District Fisheries Department about breeding of different type of fish as a business under the Government Scheme of Self Employment. We also made special programmes with local Traffic Police for teaching traffic laws. With Nagar Nigam we made some programmes for informing public about planting trees and keeping city clean. Chief Development Officer (CDO) of District Ghaziabad gave special talks on child labour and women empowerment.

Hint Radio also recorded title song on Ghaziabad and one special song on Hindon River on request of the district administration. District Magistrate, Vice Chairman of Development Authority, Mayor of the city and Commissioner of Nagar Nigam and other Government officers of different Departments have visited Hint Radio studio to give special talks. More than fifty such programmes have already been aired during last 16 months.

### Transmitter and Transmission

Bharat Electronics Ltd. supplied us the 1+1 (50 Watt each) Transmitter from Bangalore.

We did face a breakdown for 6 days during the month of May 2011. Both our Transmitters burnt out because of short circuit in the electric line. Back up UPS also broke down because of the high voltage. Otherwise since starting of the station we have never faced any other problems.



*Hint Radio reaching rural areas for community talk*

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Mr Kamal Sekhri	Director	Station in Charge, Radio Station
2	Mrs Kanchan Sekhri	Asst. director	Asstt. Station Head
3	Prachi Sharma	Convener	Programming Head
4	Ankur Rathi	Member	Asstt. Programming Head
5	Owais Rana	Member	Programming Coordinator
6	Poonam Sharma	Member	Guest Coordinator
7	Deepti Rawat	Member	Public Relation
8	JS Chauhan	Member	Account Head
9	Samant Sekhri	Member	Administration Head
10	Aashit Tyagi	Member	Script Editor
11	Altmosh Farooq	Member	Field Coordinator

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Aastha</i>	Links and Discussion	Spiritual Thoughts	Thoughts of renowned writers and philosophers.
2	<i>Fit Hai To Hit Hai</i>	Discussion and Health Tips	Health Tips	Discussion with Doctors and giving health tips.
3	<i>Badhte Kadam</i>	Interview and Social Discussion	Contribution for Society	Highlighting those people's lives who contributed for their and society's development.
4	<i>Tax Salaab</i>	Discussion	Tax Tips and Problems Solution	Giving tax tips and solving tax problems.
5	<i>Kisan Ko Salaam</i>	Discussion and Tips on Agriculture	Discussion Special Topics on Agriculture	Giving information on seeds, fertilizer and techniques.

## Community Participation

The voice of community is the main slogan of Hint Radio. We create different ways of involving the general public in nearby rural areas and in the urban areas too. Our RJs usually go to different schools and colleges and talk to students on different current topics. With help of the laptop and a hand mike we take their bytes directly on air through the telephone console unit attached to our computer attached with direct-on live transmission. This we do under the programme 'Campus Chit Chat'.

Under our programme *Khaas Mehmaan*, we talk in our studio with different senior Government Officers on development



*Lady teachers of different schools called for a social and education discussion in Hint Radio Station*

projects in the area. *Badhte Kadam* brings achievers and persons who have contributed their work for the betterment of the community. *Taare Zameen Par* is an example of a programme which covers young stars who have achieved merit and have good name in the area on education, sports and art and culture. 'Career Dot Com' is the programme in which we call renowned career counselors and talk with them on different career options for passing out students. Even in our other regular programmes we involve our listeners direct on live and give them some prize for giving right answers to our questions of general knowledge.

**Language of Broadcast:** Hindi



*RJ's of Hint Radio talking to guests in Hint Radio Station*

### Sustainability Strategy

The channel was started with an initial capital investment of ₹ 25 lakh including all equipment, furniture, air conditioners, interior and costing treatment of online and offline studios. The recurring expenditure include salaries, electricity, petrol for vehicles and diesel for generator and other miscellaneous expenses of ₹ 2 lakh approximately every month. The station is erecting its own building. The capital investment and the recurring expenses are met by its other media sister concerns.

### Key Challenges Faced

We need to train young people in radio journalism. Some effective studio equipments are required to make programme of better quality that attracts more listeners at large.

To serve community in a better bigger way the range of 50 Watt transmitter is not sufficient. It needs enhancement in range.

Government advertisement support at better rates as given to newspapers and interest free loan or at lower percentage rates with some subsidy will help the community radio movement to grow fast.



*Heads of different NGO's called for discussion on community matters in Hint Radio Station*



## Radio IIMT @90.4 MHz

S Vijay Gopal, Station Manager, Radio IIMT, IIMT Group of Colleges, 'O' Pocket, Ganga Nagar, Meerut  
 Phone: 0121-2793554 Mobile: +91-9808063822  
 E-mails: director\_radio@iimtindia.net, taaurean@yahoo.com

### Background

Radio IIMT @90.4 MHz broadcasts its programmes for 18 hours daily from 6:00 am – 12:00 midnight.

### Signature Programme

*Suprabhat* is broadcast from 6.00 am to 8.00 am daily. It is based on spiritual content and devotional songs and is our signature programme. We tell the listeners the importance of that particular day. We talk about how in Hindu tradition that day is worshipped; how a day should be started with a positive note keeping cool and goal oriented, how early morning prayers works for the whole day for you. Some useful health tips for breathing in and out for five minutes is explained for clean air circulation in the body. This is an interesting format as it makes it valuable for listeners of all secular bearings.



Radio IIMT Studio

### Funding and Support

While the operations and support for the station is done by our parent institution, we have partnered with several organisations for content, especially related to health.

We have broadcast medical programme in association with Cipla Ltd. (Medicine Manufacturing Company) based in Ghaziabad, Uttar Pradesh. The content of the programmes is based on free medical advice to listeners of Meerut. We invite calls to record their grievances and give solutions to various ailments by Specialised doctors in studio.

We have recorded programme with Blood Donation Camp, organised by Rotary Club of Meerut. The programme covers issues like: How and why the blood donations are necessary now a day and how will it benefit the blood donation banks, so that the patients may get blood when they need it.

We have arranged distribution of free medicines to local community of Meerut in association with District Meerut Hospital. Camps were organised different locations in Meerut Villages and free medicines were distributed.

### Transmitter and Transmission

The WEBEL Transmitter (1+1), it was set up by WEBEL.

We have not experienced transmission downtime.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	S Vijay Gopal	Member	Radio Station
2	Narender Mishra	Member	Head, Mass Communication Dept., IIMT College
3	Vivek Kumar	Member	Radio Station
4	Gyan Singh	Member	Community (Bondra Village, Meerut)

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Rozgar Update</i> 8:00 – 10:00 am	Talk Show	Employment Opportunities	Totally based on employment openings to people who are matriculation and higher secondary pass, not knowing that there are job openings in various Government and public sector undertakings. We tell them about the job opening area, place, last date of submission along with educational qualifications essential.
2	<i>Zindagi Na Milegi Dobara</i> 10:00 pm – 12:00 midnight	Songs and Discussions	Infotainment for stress relief	Based on human values and living a meaningful life coping up with daily stress and meeting all our financial requirements in daily life. We tell listeners the key to be happy and create happy environment for family and others. We play old light songs in between all our spoken links to lighten them if they get bored with lecture.
3	<i>Choti Lagat Apna Kaam</i> 8:00 – 10:00 am (Sundays)	Discussion and Information sharing	Entrepreneurship promotion	It is based on self employment for the people who are not educated enough to get job. We tell them how to start a small business with a very low investment at home, for example, making candles, making colorful pots, cane items, making rope from dry coconut and many more things. We explain success stories of other village people. Our aim is to create awareness and give them various ideas for generating revenue for themselves.
4	<i>Dil Se</i> 12:00 – 2:00 pm (Sundays)	Participatory Mixed format, <i>vox populi</i>	Local Culture, Folk Songs, Heritage about food, etc.	This show is based on total community participation. Our RJs go and sit with the local villagers and chat with them heart to heart. We broadcast them with their local folk songs sung by them. We talk to them about urban-rural life, food culture, changing times and media, their day to day problems and messages to friends through our radio.
5	<i>Zara Yaad Karo Kurbani</i> 4:00 – 5:00 pm (Sundays)	Talk Show	Programme on Freedom Fighters (National Heroes)	It is based on lesser known freedom fighters who have contributed in freedom struggle but their name has never come into light. People who gave their lives from different corners of India with specific details about their contribution in freedom struggle are explained to listeners with insertions of patriotic songs in between breaks.



## Community Participation

Radio IIMT has been working closely with the community members to ensure their maximum participation. Meerut district is divided into 15 lakh rural and 15 lakh urban populations. Radio IIMT CRS is located far away from main city. We have lot of villages adjacent to our CRS. Radio is still a popular medium of entertainment in villages.

Our RJs go to villages with audio instruments and sit with the local people and talk heart to heart with them. We record whatever they speak on various topics. We also ensure that we can with old people, their yester-years, etc. We edit the programme accordingly and broadcast it regularly. We record their songs “Rajinis” and insert in between the dialogue.

**Language of Broadcast:** Hindi

## Sustainability Strategy

Our parent body ‘IIMT Group of Colleges’ which helps in sustaining the radio station, apart from which we earn revenue from local advertisements.

## Key Challenges Faced

Since the frequency reach is limited, it affects the local community, which are not in reach of signals and we get calls to increase the volume, adjust the waves, etc. We also face challenges relating to the maintenance of transmitter and antennae for clear frequency.



*Radio IIMT going on-air*



*Recording in Radio IIMT Studio in progress*



*Radio IIMT action in studio*



## CRS IIT Kanpur Machao Shor @90.4 MHz

Amit Tripathi, Station Manager, Media Technology Centre, IIT Kanpur-208016  
Phone: 0512-2594479 Mobile: +91-9415759394 E-mail: 90.4@iitk.ac.in

### Background

The CRS IIT Kanpur *Machao Shor* @90.4 MHz broadcasts its programmes for 4 hours daily between 1:00 pm – 3:00 pm and 6:00 – 8:00 pm.

### Signature Programme

*Naya Savera*: As the title suggests, this programme is intended to usher in a new dawn in the lives of the people by awakening them to realities. It focuses on prominent social issues prevailing in our society like low literacy rates, rural development issues, dowry, female infanticide, child marriages, domestic violence, girl child education, etc. Many real success and inspirational stories from our villages are aired in this programme.



CRS IIT Kanpur Macho Shor Studio

### Funding and Support

Several social welfare projects are run by IITK people within and outside the campus. With their help we come in touch with the local people especially women residing in nearby villages who have earlier acted as agents of social change. These women have become a part of our team. Series of discussions are held with them and a list of issues prepared. These very people then write scripts and are further polished by our team on the issues and involve other villagers in recording them. Once the programme is aired serious discussions are held in nearby villages on the issues covered and awareness is spread. So far, the programme has been very well received and we are planning to involve more and more people from villages in this programme.



CRS IIT Kanpur with a shopkeeper

We have collaborated with several groups and NGOs. The Government organizations include Vigyan Prasar, Department of Science and Technology, New Delhi who sponsored a 26 hour science programme titled '*Dharti meri Dharti*'. The Community Health Centre, Nankari, Kanpur helped us with doctors, to create our programme '*Swastha Charcha*' covering health issues like Tuberculosis, Diabetes, Women and Child Care, AIDS, etc. Doctors have used our platform to inform people about the upcoming health camps in immediate vicinity as well as other health schemes.

Chandrashekhar Azad University, Kanpur has one of the best Agriculture Departments. Their expertise has been used in creating programme on agriculture/horticulture '*Krishti Charcha*'. Very soon we will start our phone-in facility wherein anyone can get expert advice on farming related issues. In addition, NGOs like Trinayni, Mumbai and Brahma Kumaris, Mount Abu have worked with us.

### Transmitter and Transmission

Transmitter – WML 50 Watts 1+1 Agency – Webel Mediatronics Ltd., Kolkata.

We have not yet experienced any down time with the Transmission.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/ Community/ Management of Institution/Radio Station
1	Amit Tripathi	Station Manager	Radio Station
2	Reema Mittal	Production Manager	Radio Station
3	Vatsala Mishra	Senior Programme Producer	Radio Station

### Programme Content

S No	Title	Format	Subject	Description
1	<i>Naya Savera</i>	Drama, discussions	Social issues prevailing in our society;	Radio Plays highlighting prominent social issues like dowry, female infanticide, child marriages, domestic violence, etc. are created and recorded by a team of villagers. Discussions are held in nearby villages and awareness is spread. Real success and inspirational stories from villages are shared.
2	<i>Krishti Charcha</i>	Talks, Interviews with Experts	Agriculture	Covers several topics like medicinal plants, soil fertility and testing, organic farming, pulses, etc.
3	<i>Swastha Charcha</i>	Talks, Discussions and Interviews	Health	Experts are called in and interviewed on issues like TB, AIDS, and Pregnancy related issues, etc. Also, we provide tips on Naturopathy.
4	<i>Sangeet Sargam</i>	Music	Classical Music	This most appreciated programme taps on local talent and promotes classical music. We also try to promote some of the local artists on bigger platforms like NCPA, Mumbai, and IITK events and conferences.
5	<i>Bikhre Moti</i>	Storytelling/ Narration	Literature	This programme gives voice to the works of some of the famous jewels of Hindi literature like Munshi Premchand and Jayshankar Prasad. Also, several short stories from <i>Jatak Kathayein</i> and <i>Panchtantra</i> are recited dramatically by students. We have also recorded several of the English writers.

Very soon we will start our phone-in facility for above first three programmes.

### Community Participation

Our community is a mixed cluster with people residing within and outside the campus. Some of the strategies used to ensure community participation can be regarded as best practices.



*CMS CR reaches out to learn of success among common people*

Use of Internet – last year saw the launch of our website, Internet radio and an online archive of our entire recorded data. This has immensely helped us in gaining popularity, increasing listenership, bringing in more transparency and effectively engaging the community. Important announcements, competitions, ideas and themes are put up on the website and floated through mails as well. Many of the pre-recorded programmes have been received over the mails. The use of internet has been an effective tool for engaging urban people.

But there is a section of people with no access to technology. For them, we follow different strategies. As agents for social change, reaching out to villages and finding reporters is a daunting task. So we thought of using the networks already established by the several social welfare projects run by IITK people. The approach has been used in creating our signature programme *Naya Savera*. Regular field visits are also undertaken by team members.

**Languages of Broadcast:** Hindi and English

### **Sustainability Strategy**

Sustainability issues arise on two fronts – funding and content. Till now, we have sustained successfully on both fronts. Funding and sponsorship for developing programmes and content has been received through some projects and independent funding agencies. With a little more emphasis on marketing we are hopeful to gather for funds and resources to sustain the radio station. Additional support from the Government can also be helpful. In terms of developing the programmes, so far we have developed sufficient internal resources with a creative team of seven people within the CR Station and constantly adding independent programme producers from the community in and around the IIT Kanpur campus. We now have substantially a good number of programmes and this continues to grow.

### **Key Challenges Faced**

**Funding:** So far funding has come in through some projects and independent funding agencies. But we would like the government to come forward and provide annual funds to all the CRs.

**Capacity Building:** Several national and international organisations like UNESCO, UNICEF, DST, etc. can help us in training people to develop meaningful programmes. Also, many awareness camps can be organised with their help.



## Lalit Lokvani @90.4 MHz

Mradul Shrivastava, Station Manager, Sai Jyoti Sansthan, 417 Gandhi Nagar, Lalitpur-284403

Phone: 05156-272175 Mobile: +91-9648939943 E-mail: lalitlokvani@gmail.com

### Background

Lalit Lokvani @90.4 MHz broadcasts its programmes for six hours daily in three slots between 7:00 am – 9:00 am, 12:00 – 2:00 pm and 6:00 pm – 8:00 pm. We have been engaged with the community well before the licensing process began and have built a great momentum among the community to be part of the entire process of establishment, management and programming.

### Signature Programme

*Hello faramaish* is the most popular radio programme of Lalit Lokvani, it is listener's requested *Lokgeet* Programme (Folk songs). According to our survey report, 70 percent listeners like to listen lokgeet in different lokgeet styles in rural area of Bundelkhand region. This programme is broadcast every Sunday, time 12:00 noon–2:00 pm. Every day we record over 20-25 phone calls received from our catchment area. This reflects the interest in Lalit Lokvani's signature programme.

### Funding and Support

UNICEF funded Sai Jyoti Sansthan for the establishment and running activities (Radio production, broadcasting, professional cost and maintenance) since August 2007 and will be available till August 2012. Technical training and support was provided by M/s Ideosync Media Combine, Faridabad. They trained Lalit Lokvani team from initial phase till 2010. Another consulting firm, M/s Group M, a marketing company from Delhi partnered with us for marketing support. Dristi, Ahmedabad is our partner for content development and programmes from 2011.



Lalit Lokvani Studio

### Transmitter and Transmission

The Transmitter is 50 Watt power installed by Webel Mediatronics Limited, Kolkata.

The CRS has not experienced any transmission downtime.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Block Development Officer	Member	Block Jakhora
2	Block Development Officer	Member	Block Birdha
3	Ajay Shrivastava	Member	Secretary, Sai Jyoti
4	Mradul Sharivastava	Member	Station Manager
5	Vivek Gupta	Member	DDM, NABARD
6	Ashok Shrivastava	Member	Member of Sai Jyoti
7	Dharmraj Yadav	Member	Member of Sai Jyoti

Contd. ...

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
8	Kapur Sahariya	Member	Secretary, Sahariya Jan Adhikar Manch
9	Durga Patkar	Member	President, Mahila Manch, Balalbehat
10	Manjeet Singh	Member	Social worker
11	Vijay Pandey	Member	Social worker
12	Mahendra Singh	Member	PRI member, Alalpur
13	Murari Lal Jain	Member	Social activist
14	Umakant	Member	PRI member, Patora Kala
15	Surendra Narayan Sharma	Member	Senior Journalist
16	Bhardwaj Dubey	Member	Folk artist, Jeeron

### Programme Content

S No	Title	Format	Subject	Description
1	<i>Ek Gamv Ki Kahani</i>	Feature	Local Heritage and Culture	Focused on Village Information.
2	<i>Aap ki Farmaish</i>	Song	Local Song	<i>Lokgeet</i> on Listeners' Demand.
3	<i>Khet Aur Khaliban</i>	Interview	Agriculture	Focused on Agro Information.
4	<i>Lalitpur Ka Itibas</i>	Feature	History	Focused on Historical Place of Lalitpur.
5	<i>Hamare Teej Tyohar</i> <i>Hamare Riiti Riwaz</i>	Feature	Culture	Focused on Bundeli Custom and Tradition.

### Community Participation

Lalit Lokvani also invites SHGs members, voluntary organisations, and members from listeners groups, child reporters and PRIs members to be a part of the CRS. Lalit Lokvani has been using active strategies to engage the community well before the actual establishment of the CR station, including doing the needs assessment, planning and programme implementation stages. It is truly run as per the letter and spirit of the Community Radio Policy Guidelines. The CRS has strived to not only work closely with the community, but also ensure that the local oral tradition and folk heritage is well documented, digitized and conserved.

**Languages of Broadcast:** Bundelkhandi and Hindi

### Sustainability Strategy

Lalit Lokvani is getting skilled in marketing and sales promotion activity to improve revenue generation. After the UNICEF funding ends, we have to operate the station with CRS's own resources, and are getting equipped to do that. Lalit Lokvani will also be registering with DAVP for getting Government advertisements.

### Key Challenges Faced

We are facing mainly two challenges, one of them how to collaborate with Government department and second is signal is not going through to Lalitpur town because of which we are not able to collect revenue through advertisements from town area.



*Child RJ recording a programme of Lalit Lokvani*



*Studio recording in progress*



## Radio Adan @90.4 MHz

Dr Sarvjeet Herbert, School of Film and Mass Communication, SHIATS, Allahabad-211007

Mobile: +91-9415316348 E-mail: radioadan90.4crs@yahoo.com

### Background

Radio Adan @ 90.4 MHz broadcasts its programmes for eight hours daily in two sessions between 9:00 am – 12:30 pm and 1:30 am – 6:00 pm.

### Signature Programme

*Kheti Badi* is the signature programme wherein agriculture scientists give talks on various topics of production of grains, pulses, cereals, vegetables, fruits, flowers, animals and husbandry. Our radio programme helps farmers increase their incomes and improve their social status. We have completed over 50 episodes. Farmers and villagers also contact over the phone and want to know more about their agricultural needs. We then contact the concerned expert/scientist and broadcast the programme according to the need of the farmers.



*Programme recording at Radio Adan Studio*

### Funding and Support

We have started our programme with the radio station with the collaboration of Govind Ballabh Pant University through content sharing using CD.

We also take programmes from EDAA (*Ek Dunia Anek Awaaz*) and broadcast them. This is an excellent content sharing tool available for new and remote stations. Not only do we get good content to be used directly, but also story ideas that can be adapted to the local realities and using the local community voices. As our commitment to the EDAA project, we also give our programme to EDAA through Internet sharing system.

### Transmitter and Transmission

The 50 Watt Webel Transmitter was installed with the assistance of World Development Foundation, New Delhi.

We have not experienced any transmission downtime.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Prof Sarvjeet Herbert	Director	Station In-charge, Radio Station
2	Mrs Nidhi Massey	Programme In-charge	Radio Station
3	Dr Ajay Kumar	Member	Krishi Vigyan Kendra
4	Shri AK Jain	Member	Agricultural Engineering Department
5	Dr BB Rajwade	Member	Horticulture

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Nai Dishaye</i>	Interview	Career	We are working on 25 programmes on Professional courses that can guide students for career advancement.
2	<i>Kheti badi</i>	Talk Show	Agriculture	Experts in the field of agriculture, horticulture, animal husbandry, floriculture, etc. share their ideas and methods for the benefit of the community farmers.
3	<i>Ghardwar</i>	Group Discussion	Legal Rights and Rituals	We are working on 30 programmes on personal rights, dowry, law of marriage, etc.
4	<i>Sehat 24x7</i>	Talk Show	Health	We are working on 50 programmes on health related issues.
5	<i>Roop Nikhar</i>	Narration/ Bytes	Beauty Tips	We go to the beauty parlour to interview a beautician.

## Community Participation

Radio Adan has a clear vision to ensure the community participation in all our programmes. Our CR makes all efforts to engage the villagers and farmers to increase their knowledge in various fields of agriculture production. We have established a credible rapport with the community, through engagement in the four programmes, viz., *Kheti Badi*, *Sehat*, *Ghar Dwar* and *Naya Daur*.

Radio Adan has also established programmes for the career development of the student in various fields of their studies. Radio Adan has also started the special programme known as *Khana Khazana* which documents the local delicacies and new recipes for the women. Women listen to this programme and increase their knowledge in preparing various types of foods, which are also nutritious.

**Languages of Broadcast:** Hindi and Bhojpuri

## Sustainability Strategy

We have dedicated funding support from our University management. Radio Adan has worked with the community since the last four years. We are trying to increase the credibility of our radio station. Radio Adan is under the process of increasing the radius of our radio station to reach out to a bigger audience to enable us get advertisements and make the station more sustainable.

So far we have been able to generate small support from local shops, jewelers, FMCG vendors, fertilizer suppliers, local industries, etc. Radio Adan has also applied to DAVP for getting advertisements from Government agencies.

## Key Challenges Faced

Training of people in all aspects of community radio has been a major problem for us since the very inception. We would be extremely obliged to anyone who can run a week long training program in Allahabad, at our Adan Community Radio Station. The second issue is of maintaining the automatic log of the broadcast. As the proposed equipment is expensive we are looking for another option.



*Folk music is an integral part of Radio Adan's programmes*





## Radio Noida @107.4 MHz

Braham Prakash Yadav, Station Director Marwah Studios Complex, FC-14/15, Film City  
Sector 16A, Noida-201301

Phone: 0120-2515254 Mobile: +91-9968543245 E-mail: info@radionoida.fm

### Background

Radio Noida @107.4 MHz broadcasts its programmes for 15 hours every day from 7:00 am-10:00 pm.

### Signature Programme

It is very difficult to point out one programme as our signature programme. Many programmes on Radio Noida are popular in our community. This privilege is referred to our programmes – *Baaton Baaton Me*, *Panchayat*, *Jana Kahan Hai*, and to the women's empowerment programme '*Parivartan*' that have made Radio Noida popular in the community. As a continuing effort for social change, *Parivartan* speaks of our themes and topics chosen by women spreading awareness among women.



RJs live on-air in Radio Noida Studio

### Funding and Support

Radio Noida is working with *Vigyan Prasar* (Department of Science and Technology) and spreading awareness among students for the popularisation of science in the country through their programmes *Dharti Meri Dharti* (Science Programme) and *Manav Ka Vikas* (Science Programme).

### Transmitter and Transmission

The BEL 50 Watts 1+1 Transmitter was procured from and installed by BEL Bangalore.

We have not yet experienced any transmission downtime.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Sandeep Marwah	Chairman	Management of Institution
2	Braham Prakash	Concept/Content/Programme	Radio Station
3	Ms Ritu Sinha	Community Advisor/Coordinator	Community
4	Ms Kavita	Parivartan Advisor/Coordinator	Community
5	Ms Lakshmi	Parivartan Advisor/Coordinator	Community
6	Ms Savita	Parivartan Advisor/Coordinator	Community
7	Baljeet	Programme Executive	Radio Station
8	Ms Geet Choudhary	Programme Co-ordinator	Radio Station

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Baton-Baton Me</i>	Talks and Interviews/OB based show	Day to day public issues, environment, etc.	A programme dealing with issues of community by the people.
2	<i>Jana Kahan Hai....</i>	Talks and Interviews based show	Career and job opportunities	A programme based on information about career, job opportunities and interviews related to careers.
3	<i>Panchayat</i>	Discussions based show	Local public issues in local language	Programme based on local language. It deals with issues which are necessary for social welfare of <i>Gujjar</i> and Noida community. People and folk artists of the surroundings, perform on Radio Noida.
4	<i>Parivartan</i>	Discussions and Interviews based show	Women empowerment and sanitation	A programme about women empowerment and sanitation. This programme works on many levels. Making and distributing sanitary napkins by the women of parivartan group. Spreading awareness and importance of sanitation by Radio Noida.
5	<i>Sanjeevni</i>	Doctors Interviews	Health issues	Health issues, diseases, their prevention and cure.
6	<i>Manav ka Vikas/ Dharti meri Dharti</i>	Science Fiction Show	Knowledge about <i>Dharti/ Manav ka Vikas</i>	Provides Knowledge about <i>Dharti</i> and <i>Manav ka Vikas</i> .



Apna School children

## Community Participation

Radio Noida is running many programmes for the community involvement. *Apna School* established by Radio Noida for unprivileged children in the suburbs supports social activities in slums of Noida. It also runs *Apna Shishu Sadan* and *Apni Library* in the slums of Noida to support the all round development of unprivileged children in the suburb. The primary agenda in slum areas is primary education.

*Radio Vigyan Club* is a children's group of 10 children to promote scientific education in slums and in villages of Noida with the help of *Vigyan Prasari*. There are many such clubs in slums of Noida. The clubs play science programmes in the classrooms.

These programmes enhance the knowledge and understanding of science. Student's reaction on these programmes are recorded then broadcast on radio.

Our programmes deal with issues of the community which are suggested by the community, about their children, their health issues, their day to day life problems, issues concerning women, public health and sanitation, song dance and music with cultural religious festivals which Radio Noida brings to the community.

**Languages of Broadcast:** Hindi, Bhojपुरi, Kaurvi (Haryanavi/Goojari) and English

## Sustainability Strategy

Without the support of Government schemes to fix sustainability is a hard task for community radio.

It is a big dilemma that market is not ready to understand the role/norms of community radio. Unless there is a change in the understanding and support of community radio by and through schemes of government and release of government advertisements, there is a problem of sustainability.

## Key Challenges Faced

**Finance:** There is no commercial model of community radio, and we face severe lack of advertisements leading to regular financial crisis.

**Community participation:** There is lack of time and interest among people for radio programmes, since their priority lies with issues of livelihood and unemployment. It is a challenging task, to increase their participation in community radio. Everyone wants money for participation in the programmes and community radio is already dealing with financial crisis.



*'Baton-Baton Me' programme being recorded*



*Women's empowerment programme – 'Parivartan'*



## Salaam Namaste @90.4 MHz

Barsha Chabaria, Station Head, IMS College, A-8B, Block C, Sector 62, Noida-201303

Web: [www.salaamnamaste.in](http://www.salaamnamaste.in) Mobiles: +91-9717411111, +91-9717236868

E-mails: [Stationhead@salaamnamaste.in](mailto:Stationhead@salaamnamaste.in), [info@salaamnamaste.in](mailto:info@salaamnamaste.in)

### Background

Salaam Namaste @90.4 operates daily broadcasting 12 hours between 8:00 am – 8:00 pm everyday Monday to Sunday.

### Signature Programme

*Noida Ke Saarhi* – programme hosted by auto drivers that brings community involvement through voice for the voiceless bringing awareness of traffic civic sense, traffic updates and information of routes.

### Funding and Support

We work regularly with different NGO's on different awareness programmes such as with Smile India Foundation for awareness on Girl Child Birth and Safe Motherhood, with Salaam Bharat on Child Labour and Child Education, with Sagrags – Project *Ugta Sooraj* for underprivileged children and with I Can Win Cancers Association for awareness about Cancer.



*Salaam Namaste Studio*

We are also associated with Vigyan Prasar to broadcast their Science and Environment based programmes – *Maanav Ka Vikas* and *Dharti Meri Dharti*.

### Transmitter and Transmission

Salaam Namaste have experienced transmission downtime many a time. They have faced such situations due to electricity-power default, failure in Console-Operation etc. They believe, for any radio station, a transmission downtime is nerve-racking and a perplexing situation. Initially, we used to rush to search for solutions and had no idea or rather we never remembered even to track down the timings, dates, details, etc. and in the last three years such situations are quite frequent.

The latest incident happened on 7<sup>th</sup> Nov' 2011 at around 6 pm. The problem was an electricity load problem because of which the Console in the on-air studio went off. It was a power supply default for which the input in the Console could not meet output levels. We had to bring engineer from Setron-India from their Lajpat Nagar, New Delhi Office and send the console which came back after a week. Till that time we made a route through CD Player and broadcasted our programmes through Programmes cut in CD's.

BEL provided the Transmitter and Technomedia provided assistance for installation.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Barsha Chabaria	Content Director	Station Manager
2	Pankaj Singh	Content Advisor	Media Advisor, IMS, Noida
3	Sakshi Kansal	Producer	Radio Broadcaster, Salaam Namaste
4	Prerna Narula	Producer	Radio Broadcaster, Salaam Namaste
5	Kamlesh Mahajan	Outdoor-Connect Member	Community

## Programme Content

SNo	Title	Format	Subject	Description
1	<i>Noida ke Saarthi</i>	Show by Auto-Drivers	Voice for the Voiceless: Community-Involvement	Traffic-Civic Sense, Traffic Updates, Information about routes and roads.
2	<i>Dhoom Pichak Dhoom</i>	Show by Children RJs	Local Talent	Story-Telling
3	<i>Second-Innings Ko Salaam</i>	Show by Senior Citizens	Cultural Upliftment, Communal Values and Language	Community Involvement by Senior citizens group discussing issues of Old age homes, recreation, earning possibilities and engagement in society works, etc.
4	<i>Hum Mein Hai Dum</i>	Show on Success Stories of Women in the Community	Women-Empowerment	Stories on lives of Women in the Community doing a commendable job in the society, <i>dabbawala</i> ladies, housemaids, lady guards, lady drivers, etc. are broadcast.
5	Exam–Therapy	Show on <b>Radio-Tuitions</b> during exam time by School teachers, Counsellors, Nutritionists and Psychologists	Education	Students are helped during Exams time with Exam tips, Suggestions, Food suggestions, Recreation exercises, etc. through on-air tuitions on Radio. This show has been successfully broadcast since 3 years.

## Community Participation

Salaam Namaste tries to engage the Community in all shows broadcast. Every day in all the Live-phone in Programmes there is a Topic of the Day, where the Community is invited to speak on. Outdoor-Broadcasting is also done to invite their responses. We try to engage all classes and masses, particularly the unheard. We broadcast women like Housemaids, Women-Guards, Women Drivers, *Dabbawala* ladies, the working class like the construction workers, guards and electricians. We also broadcast about people who spent a very big portion in the lives of the Community like the Auto-Drivers, we have a Salaam-talent Club where we invite all local talent and give them a platform to showcase themselves, we train School students through Radio Workshops twice in a year – during their Summer and Winter breaks to become the future broadcasters. We also follow the principle “Voice the Voiceless” – Voice them who are not heard anywhere and that “Each One should Teach One” – that all members should teach each other.

**Languages of Broadcast:** Salaam Namaste broadcasts in seven languages namely Hindi, English, Haryanvi, Punjabi, Bhojpuri, Bengali and Garhwali. They would also be broadcasting further in Assamese, Sindhi and Tamil.

## Sustainability Strategy

As of now Salaam Namaste has found that getting advertisements is a big challenge for any Community Radio Station. We have been able to collect a small amount of money last year through local – advertisements by their marketing strategies. They feel that a good amount of revenue can be generated by Training Modules. A few exercises like “making best out of waste” stall for item-sale, selling recycled products, subscription by the community during festival time also generated good revenues. But, one needs a very strong marketing team and a consistent team of creative content generators otherwise it really seems difficult.

They feel becoming sustainable is not impossible but, it is certainly difficult.



Community woman icon

They need many government advertisements and sparkling creative inputs so that they can make a difference and bring revenue for our Community driven-Radio Content. It still seems a bit far!

### Key Challenges Faced

**Revenue Generation:** We can neither afford an exclusive marketing team nor sales associates. Range, broadcast quality, clashes with same frequency retards our listener base which hinders any investor to show interest in us.

**Talent/Staff Retention:** With a group of on-roll staff, interns and community broadcasters, where handling terms for each one of them is different and difficult the question of retaining the staff is questionable. Many a time staff members leave them without even completing their work, which retards work and the station's broadcast too.

**Handling of Equipment:** Equipment like recorders, cameras etc are often mishandled by Interns, who earn little from us and they seldom are answerable. Cases of theft, pilferage, malfunctioning of equipments are also a regular affair, Salaam Namaste reports.



*Recording of community participants at Salaam Namaste Studio*



*An outdoor recording of function*



## Voice of Azamgarh @90.8 MHz

Seema Bharti Srivastava, Station Manager, M.A. Beg Girls Degree College

Anjan Shaheed, Tehsil Sagri, Distt. Azamgarh-276125

Mobile: +91-9839211624 E-mails: sriv.seema@gmail.com, info@voiceofazamgarh.com

### Background

Voice of Azamgarh @90.8 MHz broadcasts its programmes for five hours daily between 9:00 am – 12:00 pm and 8:00 – 10:00 pm. The broadcast timings have been adjusted keeping in mind the realities confronted by the community of listeners who face power cuts for several hours in a day.

### Signature Programme

*Aap Ke Beech* is this CRS's signature programme. It is a direct interaction with community people from different villages. Designed as a multipurpose programme, in which Community Radio Team interacts with people to know their problems, and tries to resolve them through interactions and ideas from within the community and from experts. The informal nature of the dialogue ensures that the community members can raise queries and discuss problems freely. This is highly empowering to the community as it gives them a voice. The programme brings in community members from all religions, castes, classes, and makes it a very secular and unifying programme design looking at community as a whole.



Voice of Azamgarh Studio

### Funding and Support

We do not have any experience working with other Government groups or organisations including public sector enterprises.

### Transmitter and Transmission

The 50 Watt Transmitter was procured from Bharat Electronic Ltd (BEL), Bangalore and installation was assisted by Noori Broadcast Solutions Pvt. Ltd., Delhi.

We have faced transmission downtime due to short circuit of console panel in the months of October 2011 and November 2011. We also face power supply failure several times. Now we have resolved the problem, having purchased a diesel generator to ensure continuous power supply during transmission. We also set our transmission hours according to scheduled power supply in our region.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Ms Seema Bharti Srivastava	Secretary	Station Manager, Voice of Azamgarh
2	Mr Mateen Ahmad	Joint Secretary	Asst. Station Manager, Voice of Azamgarh
3	Mr Mirza Arif Beg	President	Manager, M.A. Beg Niswa Girls Degree College
4	Mr Mirza Shamshul Hasan Beg	Adviser	Civil Engineer, Anjan Shaheed, Azamgarh
5	Mr Mirza Qamarul Hasan Beg	Adviser	Civil Engineer, Anjan Shaheed, Azamgarh
6	Mr Mirza Mehfoozur Rehman Beg	Adviser	Manager-Shibli National PG College, Azamgarh
7	Mr Mirza Arafat Beg	Adviser	Representative-LIC of India Ltd.

Contd. ...

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
8	Mr Mirza Afzal Beg	Member	Principal-Maulana Azad Inter College, Anjan Shaheed, Azamgarh
9	Dr A M U Khan	Member	Principal-M.A. Beg Girls Degree College, Anjan Shaheed, Azamgarh
10	Mrs Ishrat Jahan	Member	Principal-R.A. Qidwai Girls Inter College, Anjan Shaheed, Azamgarh
11	Dr B N Aggrawal	Member	M.B.B.S., M.D. Physician
12	Mr Shambhu Nath Mishra	Member	Musician (Music Teacher), Hasiharpur, Azamgarh
13	Smt Dr Sharda Singh	Member	Retd. Principal, M.A. Beg Girls Degree College Anjan Shaheed, Azamgarh
14	Mr Bansh Bahadur Singh	Member	Progressive Farmer (Community Leader)
15	M Azfar Ghazanwi	Member	Lawyer
16	D Krishna Mohan Tripathi	Member	Manager Dental College
17	M Alok Kumar Singh	Member	Correspondent Doordarshan
18	M Snehil Srivastava	Member	Singer/Artist, Awardee of U.P Government/Youth Coordinator, Voice of Azamgarh

### Programme Content

S No	Title	Format	Subject	Description
1	<i>Udaan</i>	Interactive Interviews and Information	Career Guidance, Educational Information and Youth Success Stories	Experts and Youth shared information for community through channel. Frequency - <i>Twice a week</i>
2	<i>Aapke Beech</i>	Field based Programme with Community people	General Awareness and upliftment of culture and social status of community	We reach different villages, talk with people, make them aware of different issues, record their views, opinions, songs, etc. for broadcast. Frequency - <i>Twice a week</i>
3	<i>Jan Hai Jaban Hai</i>	Interviews and Information	Health	Studio based interaction with Doctors and Health Workers. Frequency - <i>Once a week</i>
4	<i>Kheti Kisani</i>	Interactive	Agriculture	Interact with experts from agriculture and progressive farmers either in studio or from field. Frequency - <i>Once a week</i>
5	<i>Parvaaz</i>	Mix Bag Programme	Youth Group	Student groups of different schools and Colleges prepared their programmes like song, poetries, stories for discussion, etc. for live broadcast. Frequency - <i>Twice a week</i>

### Community Participation

We ensure community participation in two ways: (a) Our field based programme engage with community people directly and actively. They frequently express their thoughts, share views, talk about problems, difficulties and their cultural heritage. They also present folk songs like *Birba*, *Devi Geet*, *Bhojpuri Geet*, etc. (b) Our studio based programmes focuses on creating community awareness on issues related to health, sanitation, education, women empowerment, family welfare, etc. This enables the community members to interact with experts from different fields. We also provide information about agriculture. Further, we also broadcast a special programme prepared and presented by students of various schools and colleges of society.



**Languages of Broadcast:** Hindi, English and Urdu

### Sustainability Strategy

We have just started and are already struggling to be sustainable. We are able to get financial support from our Management Committee. Some local advertisements are also helping us reduce the deficit. We hope that the coming months we will be able to generate more funds for our programmes.

### Key Challenges Faced

The two key challenges facing the CRS are power supply breakdown, for which we need some support for using renewable energy alternatives, such as providing finance for setting up solar panels, etc. The CR station Voice of Azamgarh faces severe funding crisis for programme development and we would benefit from getting some guidance and support for overcoming our resource crisis.



*Voice of Azamgarh CRS reaches out to the community to cover their opinions and concerns*



*Women operate the studio at Voice of Azamgarh CRS*



## Radio Janvani Pantnagar @90.8 MHz

SK Kashyap, Station Manager, Communication Centre, GB Pant

University of Agriculture and Technology, Pantnagar-263145

Phone: 05944-233122 Mobile: +91-9412364276 E-mail: pantnagar\_janvani@rediffmail.com

### Background

Janvani Pantnagar with slogan Sunna hai Sunana hai, Khushion ka Khazana hai broadcasts its programmes daily for three hours between 9:00 am – 10:00 am; 1:00 pm – 2:00 pm and 7:00 pm – 8:00 pm.

### Signature Programme

*Krishti Sandesh* is our signature programme, a daily broadcast, based on agricultural technologies linked to the need, season and recent technological developments. Agricultural scientists who are directly working on related research projects come in these programmes to address the needs of farmers. We have designed an extension of this programme in the form of Gaon Ki Baat in which farmers directly ask questions related to their agricultural problems and concerned scientists address their problems and provide solutions. This programme has emerged as a single window solution provider for farmers.



Radio Janvani Pantnagar Studio

### Funding and Support

We have been working with various units of the GB Pant University like Directorate of Extension, College of Agriculture, Veterinary, Fishery and Home Science to gather technological information and solution to problems of the community. Directorate of Extension has been working for dissemination of farm information and we are facilitating their efforts of broader and deeper diffusion of agricultural innovations. We are also working with District Rural Development Authority to gather information of Government Schemes and plans to be communicated to community. We are in collaboration with the Meteorological Department to disseminate the weather forecast and accordingly, we guide the farmers for farm activities as irrigation, harvesting, winnowing, transportation, sowing, etc. according to the probable weather conditions for each crop of the area.

### Transmitter and Transmission

The 50 Watt Transmitter was supplied and installed by Bharat Electronics Limited, Bangalore.

We have not faced any transmission downtime.



School children participate in programmes of Radio Janvani

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Dr B S Bisht	Member	Vice-Chancellor, Chairman
2	Dr Vir Singh	Member	Director, Communication
3	Dr Y P S Dabas	Member	Director, Extension Education
4	Dr J P Pandey	Member	Director, Research
5	Dr J Kumar	Member	Dean, College of Agriculture
6	Dr R S Raghuvanshi	Member	Dean, College of Home Science
7	Dr G K Singh	Member	Dean, College of Veterinary and Animal Husbandry
8	Dr A K Shukla	Member	Dean, College of Basic Science and Humanities
9	Dr H C Sharma	Member	Dean, College of Technology
10	Dr Devendra Kumar	Member	Dean, College of Agribusiness Management
11	Dr I J Singh	Member	Dean, College of Fishery
12	Dr A K Karnatak	Member	Dean, Student Welfare
13	Shri J C Bhatt	Member	Comptroller
14	Dr Neelam Bhardwaj	Member	Head, Agricultural Communication
15	By Designation	Member	District Magistrate
16	By Designation	Member	Chief Development Officer
17	By Designation	Member	Chairman UASTDC
18	Dr S K Kashyap	Member	Associate Director Communication

## Programme Content

The five key programmes of Janvani Pantnagar are:

*Krishi Sandesh* (Empowering Farmers) is a need based programme of first line technology dissemination in which the research scientists talk to farmers about the latest technological innovations in farm sector. It is in interview mode. The duration is ten minutes daily.

*Os Ki Boonden* (Life Skill Building) is a feature on life skills and community living based on stories, folktales, motivational cases, etc. The duration is 5 minutes daily.

*Lok Paramparaon ke Geet* (Folk Songs) is a community programme in which community dwellers get a chance to present their singing talents for the community radio. We involve different segments of linguistic groups of our locality and develop interesting programmes with musical support. The duration is 5-7 minutes daily.

*Gaon Ki Baat* (University Village Linkage) is a programme developed to directly involve community people with the scientists and experts of Pantnagar University in favour of the community. Villagers get an opportunity to talk with scientists and directly ask the solutions of their problems related to agriculture and allied fields. The duration is 8-10 minutes on weekly basis.

*Laghu Natika* (Social Drama) is a social awakening programme which addresses the social evils and attitudinal challenges of the community. It has addressed dowry, caste system, educating girl child, female foeticide, environmental issues, superstitions, etc. It is in drama format. The duration is 10-12 Minutes weekly.



Artists from the community perform in the studio of Radio Janvani Pantnagar



*Dignitaries of the region visiting the studio of Radio Janvani Pantnagar*

### Community Participation

We have established community radio clubs in our local villages. The clubs have one coordinator and five active members from the village who voluntarily participate in the village development process through radio programmes. The club members regularly organise meetings to discuss about the problems of the village regarding agriculture, veterinary, fishery, health and other issues with the Janvani Pantnagar team and initiate the process of development intervention through community radio.

The club members are invited to the Pantnagar University by our community radio for training and workshops related to village survey, problem identification, problem prioritisation, message designing and orientation of latest developments in agriculture and allied fields. Thus a two way linkage has been established and ensured with all the villages of our locale.

In our recent meeting held on 30 December 2011 the University officials and the radio team interacted with the villagers at Pantnagar and planned to strengthen the radio clubs.

**Languages of Broadcast:** Hindi, Kumaoni, Garhwali, Bhojpuri, Bengali and Punjabi

### Sustainability Strategy

Janvani Pantnagar CRS does not get any external funding for content development or programme preparation. The Pantnagar University has allocated resources for operations of the CRS.

### Key Challenges Faced

The prime challenge of Janvani Pantnagar is sufficient human resource for content development and programme production. The other challenge is that of funds for content development. Without any funds, we are running our community radio with the help of University experts, scientists and the community on honorary basis. We earnestly need funds for human resource recruitment for content development, programme production, research and field work. We need to have funds for content development and programme production to sustain in the long run.



## Radio Khushi @90.4 MHz

Arjun Kaintura, Station Director, Guru Nanak Fifth Centenary School,  
Sardar Mehtab Singh Road, Vincent hill/Shangri-La, Mussoorie-248179  
Mobile: +91-9927994633 E-mails: adminofficer@gnfcssociety.com, radiokhushi@yahoo.in

### Background

Radio Khushi @90.4 MHz broadcasts its programmes for 12 hours daily from 8:00 am – 8:00 pm.

### Signature Programme

We promote the importance of education, *Prathmik Shiksha* through our regular series *Jyoti Zindagi Bindaas* showcasing the importance of education in every individual. The importance of girl child education is emphasised. Such shows also, highlight different schemes being implemented by various Government organisations that offer free education, for example *Sarva Shiksha Abhyaan* along with their most essential incentive for the under-privileged/BPL children – the mid-day meal facility.

### Funding and Support

Radio Khushi has worked with Mussoorie Municipal Corporation mainly for creating a civic sense amongst the local citizens to understand the importance of healthy environment of our region, by keeping the town and surrounding areas polythene free like the Polythene *batao*, *Paryavaran bachao* campaign, *Paani Bachao* campaign and Save Tree campaign.

In a joint-effort with SBTC, Radio Khushi created awareness about safe blood transfusion and encouraged the community to 'give a gift of life through Voluntary Blood donation'.

Radio Khushi has joined hands with USACS and played a vital role in spreading awareness about HIV/AIDS and removing the myth about HIV/AIDS amongst the community around through radio dramas, talk shows, messages and radio jingles.



Child RJ Angaddeep Singh anchoring a programme at Radio Khushi Studio

With cooperation of the State Police Department, Mussoorie, Radio Khushi was successful in creating a sense and understanding of traffic rules amongst the general public for the smooth operations and flow of traffic.

We do not have a project grant so far from any major agency for longer term support.

### Transmitter and Transmission

The transmitter with Radio Khushi is 50 Watt capacity supplied by Webel Mediatronics Limited, Kolkata.

Due to the topography of the hilly region of Mussoorie, the radio station frequency does not cover the hill shadow areas of the town; technical upgradation needs to be done.



'Polythene Hatao' was a successful campaign of Radio Khushi

The radio station has faced transmission problems mainly because of weather changes like, thunder-storms and lightning, heavy rainfall, as well as major fluctuation of electricity during bad weather, when transmitter shuts down completely and also results in memory loss.

### Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Ms Nupur Karanwal K	Programming Head and Content Development Head	Representative of Radio Station Radio Khushi
2	Mr Arjun Kaintura	Station Director and Production Head	Representative of Radio Station Radio Khushi

### Programme Content

S No	Title	Format	Subject	Description
1	<i>Jeeyo Zindagi Bindaas...!!</i>	Co-RJ message based show	Promoting 'Prathmik shiksha'	Conceptualised on motivating and encouraging people to understand the importance of 'Prathmik shiksha' i.e., basic education to upgrade their day-to-day standard of living and creating civic sense.
2	Let's Talk...!!	Interview based show	Promoting Indian and folk culture/music of Garhwal	Highlights the essence of Indian and folk culture of the region through the original presentation of Indian cultural/regional folk music and also, enhances the talent of the local youngsters and explores the talent of the renowned personalities of the local community.
3	Hello Doctor..!	Talk Show	Covering different health issues and ailments	Interactive talk shows with most popular doctors from around Mussoorie and Dehradun specialising in their respective fields. The talk shows cover different areas of specialisation and discussion on different diseases/illness, their causes and cures.
4	<i>Zindagi issi ka naam hai...!!</i>	Co-RJ Live shows	Discussing day-to-day issues of life	Discusses issues effecting day-to-day life of an individual. The shows are interactive through sharing of different thought processes or experiences of listener base through SMSs.
5	<i>Aao jeelein zara.....!!</i>	Radio dramas	Conceptualised on creating awareness on HIV/AIDS, Blood donation and healthy living	Creates awareness amongst the listener base on HIV/AIDS, importance of voluntary blood donation, drug abuse, smoking and discrimination on HIV/AIDS.

## Community Participation

Radio Khushi through its highly interactive media has today built a great connectivity with the community around. Now the listener base and the local people along with some local organisations like Municipal Corporation of Mussoorie, Hotel Association of Mussoorie, social service clubs like Inner Wheel/Rotary Club of Mussoorie/Lions Club International as well, other local schools are initiating activities to get associated with it to work towards the betterment of the local society as a whole.

Shows with local doctors and counselors in the local ICTC centre discussing health issues, local personalities, writers, politicians, businessman, *Gram Panchayat Pradhaan*, folk singers are now making use of this platform.

**Languages of Broadcast:** Hindi, English, Punjabi and local dialects of Garhwali and Jaunsari

## Sustainability Strategy

Radio Khushi @90.4 MHz is a fully functional, well equipped, industry standard station, for which sustenance is a challenge. Radio Khushi was supported by Guru Nanak Fifth Centenary Society in bearing all the expenses to run the CRS. By getting advertisement, as well as sponsorship from Government and non- government organizations (NGOs) since past 5-6 months as per prescribed rates of Government of India, we have been able to reduce dependence. We also have started renting our studio to generate income. Our station has started selling the CDs of their best programme to generate small funds. Besides this, we are also organizing workshops and training on small levels for further financial support. Still 100% self sustainability is not there.

Radio Khushi with all the hindrances and challenges for its sustainability is hopeful of becoming self sustainable. For which, CRS is planning to start Certificate/Diploma Courses in radio-jockeying and content development to generate the funds. We have expectations that the revenue through advertisements and sponsorship should go up in future. The government of India needs to take necessary steps so that CRS in India can become sustainable.

## Key Challenges Faced

The degree of expectations has risen, As promised the first community radio station in the region 'Radio Khushi @90.4 MHz' is functioning in full swing yet facing the challenges, First in the region hence facing challenge to collect advertisements for financial support, as it is not seen as the right media for advertising in this region, due to its non-commercial aspect. The second challenge is the limited coverage of CRS station, due to which the Government and non-government organisation are reluctant in using the CRS as the medium for advertisements. The government of India/ concerned ministry is requested to take necessary steps to support the CRS, by way of making CRS a compulsory media for Government advertisements.



*Radio Khushi RJ Nupur recording the voice of a senior citizen in a community engagement*



## Community RadioJU @90.8 MHz

Nilanjana Gupta, Convener, Community RadioJU, School of Media, Communication and Culture  
UG Arts Building, Jadavpur University, Kolkata-700032

Phones: 033-24146060, 24146352 Mobile: +91-9830543884 E-mail: radioju@gmail.com

### Background

Community RadioJU @90.8 MHz has 8.5 hours of broadcast of its programmes between 11:00 am – 7:30 pm.

### Signature Programme

We don't have a single signature programme. *Shishu Tirtha* is a programme meant for children wherein their favorite stories and their self-composed stories are read. A special segment, *Child Radio Reporter*, which is produced in collaboration with UNICEF, goes on air every Sunday with a group of 50 children to generate Child Rights Awareness. *Sanskriti*, is another interesting and popular programme which is based on culture for folk music, instrumental music, radio-drama, classical music, band, *Rabindra Sangeet* and vocal. *Baul* singers have helped us record several rare folk songs and document their journey. Community RadioJU is also instrumental in reviving interest in classical music. *Alochana*, a weekly programme based on legal and gender awareness is another very popular programme which is sought by our listeners.

### Funding and Support

We have worked with the following Government groups or organisation namely, *Sarva Shiksha Abhiyaan* for the last three years, for its programme *Back to School* and *Bhartikaraan Karmasuchi* (to enhance enrolment) and West Bengal Pollution Board during Diwali, against sound pollution.



School children in Community RadioJU Studio to record a children's programme



## Transmitter and Transmission

WEBEL Mediatronics Limited assisted us in setting up the Transmitter- FMT 50 Watt capacity.

An official letter dated 25.1.2011 from Department of Telecommunication, International Monitoring Wireless Station, Kolkata was sent to us wherein it was mentioned that “Transmitter of RadioJU is generating spurious transmission on (and around 118.1 MHz). The generation of spurious on (and around 118.1 MHz) is causing interference with the ATC frequency (Air Traffic Control) of the AAI (Airport Authority of India), Kolkata.”

We had informed WEBEL and got the transmitters checked. On 5.12.11 we again received a similar letter stating that “Radio monitoring in the JU campus on today itself, has revealed the existence of a spurious signal of ‘RadioJU’ in 97.69 MHz. Continuous monitoring for the last one week indicates that the spurious signals generated from the ‘RadioJU’ Transmitter is of unstable and intermittent nature.” Due to these communications, and follow up, for more than one month the Transmission was stopped.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/Community/Management of Institution/Radio Station
1	Prof Swarnendu Sen	In-charge of the programme <i>Ek Guchchha Galpa</i> —programme based on Rabindranath Tagore’s short stories	Representative of the Institution
2	Sri Amit Chakraborty	In-charge of programme based on Classical Music	Representative of the Community
3	Smt Dipti Ganguly	In-charge of the programme <i>Health Care</i> —programme based on Health	Representative of the Community

Apart from which we have a 21 member Community RadioJU Committee including faculty from academic streams, community members, NGO representatives and CRS members.

- |  |  |
|--|--|
| 1 Prof Manoj Kumar Mitra (Metallurgy) <b>Chairperson</b>                   | 12 Dr Abhijeet Mukherjee (Electrical Engineering)    |
| 2 Prof Nilanjana Gupta (English) <b>Convener</b>                           | 13 Dr Amitabha Datta (Power Engineering)             |
| 3 Dr Iman Kalyan Lahiri (International Relations)<br><b>Joint Convener</b> | 14 Sri Abdul Kafi (Bangla)                           |
| 4 Dr Asim Karmakar (Economics)   | 15 Sri Shaswata Chattopadhyay (Bangla)               |
| 5 Sri Sujit Kumar Mandal (Comparative Literature)                          | 16 Sri Abhijit Roy (Film Studies)                    |
| 6 Sri Parthasarathi Bhaumik (Comparative Literature)                       | 17 Sri Kisholaya Basu (Staff, Film Studies)          |
| 7 Dr Samantak Das (Comparative Literature)                                 | 18 Smt Dipti Ganguly (Community Member)              |
| 8 Dr Rimi B. Chatterjee (English)  | 19 Sri Amit Chakraborty (Community Member)           |
| 9 Dr Jhuma Chakraborty (Philosophy)  | 20 Smt Dipa Kar (NGO Member)                         |
| 10 Dr Debobrata Nag (Mechanical Engineering)                               | 21 Sri Abhishek Das (Programme Coordinator, RadioJU) |
| 11 Prof Swarnendu Sen (Mechanical Engineering)                             | 22 Smt Amolina Ray (Programme Manager, RadioJU)      |



Community RadioJU Outreach-Blind Boys Academy 6

## Programme Content

S No	Title	Format	Subject	Description
1	On the Road...	Discussion, panel discussion, interview	Programmes based on Performing Arts like Dance, Theatre	Special programmes were designed in remembrance of Theatre Personalities. Experts discuss with undergraduate and postgraduate students of Performing Arts.
2	<i>Shishu Tirtha</i>	Story-reading	Children Literature and Child Rights	Adults and children from the community read their favorite stories. Weekly programme on child rights is designed by the child radio reporter.
3	<i>Anno Swader Gaan</i>	Music	Band music	Upcoming bands as well as established bands share their compositions.
4	<i>Barir Kachey Arsi Nagar</i>	Music	Folk Music	Folk singers especially <i>baul</i> singers from the locality share their experience.
5	<i>Sruti Natok</i>	Drama	On various topics as radio dramas for special days like anti-tobacco day; theme based like anti-ragging and against sexual harassment	Most of the scripts are written by the community members. To be able to play the characters well, sometimes members of different groups work together for a particular drama. This programme has helped in building the intra-community bonds.

## Community Participation

All our programmes are conceptualised, recorded and executed by community members or students (of the University and outside the University). Most of the existing members were at some point of time our listeners. We do live-shows on special days and keep a note of the callers. It helps us to directly engage with the listeners, and turning a large number of listeners into performers. The local clubs help us in outreach to the interior pockets of the community. One-fourths of programmes are recorded outside the studio engaging the low-income groups.

**Languages of Broadcast:** Mostly Bengali, also infrequently in English and Hindi

## Sustainability Strategy

A small amount of revenue is collected from advertising messages.

For the past 3 years, we are associated with the *Sarva Shiksha Abhiyaan* and NIIT. We had also broadcast messages issued in public interest by West Bengal Pollution Board and Save the Children.

We also execute projects that are supported by organisations generating valuable content that is broadcast by the radio station. To celebrate Earth Day, we partnered with *Sa Re Ga Ma*. This initiative helped us in generating token revenue. We also use innovative strategies by selling CDs through the 'Jadavpur University Press' at a modest price of ₹ 100. Within two days 100 CDs sold out. We have again reprinted 150 copies at a revised price of ₹ 125. This strategy also has helped us in reaching to the unreached, geographically.

## Key Challenges Faced

**Transmission and Sustenance:** These are turning to be eternal problems. Due to high rises and telephone towers, transmission is very weak, available in few pockets in the locality. A small amount of revenue is collected from advertisements. Even after four years, Community RadioJU is financially dependent on the University.

**Renewal of Licensing process:** The online form is complex and each year the same information has to be repeated, unnecessarily. The official receipt reaches us late.

We would request the Government to simplify the renewal process.



*Success story being recorded by RJs*



## SRFTI CR @90.4 MHz

Abdul Rajjak, Station Manager, Satyajit Ray Film and Television Institute, E.M. By-pass Road  
PO Panchashayor, Kolkata-700094

Phone: 033-24329875 Mobile: +91-9836409379 E-mail: srfticomunityradio@gmail.com

### Background

SRFTI CR @90.4 MHz broadcasts its programmes for six hours daily between 10:00 am – 1:00 pm and 2:00 pm – 5:00 pm.

### Signature Programme

Our signature programme is a woman based programme named *Dhannimeye*. In Bengali it means a woman, appreciable for her work. It is a fresh breath in CRS's local woman, where they make their own programmes using home hygiene tips, problems and solutions of child care, social injustice, woman's health and the making of being a good home maker as well as a good working woman. Women perform various audio dramas written and acted by them along with their family and friends. They recite penned poems and articles on various topics. For the hard working woman and her family SRFTI CR is where they spread their wings. It is a joyous outing for them to make and record a programme on their own.



SRFTI Studio

### Funding and Support

We have worked with SAMETHI (State Agricultural Management and Extension Training Institute) and Agricultural Training Centre, broadcast several cultural, professional programmes of Blind Boy's Academy, Ramkrishna Mission, made programme on many effective workshops on '*Krishti Shisikha*' arranged by SAMETHI, attended seminars on 'Modalities of Community Radio', attended seminars on community radio arranged by Vishwa bharti University, Shanti Niketan, West Bengal and made programmes with mentally challenged woman of a NGO named '*Paripurnota*', which have helped in generating content ideas for the SRFTI Community Radio.

### Transmitter and Transmission

The two Transmitters 50 Watt have been procured from and installed by BEL, Bangalore.

The Transmitter of CRS was down during February to March 2010 which was rectified by BEL, Bangalore.

### Programme Management

S No	Name of the Person	Designation in Programme Committee	Representative of NGO/Community/ Management of Institution/Radio Station
1	Sri Sankar Mohan	Chairperson	Management of Institution
2	Sri Subhra Kamal Dhar	Member	Management of Institution
3	Sri Amaresh Chakraborty	Member	Management of Institution
4	Sri Pankaj Seal	Member	Management of Institution
5	Sri Sandeep Banerjee	Member	Management of Institution
6	Sri Prijit Chakraborty	Member	Management of Institution and local community
7	Sri Abdul Rajjak	Member	Radio Station and local community
8	Smt Kathakali Dass	Member	Radio Station
9	Smt Sreemanti Dutta Sharma	Member	Radio Station

## Programme Content

S No	Title	Format	Subject	Description
1	<i>Nagorik</i>	Talk show/performing arts/interactive	Common man's own issues	Programme with people from all sections of society.
2	<i>Aroggo Niketan</i>	Talk show/consultation/interactive	Medical	Interactive programmes with eminent doctors and medical personalities on health related issues.
3	<i>Janoo Aronno</i>	All formats	Open forum	Programme with persons from business, school, college, university teachers/students, entertainers and festivals, seminars, workshops with local cultural events.
4	<i>Kabini</i>	Mixed formats	Literature	Indulge the creative side of our community' nature. This segment is for all well deserving knavish authors, writers and poets.
5	<i>Jalsaghar</i>	Mixed formats	Music	Music based show, record and play several types of folk songs by local community people.

## Community Participation

SRFTI CRS is blessed with abundant participation from our community. We have a generous combination of community participation like we had programmes with labour contractor, roadside shopkeepers, daily workers, farmers, poultry owners, auto rickshaw drivers, newspaper sellers, road side tea shoppers as well as eminent doctors, teachers, business women, counselors, students, singers, actors, national, and international film makers.

**Languages of Broadcast:** Mainly in Bengali as most of our local community speak Bengali. We also do programmes in English and Hindi as our student community come from different places in India and other countries.

## Sustainability Strategy

Our main objective is to give an open forum to CRS's own mixed cosmopolitan community and provide maximum support to the downtrodden. At SRFTI CR, our main motto is 'Voice of Voiceless'. Our sustainability strategy is slow but steady. The focus is on the infrastructure, content, manpower and most importantly on community participation.

## Key Challenges Faced

Though challenges only sharpen our skills, it troubles us. One of the challenges faced include training people according to their convenient time and affecting their work or source of income and their free times.



*Local roadside tea seller and her child talking to SRFTI CRS*



*CRS volunteer interviews a daily worker*

**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		90.4	Vishnu CR	Bhimavaram	Shri Vishnu Engineering College for Women Vishnupur, Bhimavaram- 534202, West Godavari, Andhra Pradesh	08816-250856/ 09440652526	dfbvnlakshmi@gmail.com/ itshrao@gmail.com/ radiovishnu@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, Andhra Pradesh	040-24744180/ 24744109/ 09848256515	zahedfarooqui@yahoo.com	www.siasat.com	Mr. Zahed Farooqui
3		90.4	Bol Hyderabad	Hyderabad	Department of Communication University of Hyderabad Gachibowli, Hyderabad-500046, Andhra Pradesh	040-23135505/ 09393934	bolhyd90.4@gmail.com/ fmradio7@icfia.org	http://snscomm.uohyd.ernet.in/bolhyd/documents/29.html	
4	<b>Andhra Pradesh</b>	90.4	Sangham Radio	Medak	Deccan Development Society Machoor Village, Jharasangam Mandal, Medak Dist., Andhra Pradesh	08451-282271	satheeshperiyapatna@gmail.com	www.ddsindia.com	Mr. P. V. Sateesh
5		90.4	Sri Venkateswara Oriental College Radio	Trupati	Sri Venkateswara Oriental College S.V.College, Opp. TTD Admn, Building, K.T. Road, Tirupati-517507, Andhra Pradesh	0877-2264055/ 09866234482	vibhishanasarma2008@yahoo.co.in	www.svuniversity.in	Dr. Vibhishana Sarma
6		90.4	BEERDC CR	Khammam	Boon Education, Environment & Rural Development Society KLR Campus, Behind Contractors Colony Paloncha-507115	08744-259066/ 9177737111	boonpaloncha@yahoo.co.in/ kripaloncha@gmail.com	www.klr.ac.in	Dr. K. Lakshma Reddy
7		90.4	KMIT Tarang	Hyderabad	Keshav Memorial Institute of Technology 3-5-1026, Narayanguda, Hyderabad-500029 Andhra Pradesh	9140- 23261407/ 30721179/ 09849159679	info@kmit.in/ asthana222@gmail.com/ abhisheka@kmitrang.com	www.kmitrang.com	Mr. Abishek Asthana
8		90.8	Radio Luit	Guwahati	Gauhati University Gopinath Bordoloi Nagar, Guwahati-781014, Assam	09435043124	kandarpagu@gmail.com		Mr. Kandarpa Das
9	<b>Assam</b>	90.4	Jnan Taranga	Guwahati	Krishna Kanta Handique Open University Housefed Complex, Last Gate, Dispur, Guwahati-781006 Assam	0361-223591/ 2229234/ 18003453613/ 09864537318	ankurandutta@gmail.com/ kkh_sou@yahoo.com		Dr. Ankuran Dutta
10		90.4	Uttam Radio	Patna	Institute of Business Management Budh Marg, Patna -800001, Bihar	0612 3269706/ 3269707/ 09835020036	info@iibmpatna.com/ uksingh@zhi.org.in	www.iibmpatna.com	Prof. U.K. Singh
11	<b>Bihar</b>	90.4	Radio Rimjhim	Gopalganj	Ayodhya Lal Kalyan Niketan Village Sapha, PO Semra Bazaar via Nechuyayalapur, Gopalganj 841503, Bihar	06154- 250465/ 09939395151	alkn.society@gmail.com		Mr. Kripa Shankar Srivastava

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
12		90.4	Radio Snehi	Siwan	Snehi Lokoithan Sansthan c/o Kaushtalaya Medical Hall, Hospital Road, Dist. Siwan-841226, Bihar	06154-228276/ 09473438023/ 09334069148	snehingo@ rediffmail.com		Mr. Madhu Sudan Pandit
13		90.4	Vivek CR	Chandigarh	Vivek High School Sector-38 B, Chandigarh	0172-2698988/ 2699428	vivekfm@gmail.com	www.vivekhigh school.org	Mrs. Parminder K. Singh
14	<b>Chandigarh</b>	91.2	Jyotigamaya CR	Chandigarh	Panjab University Sect-14, Chandigarh-160014	09815009753	puradio@gmail.com/ archanarsingh@ gmail.com		Dr. Archana Rakesh Singh
15	<b>Chhattisgarh</b>	90.4	Raipur CRS	Raipur	Indira Gandhi Agricultural University Krishak Nagar-492006, Raipur, Chattisgarh	0771-2442274/ 2442672/ 2423969/ 2284381/ 09425585171	surendratuteja@ gmail.com	www.igau.edu.in	Dr. S. S. Tuteja
16		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/ducr90.4@ gmail.com	www.solidu.ac.in	Dr. Vijaylakshmi Sinha
17		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/ drshakeelakhter@ gmail.com	www.ajkmcrc.org	Dr. G. R. Syed
18		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
19	<b>Delhi</b>	96.9	JIMS CR	New Delhi	Jagannath Institute of Management Sciences 3, Institutional Area, Sector-5, Rohini, New Delhi	011-27042296/ 45184106/ 45184107/ 9810329244	nirmalbnt@jimsindia. org/rajesh.kumar@ hotmail.com	www.jimsindia.org	Ms. Nirmal Bhatnagar
20		90.4	JIMS Raga	New Delhi	Jagannath International Management School OCF, Pocket-9, Sec-3, Vasant Kunj - 110070, New Delhi	011-40619200/ 49219191/ 26134201/02/03 9811089767	admission@ jagannath.org/ jims_ vk@yahoo.com	www.jagannath. org	Ms. Saiyongeeta Chaudhary
21		90.8	KRIMS Radio	New Delhi	Spasth Education Society Plot No.1, BU Block, Main Outer Ring Road, Pitampura, New Delhi-110034	011- 47529008/ 47529009/ 9810241444	krimsneeraj@gmail. com/ info@krims.org	www.krims.org	Mr. Neeraj Sharma
22		90.4	Micavaani	Ahmedabad	Mudra Institute of Communication Shela, Ahmedabad 380058, Gujarat	02717-308250/ 08980030745	tarang10@micamail. in	www.mica.ac.in	Mr. Tarang Girdhar
23	<b>Gujarat</b>	90.4	Rudi No Radio	Ahmedabad	Self Employed Women's Association, SEWA Reception Centre, Opp. Victoria Garden, Bhadra, Ahmedabad - 380001 Gujarat	079-26577115/ 09825415062	mail@sewa.org/ sewaacdy@youtele. com	www.sewa.org	Ms. Shanta Koshti
24		90.4	Vallabh Vidyanagar Campus Radio	Vallabh Vidyanagar	Sardar Patel University University Road, Vallabh Vidyanagar-388120, Dist. Anand, Gujarat	02692-236545	b_natraj@ yahoo.com	www.spuvvn.edu	Dr. Naresh L. Ved

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
25		107.8	Radio Manav Rachna	Faridabad	Manav Rachana Educational Institutions Aravalli Campus, Sector 43, Delhi-Surajkund Road, Faridabad-121001 Haryana	0129-4198100/ 9910066657	mukeshgambhir. rnr@mitu.edu. in/kauraman08@ yahoo.com	www.radiomanav rachna.com	Mr. Mukesh Gambhir
26		107.8	Gurgaon Ki Awaaz	Gurgaon	The Restoring Force 27, Sector 18, Electronic City, Udyog Vihar, Gurgaon-122016, Haryana	0124-4013645/ 9811126336/ 0124 4013646 (312)/ 0124 4087545	info@trfindia.org	www.trfindia.org	Ms. Arti Jainan
27	<b>Haryana</b>	91.2	CCS Haryana Agricultural University Radio	Hissar	CCS Haryana Agricultural University Hisar-125004 Haryana	01662-237720/ 09416397702	doe@hau.ernet.in/ jsmalik67@gmail. com	www.hau.ernet.in	Mr. Joginder Malik
28		90.4	Radio Mewat	Mewat	SMART 145, Gautam Nagar, New Delhi-110049	011-26517545/ 9050940778/ 9910939619	radiomewat90.4@ gmail.com		Mr. Surinder
29		90.4	Radio Sirsa	Sirsa	Chaudhary Devlal University Sirsa, Haryana-125055	9812600387	chauhan@ jansanchaar.in/ radiosirsa@ jansanchaar.in		Mr. Virendra Singh Chauhan
30		90.4	MSPICM CR	Solan	M.S. Panwar Institute of Communication & Management Near Vipul Gas Godown, Raigarh Road, Shamti, Solan-173212, Himachal Pradesh	01792-22929/ 09218848838	director_mspicm@ sify.com	www.mspicm.org	Mr. B.S. Panwar
31	<b>Himachal Pradesh</b>	90.4	Tashi Delek CR	Dharamshala	Tibetan Children's Village School Dharamshala Cantt., Distt. Kangra-176216, Himachal Pradesh	01892-221348/ 220200/ 01892221258/ 09418335156	phuntsok@tcv. org.in/ maneger@ tashidelekfm.com	www.tcv.org.in	Mr. Phuntsok Namgyal
32	<b>Jharkhand</b>	90.4	Radio Vikalp	Garhwa	Alternative for India Development Nenuwa Village, Meral, Garwha Dist., Jharkhand	06564 228834/ 09444387655	aidjpcit@rediffmail. com/aidindia@ btinternet.com	www.aidindia.com/ RADIO/index.php	Dr. K.T.Arasu
33	<b>Jammu</b>	90.4	Radio Sharda	Jammu	Pir Panchal 40-Subash Nagar, Jammu-180005, J&K India	0191-2552269/ 09419186142/ 09419130357	ramesh.hangloo@ yahoo.co.in	www.pirpanchal. org	Mr. Ramesh Hangloo
34		90.4	Ramana Dhvani	Bengaluru	Shree Ramana Maharshi Academy for the Blind CA 1-B, 3rd Cross, 3rd Phase, J.P.Nagar, Bengaluru-560078, Karnataka	080-26581076/ 09986444233	smab1969@ yahoo.com	www.srmab.org.in	Mr. Mohan K
35	<b>Karnataka</b>	90.4	Radio Active	Bengaluru	Sri Bhagwan Mahaveer Jain College 11-1/1, Atria Towers, Palace Road, Bengaluru-500001, Karnataka	080-22353216/ 09845886866	pinky_chandran@ yahoo.com/pinky. chandran@gmail. com	www.jgi.ac.in/ RadioActive/ Activeoutreach. htm	Ms. Pinky Chandran
36		90.4	Krishi CRS	Dharwad	University of Agricultural Sciences Dharwad, Karnataka	0836-2447494/ 09448497356/ 09448838465	korsuasd@rediffmail. com/deuasd@ rediffmail.com	www.uasd.edu	Dr. S Devendraappa



S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
37		90.8	Antarvani CRS	Gulbarga	Sharababasaveshwar Vidya Vardhak Sangha Antarvani CRS, Gulbarga-585101, Karnataka	08472-263202/ 09448882050/ 09686599750	pallaviavp@gmail.com	www.gulbargauniversity.kar.nic.in	Ms. Pallavi Patil
38		90.4	Namma Dhwani	Kolar	Myrada Community Managed Resource Centre, Budikote-563114, Kolar Dist., Karnataka	09880 655240/ 09945647645	archana.myrada@gmail.com/ nam-machwanicmc@gmail.com	www.myrada.org	Ms. Archana Ramchandran
39		107.8	Sarang CR	Mangalore	St. Aloysius College Box 720, Mangalore-575003, Karnataka	0824-2449744/ 09448546425	radiosarang@gmail.com/richiers@yahoo.com	www.sarang.org.in	Dr. Richard Rego
40		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
41	<b>Karnataka</b>	90.8	Radio Siddhartha	Tumkur	Sri Siddhartha Centre for Media Studies SSIT Campus, Maralur, Tumkur-572105, Karnataka	0816-2201766/ 2201342	suchetana.s@gmail.com	www.siddharthamedia.com	Dr. Suchetana Swaroop
42		106.8	Radio Universal	Bangalore	Universal College 90 Magadih main Road Vijay Nagar, Toll Gate Circle, Bengaluru-560044, Karnataka	080-23111020/ 09886241629	universal.college@yahoo.com/ kms.pandian@gmail.com		Mr. M.R. Madan
43		90.8	Jana Dhwani	Mysore	Viveka School of Excellence Education, Hanchipura Road, Saragur, HD Kote Mysore, Karnataka	9422037504/ 08228 263981	vivekaexcel@vsnl.net		Mr. Abhijit Mali
44		90.8	Divyavani vayalagam CR (Neladani)	Bangalore	Divyayothi Vidya Kendra Vishwa Kendra, Chikkana Layout, Bengaluru-562123, Karnataka	080 27726066	lkrishnamurthy@jvk.org		Mr. L. Krishnamoorthy
45		90.4	Radio Mattoli	Wayanad	Wayanad Social Service Society Dwaraka, Nallurad-670645, Wayanad Dist., Kerala	04935-240314/ 240066/ 242008/ 09446034422	radiomattoli@gmail.com/wsss@sify.com		Fr. Thomas Joseph Therakam
46		90.4	DC CR	Thiruvananthapuram	DCSMAT Media School KINFRA Film & Video Park Kazhakkootam, Thiruvanthapuram-695585, Kerala	0471- 2412455/ 09846518971	sajikumar@deschool.net	www.dcsmatmedia school.com	Mr. Saji Kumar
47	<b>Kerala</b>	107.8	Radio Benziger	Kollam	Bishop Benziger College Beach Road, Kollam Bazar, Kollam-691001, Kerala	0474-2765582/ 2768201	bishopbenzighosp@hotmail.com/ radiobenziger@gmail.com	www.bishopbenzi hospital.com	Fr. Ferdinand Peter
48		90.4	Radio Macfast	Thiruvalla	MACFAST College Thiruvalla, Pathanamthitta-689101, Kerala	0469- 3058000/ 3058001/ 3058007	macfast@macfast.org/ principal@macfast.org/ mulamoottil@macfast.org/ paulvmathew.hr@gmail.com	www.cgc.macfast.org	Rev Dr. Abraham Mulamoottil/ Paul V Mathew

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
49		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
50		90.4	Radio Bundeikhand	Orchha	The Society for Development Alternatives Tigela More, Gram bavedi Jungle, Orchha, Dist. Tikamgaoh, Bundeikhand-472246, Madhya Pradesh	0510-3206904/ 09453031216/ 07680290951	ashukla2@ devault.org	www.devault.org	Ms. Anuja Shukla
51		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
52	<b>Madhya Pradesh</b>	90.4	Chanderi Ki Awaaz	Chanderi	Bunkar Vikas Sanstha Pancham Nagar Colony, Rajhat Road, Ashok Nagar, Chanderi-473446, Madhya Pradesh	07547-253623/ 09425768634	chanderikiawaaz@ gmail.com, badalsam@ yahoo.com	www.chanderi.in	Mr. Swadesh Samaiya
53		107.8	Radio Dhadkan	Shivpuri	Sambhav Social Service Organisation Gargi House, 93-A Balwant Nagar, Gwalior-474002, Madhya Pradesh	0751-2341995/ 09810987257	sambhavngo@ gmail.com	www.radiohad- kan.sambhavindia. org	Mr. Nabil Singh
54		90.4	Vanya Samudayik Radio Kendra, Bhabra	Alirajpur	Shaskiya Utkrisha Uchchar Madhyamik Vidyalaya Bhabra, Alirajpur-457822, Madhya Pradesh	07328-282584	vanya.bhabraradio@ gmail.com		Mr. Gyanranjan Dey
55		90.4	Vanya Samudayik Radio Kendra, Khalwa	Khandwa	Shaskiya Utkrisha Uchchar Madhyamik Vidyalaya Khalwa, East Nimar, Khandwa-450117, Madhya Pradesh	07328-282584	vanya.khalwaradio@ gmail.com		Mr. Satish Kumar Singh
56		90.8	KVK Pravara CR	Ahmednagar	Krishi Vigyan Kendra Babhaleshwar, Taluka Rahata, Ahmednagar-413737, Maharashtra	0091 9822519260	gaikwadbh@ yahoo.com	www.kvk.paravara. com	Dr. Bhaskar Gaikwad
57		90.4	Vasundhara Krishi Vanini	Baramati	Vidya Pratishthan Inst. of Information Technology Community Centre, Vidya Nagri, MDC, Baramati, Pune-413133, Maharashtra	02112-239555/ 09881761891	info@vitindia.org/ director@vitindia. org/ kulkamita@ gmail.com/vasun dharacr@gmail.com	www.ict4rd.org	Mr. Amol Goje/ Mr. Yuvraj Jadhav
58	<b>Maharashtra</b>	107.8	Radio MUST	Mumbai	Mumbai University 3rd Floor, Ranade Bhavan, Kalina, Santacruz (East) Mumbai-400098, Maharashtra	022-26525367/ 09869164174	radiomust@ gmail.com		Mr. Pankaj Athwale
59		90.8	Jago Mumbai	Mumbai	Union Park Residents Association 4, Union Park, Khar (W), Mumbai-400052, Maharashtra	022-26465264	upra.jagomumbai@ gmail.com, sealincchs@ gmail.com	www.jagomumbai. com	Mr. Navin Chandra/ Mr. Nitin Makasare

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
60		90.4	Radio FTII	Pune	Film & Television Institute Law College Road, Pune- 411004, Maharashtra	020-2543 1817/ 2543 3016/ 09423142869	sanjaychandekar@ yahoo.com	www.ftiindia.com	Mr. Sanjay Chandekar
61		90.4	Radio Mast	Nashik	Mahatma Gandhi Vidyamandir's MSG Arts, Science & Commerce College Malegaon Camp, Nashik-42315, Maharashtra	02554-561543/ 09225108013	pratik.kate09@ gmail.com		Mr. Snehal Ramesh Patil
62		107.4	Vidyavani CR	Pune	Pune University FM Radio Station, 2nd Floor, EMRC Building, University Campus, Ganeshkhind, Pune-411007, Maharashtra	25601099/25 696061/2569 0062/256960 64/ 25696065/ 09657998734/ 0922962503	krsanap@hotmail .com/deshmukh. anand49@gmail. com	www.vidyavani. unipune.ac.in	Mr. Anand Deshmukh
63		90.4	Mann Deshi Tarang	Satara	Mannvikas Samajik Sanstha Mhaswad, Satara-415509, Maharashtra	02373- 270400/ 09403704767	mandeshi@rediff .com/shivajiyadav49 @gmail.com		Mr. Shivaji Maruti Yadav
64		90.4	Radio Nagar	Ahmedna- gar	Snehalaya Balkalyan Sankul Lendkar Mala, Balikashram Road, Ahmednagar-414001, Maharashtra	0241-2321586/ 2321904/ 09422084239/ 09890832932	radionagar@ snehalaya.org	www.snehalaya. org	Dr. Gopal Mirrikar
65	<b>Maharashtra</b>	91.2	Yerala Vani	Sangli	Yerala Projects Society Yerala Bhawan, Near Tata Petrol Pump, Miraj Road, Vishrambag-416416, Maharashtra	0233-2671318, 2675918	yeralaproject@ dataone.in		
66		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.archanagokave@ rediffmail.com		Ms. Archana Gokave
67		90.8	KVK CR	Baramati	Agricultural Development Trust's KVK Krishi Vigyan Kendra Malegaon Colony, Baramati, Pune-413115, Maharashtra	02112 255207/ 255227/ 09822402768	kvkbaramati@ yahoo.com		Dr. T. A. Kadar Bhai
68		90.4	Dnyan Vani	Mumbai	Padmashree Dr. D.Y.Patil Vidyapeeth (Deemed University) Sec 7, Nerul, Navi Mumbai, Maharashtra 400706	022- 27715000	vijay@dypatil.com/ francis@dypatil.edu		Dr. D. Y. Patil Vidyapeeth
69		90.8	Radio Vishwas	Nashik	Vishwas Dnyan Probodhini & Research Institute Vishwavishwas Park Sawarkamagar, Gangapur Road, Nasik-422013, Maharashtra	0253-2344545/ 09004394008	radiovishwas@ gmail.com		Dr. Vishwas Jaydev Thakur
70		90.4	Swaranant CRS	Washim	Suvide Foundation KVK Karda Loni Road, PO Risod, Tehsil & District Washim-444506, Maharashtra	07251 226511/ 2285022/ 07875003382/ 09422938764	kvk.washim@yahoo .com		Mr. A. R. Parvez

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
71		90.8	AID CR	Bhubaneswar	Association for Integrated Development (AID) 992-B, Jag Mohan Nagar, Khandagiri-751030, Odisha	0674-3296292/ 9338822088	email_aid@rediffmail.com/aid_bbst@yahoo.in		Mr. Ashutosh Ku Das
72	<b>Odisha</b>	90.4	Radio Namaskar	Konark	Young India Konark-752111, Puri Dist., Odisha	06758 236471/ 09437136471/ 09040904904	radionamaskar@gmail.com/youngindia@hotmail.com	www.radionamaskar.org	Mr. N.A. Shah Ansari
73		90.4	Ravenshaw Radio	Cuttack	Ravenshaw Radio Cuttack-753003, Odisha	9337022506	ravenshawradio@gmail.com		Mr. Viraj Shukla
74		91.2	Radio Sanskar	Jagatsinghpur	Sourabha at Lala Sahi Jagatsinghpur Odisha	06724 220174	radiosanskar@gmail.com		Mr Harihar Panda
75		90.4	Nila CR	Madagadipet	Sri Manakula Vinayagar Engineering College Madagadipet-605107, Puducherry	0413-2641151/ 09443444844	vskvenkatachalapathy@yahoo.com/jkss@sify.com	www.srmsec.ac.in/home.html	Mr. Venkatachalapathy
76	<b>Puducherry</b>	107.8	Puduvai Vaani	Puducherry	Pondicherry University R. Venkataraman Nagar, Puducherry-605014	0413-2654551/ 09976796865	puduvaivaani@gmail.com	www.pondiuni.edu.in/fmradio	Ms. S. Saleema Rabiyaath
77		90.8	Honey CR	Villianur	Acharya Arts & Science College No. 5, Villupuram Main Road, Villianur, Puducherry-605110	0413-3190999/ 09362447020	aashead@achariya.in/uraikavi@yahoo.com	www.achariya.in	Mr. G. Ravi
78	<b>Punjab</b>	90.4	GNGC CR	Ludhiana	Guru Nanak Girls College Model Town, Ludhiana-141001, Punjab	0161-2423872	gngoffice@rediffmail.com	www.gngcidh.com/FM_radio_90_4.html	Dr. Charanjit Kaur Mahal
79		90.4	Radio 7	Jaipur	India International Institute of Management Sector 12, Mahaveer Marg, Manasarovar, Jaipur-302020, Rajasthan	0141-2781154/ 09783300003/ 09783307368	fmradio7@icfia.org	www.iisjaipur.org/fm7.htm	Ms. Salila Bansali
80		90.4	Radio Eminent	Tonk	Eminent T.T. Girls College Diggi, Malpura, Tonk Dist., Jaipur Road, Jaipur-302022, Rajasthan	0141-240186/ 09351381347/ 09414041721	eminentcampus@gmail.com	www.eminentcampus.in	Mr. Vivek Sharma
81	<b>Rajasthan</b>	90.4	Apno Radio	Tonk	Banasthali Vidyapith Tonk-304022, Rajasthan	01438-228955/ 07737559530	sharmaislokesh3@gmail.com/lokesh_media@yahoo.co.in/inashasthi@yahoo.com	www.banasthali.org	Mr. Lokesh Sharma
82		90.4	Radio Madhuban	Mount Abu	Prajapati Brahma Kumaris Ishwariya Vishwa Vidyalyaya Akash Mahal, Near Gyan Sarovar, Mount Abu, Sirohi-307001, Rajasthan	0941415 4343	yash108@gmail.com		Mr. Yashwant Patil
83		90.8	Alwar Ki Awaaz	Alwar	All India Society for Advance Education and Research North Extn., MIA, Alwar-301030, Rajasthan	0144- 2332222 / 09929110006 / 08003094333 / 09799110006	assunhal@gmail.com	www.aialtarwar.com	Mr. Ashok Singh Sunhal
84		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

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
85		90.4	Anna CR	Chennai	Educational Multi Media Centre, Anna University, Guindy, Chennai-600025, Tamil Nadu	044-22300105 / 09789072466 / 09840562783	malagar@gmail.com/ julia_emediata@yahoo.co.in/ arulram@yahoo.com	www.annauniv.edu/emrc/annafm/	Mr. I. Arularam
86		90.8	Loyola CR	Chennai	Loyola College Nungambakkam, Chennai-600034, Tamil Nadu	91-44-28178200/ 28175662	helpdesk@loyolacollege.edu/ welcome@loyolacollege.edu	www.loyolacollege.edu	Rev. Dr. Joe Arun SJ
87		107.8	MOP CR	Chennai	MOP Vaishnav College for Women No.20, IV Lane, Nungambakkam High Road, Chennai-600034, Tamil Nadu	044-28330262/ 09444012043	mopvcfw@eth.net/ usharav62@gmail.com	www.mop-vaishnav.ac.in/ mopcrs.htm	Ms. Usha Ravi
88		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
89		107.4	TNAU CRS	Coimbatore	Tamil Nadu Agricultural University Lawley Road, Coimbatore-641003, Tamil Nadu	0422- 6611245/ 09442284759	dme@tnau.ac.in		Dr. S.P. Ramanathan
90		90.4	KSR CR	Tiruchengode	KSR College Kalvi Nagar, Tiruchengode-637215, Tamil Nadu	04288-274741/ 09894951515	contact@ksrccas.edu/ kavi.srini@gmail.com/vee rajendran@gmail.com		Dr. Kavita Srinivasan
91	<b>Tamil Nadu</b>	91.2	MKC CR	Karur	M. Kumaraswamy College Thalavapalayam, Karur-639113, Tamil Nadu	04324 272155/ 270755	sksamys@yahoo.com		Mr. Kupuswami
92		90.8	PGP Radio	Nammakkal	PGP Radio NH-7, Nammakkal -637207, Tamil Nadu		ganapathydnh@gmail.com	www.pgpedu.ac.in	Mr. Ganapathy
93		90.4	Pasumai CR	Dindigul	Peace Industrial School Vittalnayakanpatty, NH-7, Karur Road Sikkampatty PO-624709, Tamil Nadu	0451-2461510/ 2461512/ 04551-262277	info@peacetrust.in	www.pasumaim.com	Mr. J.Paul Baskar
94		91.2	PARD VAANOLI	Madurai	PARD Vanoli, Box 87, A4/1018, Siti Vinayagar Kovil Street, Thasildar Nagar, Madurai 625020, Tamil Nadu	9543903735	pardmadurai@hotmail.com	www.pard.org.in/ pardvaanoli.htm	Mr. James Rajasekharan
95		90.4	Kongu CR	Erode	Kongu Engineering College Perundurai Railway Station Road, Thoppupalayam, Perundurai, Erode-638052, Tamil Nadu	04294-220566/ 09843121359	kt@kongu.ac.in/ kongucur@gmail.com/ kongucrs@kongu.ac.in	www.kongu.ac.in	Mr. K.Thangaraj
96		107.2	Ilanthai Community Radio	Siperumbudur	Rajiv Gandhi National Institute of Youth Development Sriperumbudur-602105, Tamil Nadu	044-27162128/ 27162705	ahdproject@gmail.com/ dir_igniyd@vsnl.net	www.igniydhp.gov.in/community RadioStations/community RadioStations.php	Dr. D. Jayalakshmi
97		90.4	Mugil CR	Thiruchengode	Sengunthar Engineering College Thudupathi, Erode-638057, Tamil Nadu	04294-232701/702703	jsudhanandhen@yahoo.com	www.erode-sengunthar.ac.in/ fmradio.htm	Dr. N. Kottiswaran

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
98	Tamil Nadu	90.4	Sivanthi Community Radio	Tuticorin	Aditanar College of Arts & Science 1/219, Sivanthi Aditanar Nagar, Virapandianpatnam-628215, Tiruchendur, Tuticorin Dist., Tamil Nadu	04639 245175/ 09486391546	isehar_9307@ yahoo.co.in/ aditanarcollege@ yahoo.co.in	www.aditanar college.in	Mr. I. Sehar
99		90.4	Holy Cross Community Radio	Tiruchirapalli	Holy Cross College Madurai Road, Tiruchirapalli-620008 Tamil Nadu	0431-2700637/ 09 894647909	viscom_hcc@yahoo. co.in/ winreach@ yahoo.co.in/ winreach@gmail. com/ delaz02@ yahoo.co.in		Ms. Shirley Deepak
100		90.8	Kalanjiam Samuga Vanoli	Nagapattanam	Dhan Foundation 18, Pillaiyar Koil Street, S.S.Colony, Madurai-625016, Tamil Nadu	0452- 2610794, 261080/ 09488008366/ 09042271293	naguveerprakash@ gmail.com/ kalanjiamvanoli@ gmail.com	www.dhan.org	Mr. Naguveer Prakash
101		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/ sasidhar. palagummi@gmail. com		Mr. P. Sasidhar
102		90.4	Dinamalar CRS	Madurai	Subbulakshmi Lakshmiipathy College of Science T.V.R Nagar, Aruppukottai Road, Madurai-625022, Tamil Nadu	0452-3918609/ 09894727999	rip@dinamalar.in		Mr. Lakshmiipathy
103		90.4	Periyar CR	Thanjaavur	Periyar Maniammai College Vallam, Thanjavur-613403 Tamil Nadu	04362-264600	registrar@pmu. edu/ pmu@pmu. edu/ ramalak_2000@ yahoo.com	www.pmu.edu	Ms. G. Gandhimathi
104		90.4	Vayalaga Vanoli - Farm Field Radio	Madurai	Madurai District Tank Farmers Federation W5/565, MDCC Bank upstairs Trichy Main Road, Kottampatti, Melur Taluk, Madurai, Tamil Nadu	9944828346/ 04544 230485	vayalagavanoli@ gmail.com		Mr. B. Muthukumarasamy
105		90.4	Muthucharam CR	Kancheepuram	SRM Instt. of Science & Technology SRM Nagar, Kattankulathur, Kancheepuram-603203, Tamil Nadu	09840291648/ 09790946086	divyarathnam@ gmail.com		Ms. Divyasri
106		90.4	Ghazipur CR	Ghazipur	PG College Ravindrappuri, Gora Bazar, Ghazipur-233001, Uttar Pradesh	0548-2222087, 2220045, 2220252	teripgc@rediffmail. com	www.pgchazipur. org	Mr. R.P. Singh
107		90.4	IIT CR	Kanpur	IIT, Kanpur Kanpur-208016, Uttar Pradesh	0512-2594006/ 09415759394	amitri@iitk.ac.in		Dr. Satyaki Roy/ Mr. Amit Tripathy
108	Uttar Pradesh	90.4	CMS Radio	Lucknow	City Montessorie School Jai Jagat House, 12 Staton Road, Lucknow-226001, Uttar Pradesh	0522-2638738/ 094 15015039	vkurian@cmseduca- tion.org/ rksingh34@ rediffmail.com	www.cms education.org/ films/crs.htm	Dr V. Kurien/ Mr. R.K. Singh
109		90.4	Voice of Azamgarh	Azamgarh	Mirza Ahsanullah Beg Education & Social Welfare Society 46 Ishwar Nagar, Opp. Surya Hotel, Dist. Azamgarh Uttar Pradesh	0091 9810414007/ 09718427489	mfbeg.jamia@ gmail.com	www.mabgcollege. org.in	Mr. M.S.H. Beg

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110	Uttar Pradesh	90.4	CMS Radio	Lucknow	CMS Degree College Sector D, Lda Colony, Industrial Area, Lucknow-226012, Uttar Pradesh	0522-2435342/ 09415015039	vkurian@cms education.org/ rksingh34@rediffmail.com		Dr. V. Kurien/ Mr. R.K. Singh
111		90.4	Salaam Namaste	Noida	Institute of Management Studies, A-8B, IMS Campus, Sector 62, Noida-201303, Uttar Pradesh	0120-4798888/ 9717411111	info@salaam namaste.in, stationhead@salaamnamaste.in	www.salaamnamaste.in	Ms. Barsha Chabaria
112		90.4	Saharanpur CR	Saharanpur	Krishi Vigyan Kendra Kajuri Bagh, Near Numainish Camp, New Gopal Nagar, Saharanpur, Uttar Pradesh	0132 2664480/ 01376 252101			Mr. P.K. Singh
113		107.4	Radio Noida	Noida	Asian School of Media Studies Marwah Studio Complex, FC-14/15, Film City, Sector 16 A, Noida, Uttar Pradesh	0120-2515254/ 9968543245	info@radionoida.fm/ brahamydv@gmail.com	www.radionoida.fm	Mr. Braham Prakash Yadav
114		91.9	Radio Mantra	Varanasi	Sun Beam English School Plot No. 145/146, Lahartara, Varanasi-221002, Uttar Pradesh	0542 - 2224973	neha22_jha@yahoo.co.in	www.sunbeam schools.com/ schools-and-branches/ sunbeam-lahartara /not functional	Ms. Neha Jha
115		90.4	Radio IIMT	Meerut	IIMT IIMT Nagar, 'O' Pocket, Ganga Nagar Colony, Mawana Road, Meerut, Uttar Pradesh	0121-2622263/ 2622264/ 09808063822	taarean@yahoo.com/director_radio@iimtindia.net	www.iimtindia.net/ radio/home.asp	Mr. S. Vijay Gopal
116		90.4	HINT CR	Ghaziabad	HINT Hint house, Hint chowk Raj Nagar Ghaziabad, Uttar Pradesh	0120-2710226/ 09891664716/ 09810139911	hintradio90.4@gmail.com/ prachis164@gmail.com	www.hintgroup.org	Mr. Kamal Sekari/ Ms. Prachi Sharma
117		90.4	Lalit Lokvani	Lalitpur	Sai Jyoti Gramodhyog Samaj Seva Samiti 417 Gandhi Nagar, Lalitpur-284403, Uttar Pradesh	05156- 272175/ 09648939943/ 05176282675	lalitlokvani@gmail.com		Mr. Mradul Srivastava
118		90.4	Agra Ki Awaaz	Agra	Dr. B.R. Ambedkar University Paliwal Park, Agra-282004, Uttar Pradesh	0562-2520052/ 09927082862/ 09927082862	grijashankers@gmail.com/ grijashanker@hotmail.com	www.dbrau.ac.in	Mr. Gijija Shankar
119		90.4	Radio Adan	Alahabad	Sam Higginbottom Insititue of Agriculture Technology and Sciences (SHIATS), Allahabad-211007, Uttar Pradesh	0532- 2684289/ 2684394/ 09415316348	sifmncindia@yahoo.co.in/ jawedatfab@gmail.com	www.aaidu.org/ dir.htm	Prof. (Dr.) S. Herbert
120	90.8	Aap Ki Awaz	Agra	Bharati Shiksha Sansthan A-31, Sainik Nagar , Reipur Chungi, Agra-2821001, Uttar Pradesh	09837504400/ 07500060000	Ashoksharma8332 @ yahoo.com/aapki awazfm@gmail.com		Mr. Ashok Sharma/ Mr. Deepak Singh	

S.No	State	MHz	Station	Location	Address	Telephone	Email	URL	Contact Person
121	Uttarakhand	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
122		90.8	Pantnagar Janvaani	Pantnagar	G.B.Pant University of Agriculture and Technology Dist U.S.nagar, Pantnagar-263145, Uttarakhand	09411324586	birenk1953@gmail. com/ deanhsc1@ gmail.com		Mr. Birendra Kumar
123		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
124		91.2	Hello Doon	Dehradun	National Institute of Visually Handicapped 116 Rajpur Road, Dehradun-248001, Uttarakhand	1352738147	niwh@sanchanet.in		Mr. S.K. Jain
125	West Bengal	90.4	Radio SRFTI	Kolkata	Satyajit Ray Film & TV Institute EM By Pass Road, Panchasayar, Kolkata-700094, West Bengal	033-24328355	srfticomunityradio @gmail.com	www.srfti.gov.in	Mr. S.K. Abdul Rajjak
126		90.8	JU Radio	Kolkata	School of Media, Ground Floor UG Arts Building, Jadavpur University, Kolkata-700032, West Bengal	033-24146060/ 24146362	radioju@gmail.com/ rayamolina@gmail. com	www.jaduniv. edu.in	Mr. Abhishek Das

## E &amp; 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	<a href="http://www.mib.nic.in/">http://www.mib.nic.in/</a>
2	Community Radio Stations Management Information System	<a href="http://www.cronlineindia.net/default.asp?">http://www.cronlineindia.net/default.asp?</a>
3	Commonwealth Educational Media Centre for Asia (CEMCA)	<a href="http://www.cemca.org/">http://www.cemca.org/</a>
4	Ek Duniya Anek Awaaz	<a href="http://www.edaa.in/">http://www.edaa.in/</a>
5	Wireless Planning & Coordination Wing, Ministry of Communications & IT, GOI	<a href="http://www.wpc.gov.in/">http://www.wpc.gov.in/</a>
6	Directorate of Advertising & Visual Publicity, MIB, GOI	<a href="http://www.davp.nic.in/">http://www.davp.nic.in/</a>
7	UNESCO India	<a href="http://whc.unesco.org/en/statesparties/in">http://whc.unesco.org/en/statesparties/in</a>
8	UNICEF India	<a href="http://www.unicef.org/india/">http://www.unicef.org/india/</a>
9	Community Radio Forum India (CRF)	<a href="http://www.communityradioindia.org">http://www.communityradioindia.org</a>
10	AMARC	<a href="http://www.amarc.org/">http://www.amarc.org/</a>
11	Department of Science & Technology, GOI	<a href="http://www.dst.gov.in/">http://www.dst.gov.in/</a>
12	CEMCA Community Radio Facilitation Centre (CCFC)	<a href="http://www.cfcindia.net">http://www.cfcindia.net</a>
13	CEMCA Web Radio Facilitation Centre Newzstreet	<a href="http://www.newzstreet.tv/hs/cemca/">http://www.newzstreet.tv/hs/cemca/</a>

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13	Community Radio Forum (CRF)	Community Radio Forum of India (CRF) D-302, 2nd Floor, Defence Colony, New Delhi 110024	011 45048794	011 24615218	vpavarala@gmail.com

14	Community Radio Association (CRA)	Community Radio Association (CRA) Registered Office: 46 Ishwar Nagar Colony East, New Delhi 110065 Contact Address: 145, Gautam Nagar, New Delhi 110049	011 26517545 9811166297		011 26713000	archana.smart@gmail.com
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## **CEMCA COMMUNITY RADIO FACILITATION CENTRE (CCFC)**

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Shastri Bhawan, New Delhi-110001

Toll Free: 1800116422

From 9:30 am to 1:30 pm

### **CEMCA**

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New Delhi-110016

Tel: 26516422

From 10:30 am to 5:30 pm

**Toll Free: 1800116422**  
**support@ccfcindia.net, ccfcindia@gmail.com**  
**www.ccfcindia.net**



Published by R. Thyagarajan, Head, Administration and Finance  
Commonwealth Educational Media Centre for Asia  
Commonwealth of Learning  
13/14 Sarv Priya Vihar, New Delhi  
Designed and printed by Mensa Design Pvt. Ltd.  
design.mensa@gmail.com