MESSAGE

I am delighted to note the exponential growth of community radio in the country in recent years. It is a testimony to the efforts that the Ministry of Information & Broadcasting has made to strengthen the community radio movement in the country. Community radio has become one of the most powerful tools for local empowerment and development in the country today, especially in rural and remote areas where mainstream media is yet to mark its presence.

The Ministry realises the enormous capacity of community radio to serve and uplift local communities, and therefore plans to make community radio stations an integral part of various knowledge dissemination strategies. The Ministry is also committed to providing support to community radio stations through the means of sustainable schemes that enable them to serve the community better and also encourages the establishment of more community radio stations in the times to come.

The Community Radio Compendiums, in the past, have been successful indicators of the remarkable work done by the community radio stations in the country. It has also helped in highlighting the presence of community radio in different parts of the country and has motivated different stakeholders to explore the immense potential of community radio. I hope that Community Radio Compendium 2023 will further strengthen the prospects of community radio in the country by enhancing its visibility among key policy makers and stakeholders and it will also further our commitment to ‘SabkaSaath, SabkaVishwas and SabkaVikas’.

I congratulate the Commonwealth Educational Media Centre for Asia (CEMCA) for their commendable work in bringing out Community Radio 2023 and hope that it truly serves its purpose as an excellent source of information about community radio stations in the country.

(Anurag Singh Thakur)
Message

I am exceedingly glad to know that a new edition of the Community Radio Compendium is being published by the Ministry of Information & Broadcasting in association with the Commonwealth Educational Media Centre for Asia (CEMCA).

The country’s progress globally is only made possible by the development of each individual and community, which remains the sole focus of the leadership. Empowering the rural communities by getting them on par with their urban counterparts is an important step in the direction of development. This will ensure equal opportunities for every individual, irrespective of their background, and will be the key to bridging socio-economic gaps in the society.

Community radio is capable of playing a key role in this endeavour. It can bring together people from different backgrounds to inform them about the different schemes and entitlements that the government has put in place for their welfare. Harnessing these entitlements will help strengthen the communities at grassroot levels and will gradually guide them towards better opportunities.

I firmly believe that community radio stations in the country can drive a huge impact by helping bridge various socio economic divides in our society.

I wish that Community Radio Compendium 2023 becomes a handy instrument in underlining the important role that community radio has played in empowering communities in every nook and corner of the country.

(Doctor L. Murugan)
MESSAGE

There is no medium better placed than community radio in its ability to reflect the true essence of the local community. Unlike other media that cater to a broad audience, Community Radio stands as an exemplary medium that is firmly rooted in the needs, interests, and aspirations of their immediate surroundings. They are the embodiment of the people that they serve; they preserve and celebrate local heritages in an increasingly globalised world.

There are many instances and ways in which community radio has served the people of this country. It has played the crucial role of informing and educating communities, while also empowering the marginalised and underrepresented voices. This has helped in fostering democratic values and ensuring accountability at the grassroot level. Moreover, the role-played by community radios in disseminating time and accurate information during emergencies and disasters are commendable.

I am sure that this comprehensive document will serve as the bridge between what has been done by the Community Radio Service and what more can be done.

I wish all success for the publication of Community Radio Compendium 2023 and congratulate CEMCA on completing this wonderful endeavour.

(Apurva Chandra)
I am delighted that in partnership with the Ministry of Information and Broadcasting (MIB), the Commonwealth Educational Media Centre for Asia (CEMCA) is presenting the latest edition of the Community Radio Compendium as a leading resource of reference on Community Broadcasting in India. We thank the officials of MIB for their constant support throughout the endeavour while appreciating the Ministry’s efforts to promote community radio and for making it a force to reckon with.

Considering that CEMCA, over the last two decades, has worked closely with the Community Radio Stations in the country, sharing a special bond, I am pleased that the task of bringing out the Community Radio Compendium 2023 was entrusted upon us, and I am pleased that as a result of the sincere efforts undertaken by my colleagues, Ms Monica Sharma, Mr Nittin Paul Mathew and Ms Loveleen, the final product has become a reality. They have motivated the personnel of each of the CR stations mentioned in the Compendium to provide accurate and valuable information in a timely manner.

Through Community Radio Compendium 2023, we hope to inspire a deeper appreciation for community radio stations, to celebrate their impact on local communities, to recognize their potential as catalysts for positive change, and to acknowledge and embrace the limitless, extraordinary power of community radio.
Contact Info:
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Website: www.vivekhighschool.in
Timing: 4 AM to 11 PM
Language: Hindi, English, and Punjabi

Genesis: Vivek High School nurtures an atmosphere that encourages the practice of openness, integrity and freedom of expression. These qualities are central to encouraging open discussions, sharing common goals and building relationships. Vivek FM was established in 2007 by Vivek High School, Chandigarh. Vivek FM is an initiative of the school to provide the students a medium to express and share their learning and various concerns with the community. The CRS focuses on the day-to-day concerns of the common mass and helps in realising local aspirations. While receiving their own education, the students of the school took the initiative to educate the community as well, through their own community radio station. The CRS has become one of the major mediums to convey messages to every listener in the community and is a platform to share common goals.

Thematic Focus: The primary focus area of Radio Vivek is education. The CRS also focuses on areas that have an impact on the local community and the larger society; this includes environment, health, social empowerment of the marginalised, and girl child protection and welfare of women. The aim of the CRS is to build a just and socially-aware society through its anti-corruption and legal awareness initiatives.

Sustainable Development Goals: Vivek FM is dedicated to achieve the SDGs given below:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth

Primetime Programmes: The prime-time programmes of Vivek Radio are based on many areas including education, health, social concerns, entertainment, news, sports, art and culture, and social awareness and harmony. The programmes are developed and packaged in engaging infotainment formats to intrigue and enlighten the listeners who mostly belong to the student community.
**Innovations in format or any other way:** Vivek CRS thrives on its bank of engaging programmes that are designed with the effort of the students. These programmes meet the specific needs of the community with an infusion of entertainment. They address both serious social concerns as well as everyday matters. The CRS also organises different activities and events for the student community, which help in creating awareness about various subjects.

**Core Team:** The core team of Vivek Radio is constituted by three members, who are supported by student volunteers. The students actively participate and contribute in all stages of programme production and delivery. The CRS is also supported by a panel of experts who regularly review the content and provide feedback.

**Major Projects Undertaken:** Vivek Radio was part of several campaigns which include campaigns on COVID-19 and vaccination drives, nutrition, and sanitation and hygiene. The CRS was also a part of the Immunity Enhancement Campaign and International Day of Yoga Campaigns in association with CEMCA and the Ministry of Ayush.

**Sustainable Strategies:** Radio Vivek is situated in the school campus of its parent organisation. The CRS is financially and technically supported by Vivek High School. It also generates revenue through the means of externally funded projects.

**Number of listeners and Potential Outreach:** Radio Vivek broadcasts its programmes in the city of Chandigarh. The area has a population of 11,69,000, and out of this outreach potential, the CRS has an active listener base of nearly 2,50,000 listeners.
Contact Person: Dr. Bhavneet Bhatti
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Email: puradio@pu.ac.in
Broadcast Timing: 08:00 AM to 10 PM for 14 hours a day
Broadcasting Language: Hindi, English & Punjabi

Genesis: Radio Jyotirgamaya was established by the Punjab University with the mission to serve as an inevitable change agent, transcending social, economic and cultural barriers within the community. The tagline of Radio Jyotirgamaya is ‘Padho aur Padhao’, which means ‘Learn and Teach’. This highlights the two-way communication approach adopted by the CRS, for the welfare of the community. The CRS caters to the needs of nearly thirty villages, eight of which have been adopted by the Punjab University.

Thematic Focus: The thematic focus of setting up the Jyotirgamaya Community Radio Station is to impart knowledge and information related to education, health and environment, social, cultural and local issues and to provide a platform for dialogue and discussion amongst the community members, students and faculty. The content of the CRS is specifically educational while also covering socially relevant issues like health, and community welfare.

Sustainable Development Goals: Jyotirgamaya Radio mainly focuses on the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality

Primetime Programmes: Hamari Beti, Kanoon Aur Aap, Health Factor, Shiksha Ke Anek Ayaam, Ek Kahaani, and Hamara Samaaj are the primetime programmes of Jyotirgamaya Radio. These programmes focus on several areas including girl child protection and welfare, legal awareness, health and lifestyle, education and career prospects, and prevalent social concerns. In addition to this, the CRS develops entertaining as well as motivational content.

Innovations in format or any other way: Jyotirgamaya Radio involves the students in different activities that creates awareness amongst them about various social problems and subjects that will guide them towards a better future. Competitions and fun-filled events are also organised. These activities help establish a connection between the CRS and the students.
Core Team: There are seven CRMC members on the board of Radio Jyotirgamaya and their core team is constituted by four members. The students of the university are active participants and contributors to the programmes and other activities of the CRS.

Major Projects Undertaken: Radio Jyotirgamaya has worked on projects on different themes, in associations with SMART, CRA, and CEMCA. The CRS works extensively on its internal initiatives that are mostly educational in nature.

Sustainable Strategies: Radio Jyotirgamaya is sustained by financial and technical support from its parent organisation, Panjab University.

Number of listeners and Potential Outreach: The outreach potential of Radio Jyotirgamaya is approximately 5-7 lakh people. The CRS has an active listener base of at least two lakh people.

Major concerns in the Community: The student community and youth require guidance in many areas to make them successful individuals and responsible citizens. Health issues are common in the local communities. The lack of legal awareness also affects them. The CRS constantly works to address these areas. It has created a programme Kanoon aur Aap to promote legal awareness amongst the local communities.
**Contact Person:** Mrs. Sangmitra Singh  
**Contact Number:** +91-9501095010  
**Email:** deshbhagatradio@gmail.com  
**Broadcast Timing:** 24 hours a day  
**Broadcasting Language:** Hindi, English & Punjabi

**Genesis:** Desh Bhagat Radio was established in 2012 by Desh Bhagat University, Chandigarh. The community radio station was set up focusing on the student community in the campus, and to serve the informational needs of the local community. Throughout the years of its service, the CRS has been an integral part of the student community in the campus.

**Thematic Focus:** The primary focus area of Desh Bhagat Radio is education. The CRS also focuses on youth empowerment by providing career guidance. In addition to the core theme, the CRS also caters to generic informational needs of the local communities who reside within the broadcast limits of the community.

**Sustainable Development Goals:** The CRS focuses on the SDGs given below:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 8: Decent Work and Economic Growth

**Primetime Programmes:** The primetime programmes of Radio Desh Bhagat are City Life, Healthy Morning, P3, and Rab Da Vella.

City Life is a programme that discusses the different subjects like the latest events in the city, social concerns and problems, weather, traffic, and also incorporates inspirational stories for the listeners. This is a city round-up programme exclusively about Chandigarh. Healthy Morning focuses on promoting a healthy lifestyle through discussions on lifestyle, stress, and health concerns and tips to address them. P3 is a programme that focuses on the latest trends in the world of fashion. Rab Da Vella dwells on spiritual themes.
Innovations in format or any other way: Radio Desh Bhagat hosts different activities and events for the students in the campus. The CRS organises events like cyclothons and marathons in partnership with organisations like Desh Bhagat Foundations. These events help the CRS to connect with the students as well as the local community. The CRS is an active presence on social media platforms. This helps the CRS connect with its listeners and reach out to its potential audience.

Core Team: There are ten members in the Desh Bhagat Radio’s team, which includes the Station Head and Station Producer. The CRS is actively supported by student groups who volunteer to contribute to different stages of programme production and delivery. They are most often eager to be presenters and radio jockeys.

Major Projects Undertaken: Desh Bhagat Radio, in association with Physics Wallah, carried out a micro-study on analysing the student dropout rates in the local colleges. The CRS partnered with the State Bank of India’s Chandigarh branch to organise a marathon for health awareness. The CRS has also been a part of several initiatives, in association with CEMCA and the Ministry of Ayush, on immunity and Yoga.

Sustainable Strategies: Desh Bhagat Radio is financially supported by the parent organisation, Desh Bhagat University. The CRS also manages to generate some revenue through externally funded partner projects.

Number of listeners and Potential Outreach: Parts of Chandigarh, Mohali and Panchkula are covered within the broadcast limits of the CRS, and has an outreach potential of approximately 13,25,000 people.

Major concerns in the Community: Anxiety, stress, and peer pressure are all problems that trouble the student community. These issues often lead to breakdowns and other serious conditions. The students and youth must be educated about mental health hygiene. They also need to be made aware of addictions of different sorts and the harmful effects of excessive usage of social media.
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Website: www.chitkara.edu.in
Broadcast Timing: 24 hours
Broadcasting Language: Punjabi, Hindi and English

Genesis: Chitkara Educational Trust (Chitkara University) was founded in the year 1998 with a mission to pursue excellence in all fields of education and academics. As a part of its corporate social responsibility, the trust began its initiatives to establish a radio studio to address the concerns of the local community. Radio Chitkara was launched on 26th October 2012, and is situated in Punjab. The CRS broadcasts programmes that are very popular in the local community.

Thematic Focus: The major theme/areas that Radio Chitkara focuses on are education, local art and culture, empowerment, agriculture, social development, entertainment, health, and addressing social issues. The CRS is committed to producing programmes that are community-specific and address the different concerns of the local community. The CRS is also a platform for the local community members to showcase their talents, and share their experience and knowledge in different areas.

Sustainable Development Goals: Radio Chitkara works towards achieving the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 13: Climate Action
SDG 14: Life Below Water
SDG 15: Life on Land
Primetime Programmes: The primetime programmes of Radio Chitkara are listed below:

- **Tandrusti ke Raaz**: It is a programme based on health, and special days related to the medical field are celebrated on Radio Chitkara. Tandrusti De Raaz focuses on different health diseases, their cure and treatment.
- **Ek Kahaani**: It is an innovative show that features a series of short fictional stories where the perspectives of the author are discussed.
- **Gallan Battan**: This programme is designed in various formats like special activities, expert interviews, live programmes, vox pop on different issues etc.
- **Yog Charcha**: Radio Chitkara broadcasts a regular programme that discusses the benefits of Yoga in daily life, and its contribution to one’s health and fitness.

Innovations in format or any other way: Radio Chitkara and its team filed a patent with the title ‘System For Radio And Internet Broadcasting’ through which the radio station was made accessible from remote locations to its contributors, and the audience was connected through internet streaming, during the COVID-19 pandemic. This enabled the terrestrial mode community radio to go online, and that too with a decentralised and participative approach. This technique helped to connect and involve a larger community.

Core Team: The core team at Radio Chitkara is constituted by the Station Head, Programming Head, and Executive Producers. This core team is supported by the technical staff and student volunteers.

Major Projects Undertaken: Radio Chitkara is an active participant in regional and national initiatives. The CRS was a part of the Pledge for Good Health Campaign in association with UNICEF and CRA. It collaborated on the Factshala project by DataLEADS for the Google News Initiative. Dhwanishala is a collaborative project between the CRS and NCERT. The CRS was also part of the International Day of Yoga campaigns in 2021 and 2022, in association with CEMCA.

Sustainable Strategies: The CRS is sustained by financial support from the parent organisation, Chitkara Educational Trust. Funded collaborative projects and advertisements are the other sources of revenue generation.

Number of listeners and Potential Outreach: Radio Chitkara has an active listener base of approximately one lakh listeners.

Major concerns in the Community: The major concerns in the community are scarcity of water, stubble burning, and drug addiction. Better healthcare and educational infrastructure are also needed. The local language and culture need to be preserved, lest it be lost in a fast changing world.
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E-Mail: crjimsvk@jagannath.org
Website: www.jimsd.org/radio.php
Broadcast Timing: 8:30 AM to 11:30 AM and 1:00 PM to 04:00 PM for 6 hours from Monday to Saturday
Broadcast Language: Hindi and English

Genesis: Radio JIMS, Vasant Kunj 90.4 MHz is a community radio station of Jagannath International Management School, affiliated to Guru Gobind Singh Indraprastha University, New Delhi. Radio JIMS, Vasant Kunj was established in the year 2005 with the objective to provide a platform to voice the issues of the community in and around the Vasant Kunj area. It's an open platform for students and the members of the target community to share their views on current and contextual issues. Radio JIMS, Vasant Kunj was selected as one of the leading community radio stations by the Ministry of Information & Broadcasting in 2021.

Thematic Focus: The primary thematic focus areas of the CRS include women empowerment, mental health and behavioural changes, education, and health and hygiene. The CRS focuses on the empowerment and upliftment of the community through interventions that have a lasting impact.

Sustainable Development Goals: Radio JIMS has programmes designed to follow these SDGs:
SDG 3: Good Health and wellbeing
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 9: Industry, Innovation and Infrastructure
SDG 16: Peace, Justice and Strong Institutions.
**Primetime Programmes:** The primetime programmes broadcast by the CRS include Swasthya Sankalp, Radio Ganitmala, Aatmchintan, Mansha, Baat Pate Ki, Jeevan Disha, Aao Sair Kare, Inse Miliye, and Duniya Khelon Ki. These programmes address the social concerns and problems that are prevalent in the local community, while being a source of information and entertainment for the community. They are designed in formats like interviews, discussion, talks, and phone-in conversations.

**Innovations in format or any other way:** During the pandemic, the community radio took the initiative of creating awareness about following COVID-19 appropriate behaviour and sensitising people on COVID-19 vaccination. It also organised sessions with doctors on common health-related issues and concerns during the pandemic. Sessions were also organised with experts on mental health issues to address the problems that people faced during the lockdown. Community participation has helped both the community as well as the CRS. The community members contribute to different activities of the CRS. The outreach programmes have helped significantly in enhancing the listenership. The CRS also offers an internship programme for community members and students.

**Core Team:** The core team of the CRS is constituted by five members. A panel of experts serve as the external resource of the CRS; they provide feedback on the programmes and give ideas for planning future projects.

**Major Projects Undertaken:** The following are the major projects that the CRS has been a part of: Swasthya Sankalp in association with CRA and UNICEF

- COVID-19 Campaign (#Youth Warriors) in association with SMART Engaging communities for prevention of COVID-19 and vaccination in association with CRA and UNICEF
- COVID-19 Campaign in association with SMART and BMGF
- Audio on girls education through CRS in association with CRA and Room to Read
- COVID-19 (RCCE) and CRS during COVID-19 outbreak, in association with CRA and UNICEF
- SVEEP Project in association with Election Commission of India and SMART
- Radio Mathematics Project in association with DST

**Sustainable Strategies:** The CRS depends on its parent organisation for funds, and also generates revenue through collaborative projects with external organisations.

**Number of listeners and Potential Outreach:** Radio JIMS, Vasant Kunj has an active listener base of nearly 7,500 listeners.

**Major concerns in the Community:** Health concerns, especially related to mental health, must be taken seriously and addressed. Myths and superstitions in the community are a matter of concern and need to be eliminated. Open defecation and lack of sanitation are concerns that need immediate attention in order to address health and hygiene problems.
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Contact Number: +91-9810329244, 7982347950  
Email: nirmalbht@gmail.com, jimscr96.9@jimsindia.org  
Broadcast Timing: 9:30 AM to 9:30 PM for 12 hours a day  
Broadcasting Language: Hindi and English  

Genesis: Radio JIMS 96.9 FM was established in February, 2005, in New Delhi. The CRS serves a community which mostly resides in the slums, semi-urban, and urban areas of the city. Radio JIMS aims to create an impact in the lives of people from the socially and economically backwards sections of the community as they suffer from many problems in their daily lives. Their concerns require immediate attention, and the CRS aims to address the same through its programmes. The CRS does this by actively involving the community in their programmes and working constantly on their upliftment. Radio JIMS has been a source of entertainment and has also played a significant role in changing the lives of many.  

Thematic Focus: The main focus areas for the CRS have been health and nutrition, issues affecting women and children, career prospects and employment opportunities, legal concerns, social concerns, skill-based programmes, and societal economic development. The aforementioned initiatives seek to improve the social, economic, and cultural status of the target community.  

Sustainable Development Goals: Radio JIMS has designed its programmes to focus on these SDGs:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 8: Decent Work and Economic Growth  
SDG 11: Sustainable Cities and Communities
Primetime Programmes: Dadi Maa k Nuskhe, Health and Wealth, Say No to Drugs, Jeevan Hai Anmol, Poshan, Bachpan Express, Breastfeeding and Nutrition, and Radio Patrika Dhank are the primetime programmes of Radio JIMS. The CRS team also concentrates on discussions regarding health issues and social concerns. Radio JIMS coordinates with professionals in fields like education and health, and invites them to discuss topics including job prospects and health awareness for the benefit of the community. The CRS routinely involves the community members in recordings of cultural programmes, interactive sessions on health, nutrition and other social issues, in the studio as well as phone-in programmes.

Innovations in format or any other way: Radio JIMS narrowcasts its programmes in the community by involving local bodies. The CRS also develops programmes in collaboration with the Municipal Corporation of Delhi, and designs awareness campaigns for a better life.

Core Team: The team of Radio JIMS has eleven members who each essay a unique role and ensure the smooth functioning of the CRS. The radio station also collects feedback about its programmes from experts and common folk to improve its content and produce programmes suitable for the target community.

Major Projects Undertaken: Radio JIMS has developed various programmes and initiatives in collaboration with UNICEF, UNESCO, Municipal Corporation of Delhi and other agencies and organisations. The CRS was an active part of awareness campaigns on COVID-19 and its vaccination drives, in association with other organisations and civic bodies.

Radio JIMS has also developed numerous internal and unique initiatives that have succeeded in making an impact in the target community.

Sustainable Strategies: Radio JIMS mainly depends on the revenue from external projects, advertisements, and grants to sustain itself. The CRS is also supported by its parent organisation, but requires more funds and support to keep its operations running.

Number of listeners and Potential Outreach: The broadcast range of Radio JIMS covers the areas of JJ colonies, Mangolpuri, Sultanpuri, BudhVihar, and Shahabad Dairy. The CRS needs an upgrade in its transmission equipment and antenna as it is surrounded by high rise buildings. The CRS has the potential to transform the lives of many through its programmes and initiatives.

Major concerns in the Community: The target community of Radio JIMS struggles with several issues such as low income, unemployment, illiteracy, and health concerns to name a few, and they need support from all possible ends to help them lead a better and dignified life.
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Email: apnaradio.hop@gmail.com, sangeetapranvendra@gmail.com
Website: http://www.iimc.nic.in
Broadcast Timing: 8 AM to 4 PM for 8 hours a day
Broadcasting Language: Hindi

Genesis: Apna Radio 96.9 FM was established on 9th September 2005, and has been functioning as a community service arm of Indian Institute of Mass Communication (IIMC), New Delhi since the last 18 years. Apna Radio 96.9 FM is committed to promoting the social, cultural, and educational development of its listeners and target communities.

Thematic Focus: Through its diverse programming and focus on important themes such as women’s education, healthcare, and cultural diversity, the station serves as a valuable resource for its listeners and a catalyst for positive change in the communities it serves.

Sustainable Development Goals: Apna Radio is committed to achieve the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 16: Peace, Justice and Strong Institution
**Primetime Programmes:** Apna Radio 96.9 FM has a variety of primetime programmes, including the daily Live Show ‘ApneAasPaas’. The show features live discussions with subject-experts and invites listeners to interact with them. Other programmes include Apni Sehat (a programme discussing health topics), Apni Virasat (a travelogue programme about India’s tourist places), Apna Cinema, Apna Kanoon, Apni Rasaoi, Teen Talk, Apne Atithi, Shabd Sammander, and Apni Choupal.

These programmes aim to engage the listeners with various topics related to different areas.

**Innovations in format or any other way:** Apna Radio 96.9 FM has a strong presence on social media platforms like Facebook, Twitter, and Instagram. Through these platforms, the station engages with its listeners and promotes its programmes and initiatives. The station has adopted several innovative techniques to reach out to its audience and engage with them. Through social media, community outreach, interactive programming, the station is able to connect with its listeners and promote its mission of empowering and educating its communities.

**Core Team:** The team at Apna Radio has five members including the Station Head, Head of Programming, Office Assistant, and Programme Presenters.

**Major Projects Undertaken:** The following are the major projects undertaken by Apna Radio:

- Training of existing CRSs and LoI holder in collaboration with MIB
- Radio programme production training for upcoming CRSs
- A three-day training programme named Anugrah for the senior citizens to run their own community radio station,
- A project named Anubhav was made by Apna Radio in collaboration with Alagappa University and VigyanPrasar to cater the needs of senior citizens. The project included 52 programmes based on healthcare, science and entertainment. This also includes a series of feedback programmes.
- Community Radio Empowerment and Resource Centre that was established in IIMC under the Ministry of Information and Broadcasting to train and educate various Community Radio Stations present in the country. Various radio training modules have been organised in the year since 2017.

**Sustainable Strategies:** Apna Radio 96.9 FM has adopted several strategies to be a sustainable model. The station is able to promote its sustainability and deliver high-quality programming and services to its listeners through training and workshops, involving the community, managing resources efficiently, engaging volunteers, strategic planning, and continuous learning.

The CRS is supported by its parent organisation, Indian Institute of Mass Communication.

**Number of listeners and Potential Outreach:** Apna Radio broadcasts its programmes in the highly populated urban areas of Delhi.

**Major concerns in the Community:** Apna Radio is situated in Aruna Asaf Ali Marg, Delhi. It is an area with an urban population whose concerns include legal awareness, health queries, education, career guidance, livelihood, and unemployment.
Contact Person: Dr. Shakil Akhter  
Contact Number: +91-9821170438  
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Broadcast Timing: 10 AM to 1 PM and 2 PM to 5 PM for 6 hours a day  
Broadcasting Language: English, Hindi and Urdu

Genesis: The first community radio station in the vicinity of Jamia Millia Islamia, Radio Jamia is located next to the Yamuna River’s bank, with the Okhla Industrial Area on the other side. Several villages and industries are located near the CRS. With this context, Radio Jamia was created to assist the local community by giving it a platform and serve it by involving local residents as well as the campus’s student and teacher communities. Jamia Millia Islamia’s leadership decided to apply for a licence to operate a CRS on campus after realising that it would serve the needs of both the local community and the student body.

Thematic Focus: Being part of an educational institution, the primary focus area of Radio Jamia is education. The CRS also focuses on working for welfare of the labour community in the neighbouring industrial areas, and advocates for better wages, working conditions, welfare schemes, and safety of the labour community,

Sustainable Development Goals: Radio Jamia is focussed on achieving the given SDGs:  
SDG 4: Quality Education  
SDG 8: Decent Work and Economic Growth  
SDG 9: Industry, Innovation and Infrastructure  
SDG 16: Peace, Justice and Strong Institution
**Primetime Programmes:** The primetime programmes of Radio Jamia mainly consist of programmes for school children, science programmes, and programmes on specific subjects and disciplines. Some of the primetime programmes are E-Education, E-Commerce, Radio Jamia Club, and Jamia Mein Naye Aayam Yaadein. These programmes focus on promoting education, and developing reading habits and scientific temper amongst the student community. The CRS also has programmes for the local community in the surrounding areas.

**Innovations in format or any other way:** Radio Jamia organises various events and campaigns for its students and the local community, with the help of its students. These activities are organised within and outside the Jamia campus. This helps the CRS to establish a connection with the target community and make its presence felt in the region. The broadcast of NCERT lessons through the radio has significantly helped the students in the local areas, especially those from the JMI schools.

**Core Team:** The core team at Radio Jamia is constituted by the Radio Producer and Production Assistant. The administrative responsibilities are handled by the higher authorities in the university. The CRS is run mainly with the support of student volunteers who actively involve themselves in different stages of content production and delivery.

**Major Projects Undertaken:** Radio Jamia has not been a part of any external collaborations and has only worked on its internal projects so far.

**Sustainable Strategies:** The infrastructural development and procurement of equipment were funded by the parent organisation, Jamia Millia Islamia. The CRS is sustained by the levy collected from students of the university.

**Number of listeners and Potential Outreach:** No survey has been carried out to ascertain the outreach potential and listener base of Radio Jamia.

**Major concerns in the Community:** Better wages, healthcare facilities, and basic amenities for a better and dignified life can improve the state of the local labour community. Developing scientific temper in the community is also required.
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Contact Number: +91-9812466294, 9416306912  
Email: radioaravali@gmail.com  
Broadcast Timing: 7:30 AM to 7:30 PM for 12 hours a day  
Broadcasting Language: Haryanvi, Rajasthani, Hindi & English

Genesis: Radio Aravali was established in 2018 by Dakshini Haryana Sanskritik Manch. The CRS was established with a vision to preserve the local culture, and create awareness amongst the local community’s farmers about the latest developments in the field of agriculture and its allied sectors. The CRS aims to drive a positive change in the target community through its interventions.

Thematic Focus: Radio Aravali strives to preserve the local culture and folklore. The CRS disseminates knowledge and information related to agriculture, and also focuses on gender equality, health and hygiene, education, and legal awareness.

Sustainable Development Goals: Radio Aravali is committed to achieve the following SDGs:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 12: Responsible Consumption and Production

The healthcare and agricultural experts help the CRS on topics related to these specific areas, and develop community-centric programmes which directly address the prevalent concerns.
Major Projects Undertaken: Radio Aravali was part of the TB Challenge and other health-related initiatives in association with SMART. The CRS took part in the Factshala project, the media literacy initiative in association with DataLEADS, and different educational initiatives with NCERT and CIET.

Sustainable Strategies: Radio Aravali receives financial and technical support from its parent organisation, Dakshini Haryana Sanskritik Manch. The CRS receives grants from agricultural departments under the ATMA scheme. It is also empanelled with DAVP and DIPR, Haryana.

Number of listeners and Potential Outreach: The CRS covers as many as hundred villages in the border areas of Haryana and Rajasthan. The outreach potential of the CRS is nearly six lakh people and it has an active listener base of nearly 1,50,000 listeners.

Major concerns in the Community: The local farming community does not have access to the latest equipment nor do they possess knowledge about the latest agricultural practices. This affects their crop selection and production, often resulting in low income.

The youth in the community are affected by unemployment and can be helped through skill-development initiatives. Primetime Programmes: The primetime programmes of Radio Aravali include Krishi Charcha, Aravali ki Pathshala, Ragni, Manan, and Lokgeet. Krishi Charcha is an agriculture-based programme for the local farming community in which relevant and region-specific topics are discussed to address the concerns of farmers. Aravali ki Pathshala is an educational programme. Manan is a programme that promotes a healthy lifestyle in the community. Ragni and Lokgeet are both cultural entertainment programmes.

Innovations in format or any other way: It is important to reach out to the farmers to share crucial information and messages related to agriculture. This can be effectively done only through the means of narrowcasting as the farmers spend most of their time in the fields and seldom tune in to radio programmes. Narrowcasting also helps establish a sense of trust between the CRS and the community members.

Core Team: The core team at Radio Aravali has ten members. It includes the Station Director, Station Manager, two agricultural experts, two healthcare experts, and four other team members.
Contact Person: Dr. Rajbir Garg  
(Sr. Coordinator)  
Contact number: +91-9416572469  
Email: sckvkpanipat01@gmail.com  
Broadcast Timing: Every day for one hour  
Broadcasting Language: Hindi

Genesis: Krishi Vigyan Kendra Community Radio 90.4 FM is a part of KVK, Panipat and is based in Haryana. KVK CR, Panipat is established with the aim to help the farming community with all the necessary information needed to assist them in matters related to farming, help them produce better yield, and cater to their needs.

Thematic Focus: The main focus area of KVK CR, Panipat is agriculture. The CRS also appreciates and promotes the culture of its home state, Haryana.

Sustainable Development Goals: KVK Radio mainly focuses on the following SDGs:  
SDG 12: Responsible Consumption and Production  
SDG 15: Life on Land  

Primetime Programmes: There is no specific primetime programme at KVK CR, Panipat. The CRS mostly shares real-time information with the farming community, which include weather forecasts, crop prices etc. The CRS also broadcasts and relays agriculture-based programmes.

Innovations in format or any other way: Agricultural experts and progressive farmers are invited by the CRS advice and share their experiences with the farming community in the surrounding areas.

Core Team: The staff at Krishi Vigyan Kendra operate the KVK CR, Panipat and no external staff is hired for this purpose.
**Major Projects Undertaken:** The KVK CR, Panipat focuses solely on agricultural projects, most of which are internal.

**Sustainable Strategies:** The CRS is sustained by financial support from KVK, Panipat, and requires more funds and manpower to function seamlessly.

**Number of listeners and Potential Outreach:** Panipat has a population of approximately 5,85,000 people and this can be counted as the outreach potential of KVK CR, Panipat.

**Major concerns in the Community:** The latest technology is required to share live and accurate updates with the farmers as the yield depends heavily on these updates. The farmers also need access to the latest techniques and technology in agriculture in order to produce better yields.
Contact Person: Mr. Pritam Yadav, Station Manager
Contact number: +91-9991402970, +91-9991529037
Email: apnaradio91.2fm@gmail.com
Broadcast Timing: 8 AM to 8 PM for 12 hours a day
Broadcasting Language: Hindi and Haryanvi

Genesis: Apna Radio was set up in 2018 by New Shiv Shakti Shikshan Samiti. The CRS was established with the aim to improve health, education and agriculture in the community. Apna Radio believes in uplifting its target community through its broadcast and timely interventions.

Thematic Focus: Since the CRS is situated in an area where agriculture is a major occupation, the major thematic focus area of Apna Radio is agriculture. The CRS also works on women's health and hygiene, and education of children.

Sustainable Development Goals: Apna Radio aspires to achieve the following SDGs:
SDG 3: Good health and well being
SDG 4: Quality education
SDG 6: clean water and sanitation
SDG 13: Climate action

Primetime Programmes: The primetime programmes that feature in Apna Radio’s broadcast are Radio ki Pathshala, Kisaan Jagat, and Hello Zindgi. Radio ki Pathshala is an educational programme where teachers from local schools host classes on different subjects. In Kisaan Jagat, the CRS engages an expert/doctor from the agriculture department to share useful information on crops, crops diseases and animal husbandry. Hello Zindagi is a health programme where doctors from government hospitals educate the listeners on different diseases and their preventive measures.
Innovations in format or any other way: The CRS actively engages in narrowcasting activities to reach out the farmers in the target community. Apna Radio also has a Facebook page where it regularly shares its content and other information.

Core Team: The team at Apna Radio has seven members which include the Station Head, three radio jockeys and technical staff.

Major Projects Undertaken: Apna Radio has partnered with leading NGOs like SMART, Hi-tech Education Society and other organisations like UNICEF and CEMCA. It collaborated with CEMCA for International Yoga Day Campaigns in 2021 and 2022, for COVID-19 vaccination drives with UNICEF, the TB Challenge with SMART, and Factshala project on digital awareness.

Sustainable Strategies: Apna Radio mainly depends on its parent organisation for financial support. It also raises funds through its engagement in paid partner projects with other organisations.

Number of listeners and Potential Outreach: Apna Radio covers at least 60 villages in its broadcast range which include Dhani Phogat, Samshpur, Charkhi, Kheri Bura, Kheri Butter, Sahuwas, Sounf, Kashni, Ram Nagar, and Rawaldi. The CRS has an active listener base of at least 70,000 listeners.

Major concerns in the Community: Issues related to agriculture like crop diseases and pests are major concerns in the target community. The women in the community needed to be educated, empowered and made financially independent. Infrastructure and other facilities also need to be improved for better living conditions.
**Contact Person:** Dr. Pardeep Kumar  
**Contact Number:** +91-8529964840  
**Email:** bhavyavani@osgu.ac.in  
**Website:** www.osgu.ac.in  
**Broadcast Timing:** 9.30 AM to 01 PM or 3.30 hours a day  
**Broadcasting Language:** Hindi

**Genesis:** OSGU Radio was set-up on 4th December 2022 by Om Sterling Global University, Hisar. The CRS was established with the mission to cater to the needs of the student community as well the local communities in its vicinity. The CRS aims to educate and empower the community members who contribute as responsible citizens in building a strong society.

**Thematic Focus:** Education, health, environment, career prospects and employment opportunities, social and civic responsibilities, gender equality and girl child welfare are among the primary thematic focus areas of OSGU Radio.

**Sustainable Development Goals:** OSGU Radio shaped its programmes to achieve the given goals:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 8: Decent Work and Economic Growth  
SDG 13: Climate Action
**Primetime Programmes:** The following are the primetime programmes of OSGU Radio:

- **Aradhana** – A spiritual programme that focuses on religious and moral subjects
- **Diwas Mehta** – A programme celebrating the special events of the day
- **Yadon ka Safar** – An entertainment programme on films and music
- **Fit Hai India** – Health-based programme
- **Khet Khaliyan** – A programme that focuses on agriculture and its allied sectors.
- **Manovigyan** – A programme on mental health
- **Yadon ke Jharokhon se** – A narrative programme that reflects on the past
- **Maan Samman** – A programme that discusses the economic condition of women and senior citizens, their work, pension and health.
- **Yuva Varta** – A youth-oriented programme
- **Shandhar Sunday** – A programme that shares health and lifestyle tips, motivational songs, retro Hindi music

**Innovations in format or any other way:** OSGU Radio collaborated with NGOs like Prayas, and Haryana Welfare Society for Persons With Speech and Hearing Impairment to impact the lives of the differently-abled community members. Such initiatives foster a sense of inclusiveness in the community. The CRS also narrowcasts its programmes in the community.

**Core Team:** There are ten members who constitute the core team at OSGU Radio. It includes the Station Director, Station Manager, three radio jockeys, and five support staff.

**Major Projects Undertaken:** Since OSGU Radio is still in its early stages, the CRS is yet to be part of a major project and shall soon finalise some projects. The CRS continuously works on developing programmes and internal initiatives for the welfare of the target community.

**Sustainable Strategies:** The CRS is technically supported and financially funded by its parent organisation, Om Sterling Global University.

**Number of listeners and Potential Outreach:** 10 villages including Juglan, Talwandi, Ghirai, Sulkhi, Rajli, Khanpur, Baibbalpur, Agroha, Chikanwas and Dhans fall within broadcast range of the community. The area has a population of nearly 50,000 people and the CRS has an active listener base of nearly 22,000 listeners.

**Major concerns in the Community:** Better educational and healthcare facilities should be made accessible to everyone in the community, irrespective of any barriers. The youth in the community should be supported through different initiatives to help them become capable individuals with a sustainable livelihood.
Contact Person: Dr. Gurjeet Kaur Chawla  
Contact Number: +91-8447780247, 8527695490  
Email: director.rmr@radiomanavrachna.org  
Website: www.radiomanavrachna.org  
Broadcast Timing: 24 hours  
Broadcasting Language: Hindi, English, Haryanvi and Punjabi  

Genesis: Radio Manav Rachna 107.8 FM, having the tagline ‘Feel good, Feel alive’, is a 24x7 community radio station powered by Manav Rachna Vidyantariksha. Being a part of Faridabad city for more than 13 years, RMR 107.8 FM is continuously dedicated to community service and has also become their voice. The programming of the radio station is sensitive to the needs and problems of the people of the community with thoughtful, insightful awareness and engagement with them.

Being the first and only radio station in Faridabad, engaging with the community on a daily basis becomes imperative. While creating an emotional and imaginative bond with listeners and making a prominent place in their hearts, RMR broadcasts content-rich programmes, awareness initiatives, music, and entertainment. Living up to its tagline ‘Feel Good Feel Live’, RMR believes in bringing a positive change in the lives of people. Various social-benefit programmes and projects have been taken up by the CRS to spread awareness, highlight major issues and bring them to the notice of the concerned authorities, and address the community’s concerns at large.

Thematic Focus: Radio Manav Rachna is a community radio station that focuses on youth aspirations, dilemmas, and challenges. It hosts programmes for young people, including boys, girls, and students, and advocates things such as health awareness, sanitation, mental health, yoga, women empowerment, de-addiction, anti-smoking, domestic violence, water conservation, and blood donation. RMR 107.8 FM is dedicated to rural community awareness, offering programmes focused on literacy, agribusiness, sanitation, farming, health awareness, technology, and government’s rural policies and schemes.
Sustainable Development Goals: Radio Manav Rachna addresses various SD Goals in day-to-day programmes. Some of them are:
SDG 1: No Poverty
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 11: Sustainable Cities and Communities

Primetime Programmes: The primetime programmes of Radio Manav Rachna are:

Recharge Morning (7:00 am – 10:00 am): A morning drive-time programme to motivate the listeners with updates and information on fitness, health, and sports.
Brunch se Lunch Tak (10:00 am – 1:00 pm): This programme connects local authorities with the listeners, addresses career issues with experts, and also provides daily updates of events around the city.
Yeh Meri Life Hai (1:00 pm – 3:00 pm): Women’s health, fitness, fashion, cuisines, and similar subjects are the core content of this programme.
Faridabad Ki Aawaz (3:00 pm – 5:00 pm): This programme addresses the legal concerns of the listeners and the community at large. In addition to this, the programme also highlights the local talent and artists.
Taxi No. 1078 (5:00 pm – 8:00 pm): Changing day to day technology, innovation and new trends in the market are discussed in this programme.

The weekend programmes of Radio Manav Rachna include Aatmnirbhar Bharat, Saathi, WE - Women Empowerment, Ek Khaas Mulaqat, and Maanavta Ki Raah Par.
Innovations in format or any other way: Every year a campaign is flagged off by RMR on its foundation day, and is carried out the whole year to spread awareness. These awareness programmes are unique in their own way. Many concerns and issues have been addressed by such campaigns including cancer awareness, tobacco eradication, women’s health and sanitation, energy and petroleum conservation, pollution, Swachhta Abhiyaan, literacy for all, and celebrating the work of unsung heroes of society.

Core Team: Radio Manav Rachna has two CRMC members on its board, and the core team is constituted by eight members including the Director, Senior Manager, Broadcast Engineer, Programme Producers and a group of radio jockeys.

Major Projects Undertaken: Radio Manav Rachna has been a part of many significant national and regional projects with the different government agencies and leading development organisations. These initiatives include awareness campaigns, vaccination drives, health camps, and sanitation and cleaning drives. The key partners of Radio Manav Rachna are Centre for Development of Advanced Computing, Community Radio Association, Commonwealth Educational Media Centre for Asia, UNICEF India, Ministry of Ayush. District Election Office, Municipal Corporation, Haryana State Commission for Women, Ministry of Culture, and Ministry of Health and Family Welfare.

Sustainable Strategies: Sustainable strategies include government projects, CSR initiatives, local advertisements, and community awareness capsules. Radio Manav Rachna is also supported by its parent organisation, Manav Rachna Vidyanatarksha.

Number of listeners and Potential Outreach: The CRS has an active listener base of at least two lakh listeners in the areas of Faridabad and Ballabgarh.
Major concerns in the Community: The major concerns in the community include the need for awareness about health concerns, senior well-being, and environmental conservation.
Contact Person: Ms. Arti Jaiman
Contact Number: +91-9811126336, 9958941408
Email: info@trfindia.org
Website: www.gurgaonkiawaaz.in
Broadcast Timing: 4 PM to 2 PM for 22 hours
Broadcasting Language: Hindi, Haryanvi, Bhojpuri, Garhwali, Kumaoni, Maithili, Bundeli, Rajasthani

Genesis: Gurgaon Ki Awaaz Samudayik Radio Station started broadcasting in November 2009. The CRS was set up by the NGO The Restoring Force with a very clear intention to be a platform for the voices of marginalised communities in Gurgaon, especially local villagers and migrant workers and their families. The station started broadcasting 22 hours a day within one week of starting its broadcast. Today, the station’s all-women team manages a 24x7 broadcast schedule reaching over 5 lakh listeners in Gurgaon and surrounding areas. The station’s programming focuses on all aspects of its listeners’ lives and aims to transform their lives through its initiatives.

Thematic Focus: Gurgaon Ki Awaaz’s key thematic focus areas are health, especially reproductive health and mental health; livelihood, especially entrepreneurship; education, especially primary education; folk culture, especially folk music in languages like Haryanvi, Garhwali, Bhojpuri, Bundeli etc; legal literacy and local governance. Gender and rights are a cross-cutting lens for all the initiatives of the CRS.

Sustainable Development Goals: Gurgaon Ki Awaaz Samudayik Radio has programmes curated to achieve these SDGs:
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 8: Decent Work and Economic Growth
- SDG 10: Reduced Inequalities
- SDG 11: Sustainable Cities and Communities
**Primetime Programmes:** The following are the primetime programmes of Gurgaon ki Awaz.

**Geetmala:** An hour-long programme featuring folk music from a particular listening community and their language

**Apni Pasand:** A song request show featuring folk music

**Gurgaon Ke Haal:** A daily morning round-up of the latest events around Gurgaon, especially updates from the District Administration

**Udaan:** A live show on mental health featuring a psychologist, in partnership with Rajbala Foundation

**Apni Raahein Apni Azaadi:** A programme on road safety in partnership with Raahgiri Foundation

**Suraksha Ki Kaksha:** A weekly live show on child safety in partnership with Bud Foundation

**Kanoon Ki Baat:** A legal literacy show in partnership with District Legal Services Authority, Gurugram

**Bhakti Dhara:** An early morning, three-hour programme of devotional music

**Apna Nazariya Apna Kaam:** A programme on entrepreneurship in partnership with Rudset Institute, Gurgaon

**Apni Raahein Apni Azaadi:** A programme on road safety in partnership with Raahgiri Foundation

**Innovations in format or any other way:** The radio station uses social media platforms like Whatsapp to reach out to listeners. This is done to not just encourage participatory programming, but also to share final programmes. Listeners are invited to send their opinions, stories, experiences in audio format via Whatsapp, and short informational programmes are sent to listener groups via Whatsapp.

**Core Team:** Gurgaon Ki Awaaz is run by an all-women team drawn from our target community of local villagers and migrant workers. The team includes the Station Director, Station Manager, Programme Manager, reporter, and an intern, The team is also supported by a group of enthusiastic volunteers.

**Major Projects Undertaken:** Since inception, Gurgaon Ki Awaaz has been a part of very ambitious and demanding projects. These include:

- Commonwealth Of Learning’s Community Learning Programme (CLP) under which the CRS produced multiple seasons on the sexual and reproductive health series Chahat Chowk
- UNESCO’s Social and Human Sciences project on migration under which the CRS produced successive seasons of the show Saara Aasmaan Hamara
- Ministry of Health and Family Welfare’s Poshan Abhiyaan
- Haryana State Legal Services Authority’s three-station legal literacy campaign Kanoon Ki Baat
- AMARC Asia Pacific’s campaign on family farming
- UNICEF’s COVID-19 campaign
- UN Democracy Fund’s Free-Dem project under which the CRS produced a series on the Constitution of India, ‘Hamara Samvidhaan’
- Sustainable Strategies: Gurgaon Ki Awaaz is supported by funds from the parent organisation, The Restoring Force. About fifty percent of the running cost is raised through partnerships and collaborations with NGOs which use the radio station to amplify their message or as an IEC component of their own work.

**Number of listeners and Potential Outreach:** The number of potential listeners in Gurgaon Ki Awaaz’ footprint is close to twenty lakh individuals. Of these, approximately five lakh listeners tune in to Gurgaon Ki Awaaz.

**Major concerns in the Community:** Since Gurgaon is a city dominated by migrant workers and their families, who have significantly contributed to the city, the key concerns for migrant workers are: need for better educational and healthcare infrastructure which are available at an affordable cost, opportunities for livelihood, good public transport, safe roads for pedestrians and cyclists, clean drinking water, and affordable food.
Contact Person: Dr. Krishan Yadav
Contact No: +91-1662-255234,
+91-90530-68379
Email Address: associatedirectorextension@gmail.com
Website: hau.ac.in

Broadcast Timing: 09:30 AM to 11:30 AM and 02:30 PM to 04:30 PM for 4 hours a day
Broadcasting Language: Hindi, Haryanvi and English

Genesis: CCSHAU CRS-91.2 Mhz was established on 29th November, 2009 by CCS Haryana Agricultural University, Hisar in collaboration with the Ministry of Information & Broadcasting, Government of India and World Development Foundation. The CRS functions as a tool for ‘transfer of technology and information’ with the vision ‘of the community, by the community and for the community’. The aim of the CRS is to empower the community members through information, reflect on their concerns, and work for its resolution by bringing the community together.

Thematic Focus: The primary focus area of the community radio station is to provide the latest information about the agricultural developments in the university and around the world. The CRS aims to disseminate knowledge and critical information related to agriculture and its allied practices, so that the farmers can benefit from them. It introduces the farmers to the latest technology and practices adopted by different farming communities around the world to enhance their yield and generate better income.

Sustainable Development Goals: CCSHAU CRS aspires to achieve the given SDGs:
SDG 1: No Poverty
SDG 2: Zero Hunger
SDG 10: Reduced Inequalities
SDG 12: Responsible Consumption and Production
**Primetime Programmes:** The major prime time programmes broadcast by the CRS are Monthly Agricultural Practices, Krishi Charcha, Hmare Khet Hmare Pashu, and Mandi ke Bhav. These programmes deal with daily agricultural practices conducted by the farming community under the guidelines and expertise of agricultural experts. Weather forecasts are also a regular part of the broadcast. In addition to agricultural programmes, the CRS also broadcasts Haryanvi cultural programmes of the local community to celebrate the rich legacy and heritage of the region.

**Innovations in format or any other way:** The CRS narrowcast its programmes and initiatives effectively in collaboration with NGOs, FPOs, State Agricultural Departments, and District Legal Services Authority to sensitize the listeners on various topics including fundamental rights, entitlements, and benefits of cooperatives.

Core Team: The in-charge of the Community Radio Station is Associate Director (Extension) supported by the Assistant Director (Extension Education), Senior Technician (Video Production), Computer Programmer, and two contractual radio jockeys. The Director (Extension Education) provides guidance in smooth operation and management of CRS. The students of the university, especially from the Extension Department, also volunteer as radio jockeys.

**Major Projects Undertaken:** The CRS has undertaken several projects like; Legal awareness campaign with District Legal Services Authority, Crop Residue Management (CRM) awareness campaign and Direct Seeded Rice (DSR) campaign with Department of Agricultural and Farmers' Welfare, Govt. of Haryana, and awareness campaigns during Covid-19 in association with District Administration.

Sustainable Strategies: A special self financing scheme (SF-24) has been introduced for the community radio station. All the income and expenditure of the CRS has been handled through this scheme. However, most of the employees of the core team of CRS are regular employees of the University and day to day expenses are also met with the support of the university.

**Number of listeners and Potential Outreach:** The community radio station broadcast its programme in a radius of 15 kms range and all the urban population of Hisar city along with farming community of the neighbouring villages Satroad, Gangwa, Ludas, Tokas, Ladwa, Kaimri, Chikanwas etc. are the listeners of the CRS.

Major concerns in the Community: The problems faced by the farmers like irrigation problems, changing weather patterns, lack of access to latest technology, and lack of knowledge about the adequate use of pesticides and fertilizers, are major concerns that the CRS strives to address.
Contact Person: Ms. Archana Kapoor (Director),
Mr. Sohrab Khan
Contact Number: +91-011-26014651,
26012651
Email: info@radiomewat.org,
marketing@radiomewat.org
Website: https://radiomewat.org/
Broadcast Timing: 8.00 AM to 1 PM
and 3 PM to 10.00 PM for 12 hours a day
Broadcasting Language: Hindi and Mewati

Genesis: Launched on 1st September, 2010, Radio Mewat has been the voice of the most marginalised
and underserved community situated in Nuh, Haryana. An initiative of SMART, Radio Mewat empowers
people through information, reflects the concerns of
the community and has become a platform that people of Mewat can truly call their own. Radio Mewat seeks to
inform, educate, stimulate, entertain and become a voice for the community by providing opportunities to share
and learn from each other’s experiences, in the aspirational district of Nuh. Radio Mewat is one the first stations
in the country to be run wholly and solely by the community itself, and has been covered extensively by visual
and print media both nationally and globally.

Thematic Focus: Radio Mewat is committed to the cause of women’s empowerment, and focuses more on
programmes that give a voice to women. All its programmes are developed with a gendered lens and include
themes of violence against women, mental health, financial inclusion, health and hygiene, nutrition, water and
sanitation, agriculture, local self-government, dignity of labour and the SDGs.

Sustainable Development Goals: Radio Mewat focuses on quite a few sustainable goals such as:
SDG 1: No Poverty
SDG 2: Zero Hunger
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 8: Decent Work and Economic Growth
SDG 13: Climate Action
**Primetime Programmes:** Gyaan ki Baat is a live educational programme aimed at young people and individuals preparing for competitive exams, in the form of a quiz show. Mewati Kisse is a programme that promotes local folk music, folklores, art and culture of storytelling. Hinsa Ko No is a programme on gender-based violence. Hello Farmaish is a live show where the anchor discusses the day's events with the listeners, and people call in to chat, share their stories and request their favourite music.

**Innovations in format or any other way:** Radio Mewat also narrowcasts its programmes and initiatives in the target community. This helps in establishing a strong relationship with the community and pass on crucial information about various matters. The practice also helps in reaching out to members in remote pockets and ensure that they are able to draw benefits from the initiatives. The station offers innovative programming, changes schedules every three months, and is operated and managed by the community, with all staff being local community members.

**Core Team:** Radio Mewat has a dedicated team of twelve members, and is led by the Station Manager. The core team regularly holds meetings to gauge the impact and reach of the programmes, and analyses the scope for improvement. The team members handle unique responsibilities at the CRS and contribute to various stages of programme development from conceptualisation to delivery. Major Projects Undertaken: Radio Mewat has been a part of several major regional and national initiatives since its inception. It was part of the campaigns on vaccination drives, financial literacy and inclusion, health and nutrition, and gender-based violence, in associations with distinguished organisations.

**Sustainable Strategies:** Radio Mewat is funded by its parent organisation, SMART. Radio Mewat has successfully created a replicable sustainability model by focusing on deep community engagement, women's participation, and strong relationships with key influencers and opinion makers. SMART has received grants for IEC activities through its projects. The station supports the capacity-building of its staff in technical knowledge and repair skills through training and exposure trips to other stations. Technical sustainability is ensured through regular maintenance and training.

**Number of listeners and Potential Outreach:** Radio Mewat has an active listener base of 2,50,000 listeners, from an outreach potential of seven lakh people from over 170 villages.

**Major concerns in the Community:** The status of women and several issues related to women and girls in the community, including mobility, are a matter of concern. The community needs better infrastructure and public facilities. Creating more employment opportunities will help the development of the community.
Contact Person: Ms. Sonia Chopra, Ms. Pooja O. Murada
Contact Number: +91-9250934955, 9810529324
Email: alfazemewat@gmail.com
Website: www.smsfoundation.org
Broadcast Timing: 13 hours a day
Broadcasting Language: Hindi

Genesis: Alfaz-e-Mewat means ‘rural voices of Mewat’, and it is a media platform set up by the S M Sehgal Foundation (a public charitable trust registered in India) for the services of the community that lives in the bordering villages of Nuh district in Haryana and Alwar district of Rajasthan. Alfaz-e-Mewat promotes community-led programming and therefore is an ideal space for the community members to come together, connect with each other, express their opinions and concerns, and share their knowledge and experience. This helps the community members to learn from each other, and collectively work for the upliftment of the community.

Thematic Focus: The primary focus areas of Alfaz-e-Mewat are agricultural development, water management, gender equality, health and hygiene, mental health, financial literacy, education, and local culture. The programmes of the CRS are designed to focus on these areas in a way that suits the needs of the community.

Sustainable Development Goals: Alfaz-e-Mewat Radio aspires to achieve the SDGs given below:
SDG 1: No Poverty
SDG 2: Zero Hunger
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 16: Peace, Justice and Strong Institution
Primetime Programmes: The primetime programmes that are broadcast on Alfaz-e-Mewat are Kisse Kahani (featuring folk musicians of the Mirasi community), Hello Farmaish, Tohfa-e-Kudrat-Jal, Jangal, Jameen (related to water, soil, and forest), Sehat Mitti Ki, Radio School, Humse Hai Shasan, Gaon Ki Chaupal, Saaf, Safai, aur Sehat, and Ujhan. These programmes are developed and packaged in formats that intrigue and educate the local masses on various subjects and issues. The programmes also feature experts who give valuable insights about various matters, and help the community do better.

Innovations in format or any other way: Alfaz-e-Mewat is a community-led station that aims to foster a culture of learning among its listeners and strengthen its inclusive approach for content creation. To achieve this, the station uses storytelling as a means of sharing information in an entertaining and educational manner. Stories have the power to resonate with people and are a valuable tool for promoting cross-cultural understanding. In addition to storytelling, the station also uses live discussions with experts, phone-ins, narrowcasting, drama, and role plays to convey information to the community.

Core Team: There are nine CRMC members on the board of Alfaz-e-Mewat. The core team is constituted of four members who each essay a unique responsibility. The CRS also encourages the community members to be a part of the activities of the station in different capacities.

Major Projects Undertaken: Alfaz-e-Mewat's range of projects can be categorised into government awareness-building programmes/campaigns, projects from multilateral organisations, and other NGOs/community network bodies. The station has broadcast the following projects: Har Ghar Poshan Ka Tyohar, Har Ghar Tiranga, TB Harega, Desh Jitega, Panchayati Raj, International Day of Yoga Campaign, Promotion of COVID-19 vaccination. The CRS also partnered with Skill India Mission, National Rural Livelihoods Mission, DAVP, and organisations such as UNICEF, UNESCO, Rajbala Foundation, IIT-Mumbai, and Commonwealth Educational Media Centre for Asia (CEMCA).

Sustainable Strategies: Besides receiving administrative support from the parent organisation, the licence holder of the radio station, financial sustainability largely comes through the projects and advertisements/campaigns received by the station from different government agencies, CR associations/network, multi-lateral and bi-lateral organisations, DAVP and district authorities.

Number of listeners and Potential Outreach: Alfaz-e-Mewat has an outreach potential of nearly 2,25,000 people.

Major concerns in the Community: The major concerns of the area are water scarcity, and poor water quality, WASH issues, women’s health and nutrition, low literacy rate, and lack of awareness on various government entitlements, employment opportunities and mental health.
Contact Person: Mr. Manmohan Singh
Contact Number: +91-9315896709
Email: manmohan_singh98@yahoo.com, sanjharadioynr@yahoo.com
Website: www.yestvree.com
Broadcast Timing: 24 hours a day
Broadcasting Language: Hindi, English, Punjabi, Urdu, and Bhojpuri

Genesis: Sanjha Radio was established in 2013 by All India Samaj Sewa Kendra. The CRS was established with a vision to work for the welfare of the society, and provide guidance and awareness to the community. Sanjha Radio has become the voice of the community, and a common platform for the community members to share their views and showcase their talent. The CRS has been able to create lasting impacts in the target community in the ten years of its service.

Thematic Focus: The primary focus areas of Radio Sanjha have been water conservation, sanitation and hygiene, health, women empowerment, and agriculture. The CRS encourages water conservation practices like drip irrigation with underground water. In addition to these areas, the CRS also works on girl child welfare, gender equality, and professional and economic growth.

Sustainable Development Goals: Radio Sanjha focuses on the given SDGs:
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 8: Decent Work and Economic Growth

Primetime Programmes: The primetime programmes that are broadcast by Radio Sanjha are ‘Aao Janay Zara’ and ‘Zindagi Na Milegi Dobara’. The programmes of the CRS include formats like quizzes, narrations, recitals, expert advice, live phone-in interactions etc., and also feature experts from different fields who discuss several topics, address the concerns of the local community, and try to provide solutions for the same. The CRS also provides the local community with a platform to share their views, showcase their talents, and also serves as a source of knowledge dissemination and exchange.
Innovations in format or any other way: Radio Sanjha narrowcasts its programmes amongst the local community to ensure that important information reaches all the community members so that they can benefit from it. The CRS collaborates local bodies and administration to effectively devise strategies to address the concerns of the target community.

Core Team: There are ten members who constitute the core team of Radio Sanjha. This includes the Station Director, Station Manager, and other staff. The CRS is also supported by a panel of experts who provide valuable insights on existing programmes and also help in the conceptualisation of new ones.

Major Projects Undertaken: Radio Sanjha has been a part of many initiatives in the region. It has partnered with UNICEF, the local Irrigation Department and administration for different projects. These projects are mostly based on water conservation, as the region suffers from water scarcity and contamination. The CRS also develops its own initiatives that aim for the welfare of the target community.

Sustainable Strategies: Radio Sanjha receives a share of its budget from the parent organisation, All India Samaj Sewa Kendra. The remaining funds are raised through the means of collaborative ventures that are funded externally.

Number of listeners and Potential Outreach: Radio Sanjha’s broadcast limit covers around 250 villages and parts of Yamunanagar and Jagadhri towns. The CRS has an active listener base of nearly three lakh listeners.

Major concerns in the Community: The major needs/areas of concern within the community are health hygiene, sanitation, unemployment, lack of awareness regarding opportunities and poverty. Radio Sanjha has supported many micro-studies in the area of conservation of water and promoted innovative methods to minimise wastage.
Contact Person: Mr. Jitesh Poswal  
Contact Number: +91-9671714545, 8287661430  
Email: radiongfpwl@ngfcet.com  
Broadcast Timing: 7 AM to 8 PM for 13 hours a day  
Broadcasting Language: Hindi and Haryanvi

Genesis: Radio NGF was established during 2015-2016 by New Green Field Educational Society, New Delhi. The CRS was established with the aim to generate awareness in more than hundred villages on different topics across various domains. The CRS has developed different programmes and initiatives to bring a positive change in the lives of the target community, since its inception. The CRS has been successful in engaging and empowering the community through its innovative programmes and outreach activities, and has made it a trusted source of information and support for the local community.

Thematic Focus: Radio NGF works across various domains that have a direct bearing on the holistic development of the community. The CRS has majorly worked on social issues like road safety, child marriage, child labour, breastfeeding, and tobacco usage among the community members. The CRS also focuses on bridging gender inequalities by empowering women in the community.

Sustainable Development Goals: Radio NGF aspires to achieve the following goals:
SDG 3: Good Health and Well-Being  
SDG 5: Gender Equality  
SDG 6: Clean Water and Sanitation  
SDG 10: Reduced Inequalities

Primetime Programmes: The primetime programmes of Radio NGF are Krishi Jhankar, and Ek Mulakat Khas Shaksiyat ke Saath. Krishi Jhankar is a programme that features experts from the agriculture department to discuss farmers problems and make them aware of the present welfare schemes to improve their conditions. Ek Mulakat Khas Shaksiyat ke Saath focuses on interviews from experts on various topics across domains like legal matters, health, government policies, and social awareness in the target community.
Innovations in format or any other way: Along with broadcasting, Radio NGF resorts to outdoor broadcasting in various villages and also effectively uses narrowcasting. The CRS collaborated with Community Radio Association (CRA) and Palwal Administration to run campaigns and intervention projects in our community. The CRS has been able to create awareness about water scarcity and the importance of water conservation in the villages through nukkad nataks (street plays). The CRS is active on all major social media platforms and regularly engages with the listeners.

Core Team: There are six members who form the core team at Radio NGF. It includes the Radio Director, Station Head, and support staff, each of whom essays a unique responsibility contributing to the smooth operation of the programme.

Major Projects Undertaken: Radio NGF collaborated with SMART and CRA for COVID-19 awareness campaigns in the rural areas. The CRS successfully executed a women empowerment initiative in association with Palwal District Administration. The CRS has also focused on developing internal initiatives to address the pressing needs of the community.

Sustainable Strategies: Radio NGF is supported financially and technically by its parent organisation, New Green Field Educational Society. The CRS is also empanelled with DAVP and DIPRO Haryana, which helps it in generating revenue through advertisements and meet its expenses.

Number of listeners and Potential Outreach: Radio NG covers almost 70 villages including Aurangab-ad, Bamnikhera, Phulwari, Tikri-Brahman, and portions of Palwal city. The CRS has a healthy outreach potential.

Major concerns in the Community: The community’s primary areas of concern are female foeticide, child marriage, child labor, tobacco use, and illiteracy. The CRS can run awareness campaigns and execute other initiatives to address these issues with the support of local government bodies and other agencies.
Contact Person: Mr. Yogesh Jangra
Contact Number: +91-8901491117, 8929239292
Email: radiomindtree@gmail.com
Website: www.mindtreeschool.com
Broadcast Timing: 24 hours a day

Broadcasting Language: Hindi and English

Genesis: Radio Mind Tree was established in 2012 by Mind Tree School, in Sector-1, Ambala City. The community radio station is an initiative of the Mind Tree School to provide its student community an opportunity to experience the power of the medium and be able to use it for the better of the community. The CRS offers a healthy mix of entertainment and education for the student community that it caters to.

Thematic Focus: The focus area of intervention of the CRS has been to become a network for the social community of the region and become an effective vehicle for communication. Radio Mind Tree aims to empower and inspire individuals and the community at large by sharing diverse music, information, and perspectives.

Sustainable Development Goals: Radio MindTree aspires to achieve the SDGs given below:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 11: Sustainable Cities and Communities

Primetime Programmes: The primetime programmes that are broadcast by Radio Mind Tree include Good Morning Ambala, HOPE-Jeene Ki Raah, Book Bugs, and Insights into Poetry. Good Morning Ambala is a morning show that provides a happy start to the day with interesting, relevant, relatable, and entertaining themes. It covers topics such as fitness, birthday wishes, current news, viral posts, city news, fuel prices, weather report, and sports updates. HOPE-Jeene Ki Raah is a theme-based show that addresses stress-related issues for youth and society, focusing on topics like overthinking and academic stress. The programme was executed in association with renowned Child Psychologist, Psychometrician, and Career Counsellor Dr. Harish Sharma. The show has led to the introduction of novel series like lifestyle coaching, mental health, youth stress, and overthinking. Dr. Vibha Bawa, a dietician and Ayurveda & Fitness Consultant, provides guidance on childhood obesity and other health and nutrition issues. Book Bugs is a unique book review chat show where avid readers form panels to read and discuss popular English books. In the programme, Insights into Poetry, the students who are fond of poems present reviews and panel discussions about some of the best known poems in English literature.
Innovations in format or any other way: The programmes of Radio Mind Tree intend to be a source of entertainment as well as information for the target community, and are vivid in their content and packaging. The programmes are developed with an aim to introduce new concepts, and also broaden the perspectives of the student community. Inputs from teachers, staff and students are incorporated to create better and innovative programmes. Radio Mind also initiates group discussions on social media for students to engage and address different concerns.

Core Team: Radio Mind Tree has a team of ten dynamic members. It includes a Station Head, a panel of 5 teachers/educators, and 4 core members. The teachers’ panel provides vital inputs about the content, especially education and child psychology-based shows. The core team takes care of content development.

Major Projects Undertaken: Radio Mind Tree has undertaken several major projects and has partnered with UNICEF, UNESCO, SMART, Melinda & Bill Gates Foundation, CRA, CEMCA, Ministry of Ayush, and Election Commission of India. The initiatives include generating awareness about COVID-19, health and sanitation, general wellness, and educating the community about different aspects involved in the election system of India.

Sustainable Strategies: Radio Mind Tree receives technical and financial support from the parent organisation, Mind Tree School. The CRS also generates revenue by the means of collaborative projects with leading NGOs, government departments, and advertisements from state DPROs, and local businesses. Number of listeners and Potential Outreach: District Ambala and around ten villages in the vicinity fall within the broadcast range. These areas have a total population of around 5,00,000 people.

Major concerns in the Community: The major concern that needs to be addressed within the student community is the lack of awareness about different career prospects, scholarships, and other opportunities. Academic stress, anxiety and peer pressure are also points of concern.
Contact Person: Mr. Shubham Rana  
Contact Number: +91-8816904904, 9812600387  
Email: gramodayharyana@gmail.com  
Broadcast Timing: 8 AM to 10 PM for 14 hours a day  
Broadcasting Language: Hindi, Punjabi, Haryanvi and English  

Genesis: Radio Gramoday was established in 2019 by Manav Sewa Charitable Society. The concept of Radio Gramoday originated from the vision to provide the community its own medium to convey relevant information to every individual in the community. Community radio can play a significant role at the grassroots level for rural development, contribute in the areas of agriculture, gender inequality, education etc., and also address prevalent social problems.  

Thematic Focus: Radio Gramoday has been an effective tool in creating awareness and enhancing knowledge in various areas. This has led to finding resilient solutions to community development problems in various sectors including culture, rural development, education, hygiene and sanitation, agriculture and local governance, among rural people. Radio Gramoday operates within its mandate as a community radio and essays the social responsibility of providing the community with crucial information in forms like news bulletins, updates on recent developments, and health programmes.  

Sustainable Development Goals: Radio Gramoday focuses on the given SDGs:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 6: Clean Water and Sanitation  
SDG 8: Decent Work and Economic Growth  
SDG 12: Responsible Consumption and Production  

Primetime Programmes: The primetime programmes of Radio Gramoday are Hum-Haryanvi, Humare Kissan, Gramoday Live, and Student-Zone. Humare Kissan is a programme, in which the CRS provides information regarding agriculture tools and techniques as well as disseminating information about government schemes for farmers.  

Hum-Haryanvi focuses on Haryanvi folk forms and Ragini. Student-Zone is a programme that hosts classes based on NCERT texts and features experts from the field of education to discuss career opportunities, scholarships and other things that can guide the youth towards a better future.
Innovations in format or any other way: Radio Gramoday enlightens community members about various issues pertaining to their daily lives and provides solutions through interviews with experts from various fields including agriculturalists, doctors, and other distinguished personalities in the community. Apart from this, ‘Humare Gaam Ki Baat – Dr. Virender Singh Chauhan ke Sath’ is an innovative programme that highlights life and activities in all villages in the vicinity of Radio Gramoday 90.4. Information about the lives of local people and important historical sites in the villages are introduced by the community members themselves. This programme has been successful in motivating the community members to step forward and enthusiastically share information and exchange knowledge on a range of subjects.

Core Team: The overall control of the station lies with the management committee consisting of twelve members; all of them are from rural areas and include social workers, artists, academicians, and members from the labour class. There are four members in the core team that ensures the smooth operation of the CRS.

Major Projects Undertaken: Radio Gramoday partnered with CRA and UNICEF for awareness campaigns on COVID-19 vaccination and nutrition, sanitation and hygiene. The CRS collaborated with SMART for another COVID-19 campaign. Radio Gramoday has worked in partnership with the Agriculture Technology Management Agency for the upliftment of farmers in the community.

Sustainable Strategies: Radio Gramoday sustains itself through the revenue generated from its externally funded collaborative ventures and advertisements from various agencies.

Number of listeners and Potential Outreach: The villages of Assandh, Nilokheri and Nissing are in the vicinity of Radio Gramoday. The radio reaches as many as three lakh listeners in the surrounding area, and has an even larger outreach potential.

Major concerns in the Community: Radio Gramoday works for a community that is predominantly rural. While health and hygiene remain common areas of concern, drug abuse is emerging as a fresh challenge for both the masses and the government. Unemployment and diminishing agricultural income are also among the major concerns.
Contact Person: Mr. Rajesh Mehta  
Contact Number: +91-9992404555, 9729699906  
Email: jgsirsa@gmail.com  
Broadcast Timing: 9 AM to 11 PM for 14 hours a day  
Broadcasting Language: Punjabi, Hindi and English

Genesis: J.G. Radio was established by the Bharat Education Society with the mission to strengthen the building blocks of society, i.e., the institutions of education, health infrastructure, and farming communities. Launched on August 12, 2012, the radio station has since pursued its mission to give voice to the community near its campus in Sirsa and air programmes that are close to the hearts and minds of the people.

Thematic Focus: The Radio broadly focuses on disseminating knowledge and awareness in the community regarding two major aspects of life, namely education and health. Being a seedling of an education society, it aims to deliver well-curated content on the socio-economic rights and entitlements of an individual, women’s welfare, and the general health and well-being of the society.

Sustainable Development Goals: J.G. Radio is focussed on serving society by following the given SDGs:  
SDG 4: Quality Education  
SDG 9: Industry, Innovation and Infrastructure  
SDG 16: Peace, Justice and Strong Institutions

Primetime Programmes: The station airs several programmes that are close to the hearts of the people. One such programme is Aap Ki Awaaz. An interview-based programme, Aap Ki Awaaz, voices the emotions of a common man who is a member of the community. Similarly, Daastan-e-Zindagee, Haryana Darpan, Super Hit Evening and Bharat Ke Rang are other such programmes that focus on the views of the common people. Amritwela-Bhakti Sangeet is a religious programme that enjoys popularity. Apart from directly reaching out to the community, the station also runs educational programmes for students and health-related programmes such as COVID-19 awareness and Swachh Bharat Mission for holistic development.
Innovations in format or any other way: Live interviews and in-house discussions with experts in the fields of education, law, medicine, agriculture, etc., are the main innovative formats in which the radio station broadcasts its programme.

Core Team: The station is managed and run by a robust team of 5 and further supported in its journey by 6 members of the community. The core team includes the station manager, programme director, and radio jockeys. Each member plays a significant role in running the station.

Major Projects Undertaken: So far, the station has successfully carried out several projects independently, including Sanitation Drives encouraged by the government and awareness campaigns like the COVID-19 awareness programme. Most of these projects are directed internally for the betterment of the community.

Sustainable Strategies: The primary source of funding for the radio station comes from its patrons, that is, the Management of Bharat Sr. Sec. School, Sirsa. As of now, the station works independently without seeking financial assistance from government bodies. However, the station intends to secure the future through sustainable strategies that involve generating revenues from advertisements and sponsorship programmes for individuals and businesses.

Number of listeners and Potential Outreach: The Community Radio Station has instilled a sense of excitement among its listeners about having their own radio station. The Radio is well received by its local populace, and the number of listeners, though uncertain in numbers, is expected to be in several thousands.

Major concerns in the Community: There are several common concerns associated with the lack of awareness regarding health and sanitation, the lack of infrastructure development, agricultural concerns, and women’s issues.
Contact Person: Mr. Balamurugan Ganabathy
Contact Number: +91-9418138495,
7018571089
Email: kutharradio90.8@gmail.com
Broadcast Timing: 10.00 AM to 01.00 PM
and 3.30 PM to 06.30 PM for 6 hours a day
Broadcasting Language: Tamil and English

Genesis: Community Radio Kuthar was established in the year 2018 by Himachal Harijan Kalyan Sanstha, its parent organisation, with the aim to uplift the hilly and backward areas of rural communities without any discrimination on the basis of caste, creed, religion and gender. The population residing in the hills, more than 100 km away from the district headquarters, are mostly farmers and many of them are living below the poverty line and remain neglected even today.

Thematic Focus: The radio focuses on organic agriculture, education, development of art and culture. The programmes also involve youth and women groups through outreach programmes, encouraging people to bring them on their sound footing.

Sustainable Development Goals: The SDGs that Kuthar Radio focuses on are:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education,
SDG 5: Gender Equality
SDG 8: Decent Work & Economic Growth

Primetime Programmes: Kuthar Radio broadcasts Bhajan in the local language, Naitik Shiksha for the creation of a better atmosphere in families and among children. The studio thus tries to impart cultural education. Other such programmes are ‘Subha Savera’ which focuses on livelihood opportunities, art and culture. Another programme titled ‘Ek Mulakat’, ‘Zindagi ke Rang aise Bhi’, deals with issues related to gender discrimination, well-being and health for all.
Innovations in format or any other way: The Radio broadcasts its programmes majorly in Pahari (local language) and the rest of the content in Hindi to adequately communicate with its listeners. Also, Kuthar Radio launched outreach programmes to meet the people at their doorsteps, and collaborated with village youths and women groups to make them aware of the activities done by the CRS through narrow-casting and group discussions from time to time. The exercise encourages them to ask questions about the programmes and engage in informative discussions, which creates a good educational atmosphere.

Core Team: At present, the station holds a devoted staff of ten. It includes the Station director, two radio jockeys and seven volunteers. The Station Director is the authoritative figure that takes care of all aspects of managing the CRS. The RJs establish contacts with the listeners and broadcast the programmes approved by the Director. The volunteers play a crucial role in disseminating information and collecting responses to ensure the smooth functioning of the CRS.

Major Projects Undertaken: The station undertook several major projects in its operative years. Notable is the COVID-19 awareness programme partnership with CRA, UNICEF and MOHW. Kuthar Radio also partnered with SMART and the GoI for environment protection and the TB Challenge. From time to time, the station has collaborated with concerned Ministries to educate, aware and motivate the hill area population for their betterment and good health.

Sustainable Strategies: The station receives technical support and some financial support from its parent organisation, Himachal Harijan Kalyan Sanstha and the rest of the expenses are met by undertaking projects from various agencies. The CRS ensures sustainability in all aspects.

Number of listeners and Potential Outreach: The CRS is situated in the midst of two districts i.e., Shimla and Sirmour. Kuthar sits on their outskirts. Based on the analysis of the populace responding to their programmes from Rajgarh, Narag, Naina Tikkar and Dhartu Khari near Pulbhal of Chopal, approximately one lakh people listen to the radio daily.

Major Concerns in the Community: An important need in the community is better irrigation facility. Unemployment is another major issue for educated youth, which leads to migration. Eradication of poverty is a major need for equity in society. Awareness and support from government bodies can help improve the conditions at present.
Contact Person: Mr. Gagan Singh Pathaniyan  
Contact Number: +91-9805457451  
Email: me.committee14@gmail.com  
Broadcast Timing: 10 AM to 4 PM  
for 8 hours a day  
Broadcasting Language: Hindi, Pahari and Punjabi

Genesis: The radio station became operational recently in January 2023 under the aegis of Meghraj Education Committee. The radio operates on the vision of its parent organisation in one of the backward areas of the state with an aim to bring awareness to the community. The radio functions through community support and intends to give back to the community in the form of educational programmes.

Thematic Focus: The main focus of the radio station is the elevation of the status of education and help improve the economic conditions of the poor. The station further stresses bringing forth the local folk artists and conserving traditions for the future generation.

Sustainable Development Goals: Radio Amlela Ki Awaz is focussed on achieving the given SDGs:
- SDG 4: Quality Education
- SDG 8: Decent Work and Economic Growth
- SDG 9: Industry, Innovation and Infrastructure
- SDG 16: Peace, Justice and Strong Institution

Primetime Programmes: The station broadcasts songs that are a creation of the community itself. Most of the local population is engaged in agriculture and the radio plays the songs created by them. It has shows like Apnapan, Sada-bahar Geet, Apni Gapchhap, Kheti Hamari Pehchan. Apart from this, there are programmes designed for kids such as talent hunt, Kavita Goshthi, Sher-o-Shayeri, and Geetmaala dedicated to the spiritual songs sung by women’s groups.
Innovations in format or any other way: The radio effectively scouts content in the form of locally produced songs and broadcasts it on the radio. This helps in bringing forth the local talent while giving a voice to the cultural traditions of the area.

Core Team: The parent organisation itself runs the radio station with a small dedicated team. Due to limited resources in terms of finances and professionals in the field, the station gets help from women’s groups. The children in the community also show an active interest in participating in the programmes.

Major Projects Undertaken: In lieu of adequate resources, the station has utilised its existing resources to the best of its capacity. Since the main purpose of the CRS is to assist in children’s education and promote organic farming, it curates the projects in a way to promote those.

Sustainable Strategies: The station is mainly supported by its parent organisation and the local population. The station has held its best in spite of the limited sources of funding and wishes to expand its sustainability options in the future.

Number of listeners and Potential Outreach: The frequency broadcast reaches up to 20 to 25 village panchayats, each supporting 45,000 to 50,000 residents. The station is actively trying to increase its outreach at grassroots level and increase its active listener base.

Major concerns in the Community: The area in which the station operates is underdeveloped and is concerned with several issues such as a lack of employment opportunities, dowry system, lack of sports activities, poor educational facilities and substance abuse. The radio station, through its efforts, wishes to spread awareness regarding these issues through the government's assistance.
Genesis: Hamara MSPICM 90.4 FM Community Radio, was established on 13th March, 2009 by the media and management institute- M.S.Panwar Institute of Communication & Management. Hamara MSPICM is the first community radio station in Himachal Pradesh. During the last fifteen years of its operation, the radio has created awareness about social issues, rights and duties among its community members and has nurtured them into responsible and dynamic citizens. The community radio station aims to create strong bonds of unity and mutual coexistence by promoting and disseminating information on social issues, local culture, values, good beliefs and traditions in its community through the broadcast of informative, educational programmes, music and songs in local dialect and languages. The tagline of Hamara MSPICM 90.4 FM is ‘Sab Ki Zuban Pe Shor Hamara 90.4’, which in a way reflects its focus on the local community.

Thematic Focus: The primary thematic focus areas of Hamara MSPICM are education, agriculture, health, career guidance and employment prospects, women empowerment, legal awareness, culture, and entertainment. The CRS focuses on nurturing an inclusive attitude in the community and promotes the welfare of the differently-abled community members. The aim is to create a just, responsible and socially aware community with equal opportunities for all.

Sustainable Development Goals: The SDGs that the CRS promotes are:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 13: Climate Action
SDG 16: Peace, Justice and Strong Institution
Innovations in format or any other way: The CRS actively narrowcasts its programmes through collaborations with local institutions and agencies. The CRS encourages community participation by inviting community members to the station, and providing the opportunities to perform as well as contribute to the activities of the CRS.

Core Team: The station has a Board of Management comprising the Station Manager and 12 members from the community from different fields. Four full-time radio reporters and producers, a group of media students and members of the community are involved in managing the operations of the station. Major Projects Undertaken: Hamara MSPICM partnered with UNICEF for awareness programmes on COVID-19 Pandemic and COVID-19 Vaccination drives. The CRS partnered with UNICEF to run a campaign that focused on girl child education and awareness, and collaborated with UNESCO to work on SDG goals. The CRS has partnered with several government ministries and agencies like DST, Ministry of Culture, Panchayati Raj, Department of Agriculture, (Himachal Pradesh), and also different NGOs.

Sustainable Strategies: Around forty percent of the annual expenses of the CRS are covered by the parent organisation, M.S.Panwar Institute of Communication & Management. The rest of the requirements are met with the help of the revenue generated by externally collaborative ventures.

Number of listeners and Potential Outreach: The CRS operates from Solan town and covers the surrounding villages and towns including Sheothel, Badkor, Badog, Jatoli, Aanji, Khanog, Narag, and Sarahan in Solan and Sirmour districts. These towns and villages have a total population of around two lakh people. From this outreach potential, the CRS has an active listener base of around one lakh listeners.

Major concerns in the Community: The major needs/areas of concern within the community are unemployment, lack of awareness regarding opportunities and livelihood, drug abuse, prevalent superstitions etc.
Contact Person: Mr. Ramesh Hangloo
Contact Number: +91-9419130357
Email: radiosharda@yahoo.com
Website: http://pirpanchal.nic.net.in
Broadcast Timing: 7 AM to 10 PM for 15 hours a day
Broadcasting Language: Kashmiri, Dogri, Punjabi and Hindi

Genesis: Pir Panchal (CSES) is working for the betterment of the displaced community of Jammu & Kashmir. The CRS was established with a clear vision to promote and propagate the culture and languages of the region, while also focusing on the education, health and hygiene of the displaced community. The CRS is responsible for passing crucial information regarding different matters to the community. The CRS was established in 2011 and has now become an integral part of the community. The community members are involved in all the activities of the CRS and contribute their performances. The CRS has been appreciated for its work in the region and has been awarded by the Government of Jammu & Kashmir.

Thematic Focus: The displaced community, who were forced to leave their homes due to militant activities in the region, were rendered voiceless. The culture and language of the community were under threat too. The focus of the CRS is to enrich the roots of the local culture and protect the local languages. The CRS also promotes the upliftment of the community by focusing on health and hygiene. Youth empowerment and education are other areas of focus for the CRS.

Sustainable Development Goals: Radio Sharda focuses on achieving the given SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
Primetime Programmes: The primetime programmes of Radio Sharda are:

**Aradhana**: Socio-cultural and religious awakening programme to keep the community connected with its cultural roots

**Waangij Voor**: A dramatic presentation of different issues including civic problems, health, hygiene and sanitation concerns, and administrative problems that are faced by the community. The programme also strives for the redressal of these issues.

**Children programme**: An educative programme for children to teach them the local language

**Eak Mulakat**: Experts from different fields like arts, education, and health, discuss different subjects to guide the youth.

**Innovations in format or any other way**: The CRS also actively narrowcasts its programmes along with conventional broadcasting. The CRS collaborates with local educational institutions and other organisations to host community events on culture, education, art, etc.

**Core Team**: The core team at Pir Panchal is led by the Founder Director. The team also includes members from the Pir Panchal NGO and local civil society. The key decisions regarding the station are taken after consultation with these members.

Major Projects Undertaken: Radio Sharda was part of different projects on immunity and Yoga in association with the Ministry of Ayush and CEMCA. The CRS has collaborated with the Department of Science and Technology for a project to promote science for women. It carried out the Factshala project in collaboration with DataLEADS for an initiative on media literacy.

**Sustainable Strategies**: While the CRS is funded and supported by the parent organisation, it strives to generate through externally funded collaborations and advertisements.

**Number of listeners and Potential Outreach**: The CRS has an active listener base of nearly one lakh listeners in the region. The CRS' content has been accessed in more than a hundred countries through the means of web radio.

**Major concerns in the Community**: The community needs better education and health infrastructure. It also needs support as it is placed in a region that constantly is prone to attacks and militant activities; this affects the mental health of the community members and the overall peace of the region.
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Email: radiostationhead@cumail.in, radiopunjab90.0@cumail.in  
Website: http://radiopunjab.cuchd.in/  
Broadcast Timing: 6 AM to 10 PM for 6 Hours a day  
Broadcasting Language: Punjabi and Hindi

Genesis: The launch of Radio Punjab was on February 16, 2021. The former chief minister of Punjab and Minister of Technical Education & Training, Charanjit Singh Channi launched the radio station, along with Indian actress and stand-up comedian Upasana Singh.

Though community radio of Chandigarh University primarily caters to a student-community, it also serves as an optimal medium for listeners from all walks of life.

Thematic Focus: Education is the primary focus area of the CRS but it also addresses the local communities needs in the areas of agriculture, education, health, equality, and socio-cultural development.

Sustainable Development Goals: Radio Punjab is working towards achieving the following SDGs:
SDG 3: Good Health and well being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 11: Sustainable Cities and Communities  
SDG 13: Climate Change  
SDG 16: Peace, Justice and Strong Institution

Primetime Programmes: Topics primarily pertaining to farmers and agriculture are discussed in the morning show Navi Sawer. The CRS also broadcasts a programme called Pind Diyan Gallan which features interviews with farmers, sarpanches and other professional experts. The programme also offers guidance on career, legal, and administrative initiatives. The programme Fit Gallan te Hit Gaane mainly focuses on health-related topics and healthy practices. Cu Di Gedi is an on-ground programme where the CRS interacts with community members and discusses different topics related to mental health, education, students and parents, peer pressure and other topics of local interest.
Innovations in format or any other way: The CRS derives its true essence from the daily interactions with its listeners and the community, and engages in narrowcasting as it is a means to get immediate feedback. The CRS also joins online trends to promote its content both socially and digitally in order to increase connectivity. Radio Punjab also promotes local artists by broadcasting their music in its programmes.

It also frequently corresponds with the administrative departments and officials like SDM, CJM, MC Commissioner, MC Presidents, and CMO.

Core Team: Radio Punjab functions with a small but diligent team of just two people. The Station Head also handles the morning shows as well as engages in meetings and interviews with eminent personalities and local administrators. The promo producer manages everyday planning, editing and packaging of daily shows.

The CRS derives most of its primetime content from the student community who actively contribute to the programmes.

Major Projects Undertaken: Radio Punjab has been an active partner in several collaborations with organisations like CRA, UNICEF, SMART, CEMCA, Rotary Club, and Human Care Charitable Trust. The focus areas of these projects include health, awareness campaigns on government schemes, vaccination drives, women and child welfare, cyber security and education.

Sustainable Strategies: Radio Punjab depends on its parent organisation for financial and technical support. The CRS also raises funds by means of external projects and partnerships.

Number of listeners and Potential Outreach: Nearly twelve villages fall within the broadcast range of Radio Punjab. The CRS has a potential outreach of more than 1,05,000 people.

Major concerns in the Community: The primary problem that needs to be solved is the farming practice of stubble burning, which pollutes the air and groundwater. Drugs and substance abuse is another serious area of concern in the community and needs urgent attention as the youth in the community are prone to addiction and often resort to petty crimes.
Radio Raabta @ 90.8 FM
Vidyalaya Marg,
Opposite Devi Talab Mandir,
Jalandhar, Punjab - 144004

Contact Person: Dr. Pardeep Bhandari
Contact Number: +91- 96422-00052
Email: doabacollege@gmail.com
Website: https://doabacollege.net/
Broadcast Timing: 10 AM to 12 PM and 1:30 PM to 2:00PM, 6 days a week
Broadcasting Language: Punjabi, Hindi, and English

Genesis: Radio Raabta was launched on 14th August, 2017, in Jalandhar, Punjab, with the aim to interact with the community, create awareness, and find solutions to the prevalent social problems in the community. The CRS promotes community involvement, empowerment, and sustainability, encouraging individuals to take responsibility for their lives and the community.

Thematic Focus: Radio Raabta 90.8 Mhz focuses on the issues and concerns related to students, youth, farmers, women etc. Sustainable development issues related to the environment, health, culture and society are covered through the radio’s programmes.

Sustainable Development Goals: Radio Raabta focuses on achieving the given SDGs:
SDG 4: Quality Education
SDG 9: Industry, Innovation and Infrastructure
SDG 12: Responsible Consumption and Production
SDG 13: Climate Action

Primetime Programmes: Radio Raabta mainly broadcasts interview-based programmes on issues related to different sections of the community, which includes students, farmers, and women. The interviews feature experts from different fields including doctors, environmentalists, academicians, artists, etc. who share their knowledge and advise the community members on matters critical to their well-being. The programme Mae Vidhiyarthi Meri Awaaz is a platform for young, budding artists from the local community to showcase their talents and explore their creativity.
Innovations in format or any other way: Radio Raabta tries to reach out to a large audience through the means of social media. It regularly posts updates about its upcoming programmes on the social media pages, and even goes live on Facebook during some programmes.

Core Team: The core team of Radio Raabta is constituted by nine members and is supported by a council of students who are actively involved in the activities of the CRS.

Major Projects Undertaken: Radio Raabta registered with the UN and produced special programmes on the occasion of World Radio Day. The CRS has also adopted the list of special days and events of international importance as proposed by the UN.

Sustainable Strategies: The community radio station was established through the grant received from the Ministry of Information & Broadcasting. The CRS is technically and financially supported by the management of the parent organisation, Doaba College. The CRS is devising strategies to be self-sufficient by attracting paid partner projects with different organisations and government agencies.

Number of listeners and Potential Outreach: Radio Raabta caters to a large audience which includes the student community and faculty of the parent organisation, and also the local community from different areas of Jalandhar like Sodal, Kishanpura, Santokhpua, Choggitti, Reru, Jamalpur, Kaboolpur, Rama Mandi, Dhogri, Mai Hira Gate, and Attari Bazar.

Major concerns in the Community: The major areas of concern within the community are drug addiction, unemployment, and migration. By sensitising the community about these issues, a positive change can be brought in the society. The support from government and NGOs will further facilitate the change. This platform can also be utilised to make education available to the masses in an innovative and free-to-air medium. In addition to this, the youth in the community can also be led towards a better future through career guidance.
Contact Person: Mr. Tarun Agarwal  
Contact Number: +91-7895053545  
Email: communityradio@gnauniversity.edu.in, tarun.agarwal@gnauniversity.edu.in  
Website: www.gnauniversity.edu.in  
Broadcasting Timing: 24 hours a day  
Broadcasting Language: Punjabi, Hindi and English

Genesis: GNA's Community Radio was launched on 12 November, 2021 by the then Sports & Education, Minister of Punjab, Mr. Pargat Singh. The GNA Radio was established with a vision and mission to improve rural education as well as focus on the welfare of children and women. The CRS is operational 24*7 and continues to strive to create a positive impact in the lives of the target community.

Thematic Focus: Quality education for women, children and youth, gender equality, child welfare, water and sanitation, environmental issues, economic growth, and health are among the primary focus areas of GNA Radio.

Sustainable Development Goals: GNA Radio has curated its content to achieve the given goals:
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 10: Reduced Inequalities  
SDG 11: Sustainable Cities and Communities  
SDG 13: Climate Action

Primetime Programmes: The primetime programmes of GNA Radio are listed below:

Aas Aur Ardas – A devotional programme with songs and kirtans.

Baat Career ki - A career-guidance programme for the underprivileged youth who seek higher education. The programme also features experts from different fields who advise the youth and guide them in the right direction.
Pathshala (English/Hindi/Punjabi) - A programme that promotes enhancement of language skills

Masala Magic - A cookery programme that also discusses the importance of a healthy and nutritious diet.

Teri Meri Baatien – A programme based on the inspiring stories of great personalities and achievers.

Innovations in format or any other way: The CRS focuses on effective broadcasting of educational content so that the underprivileged in the community can benefit from them. The CRS has partnered with different organisations and groups across Punjab like Soch Autism Society, Prerna Foundation, Water Warriors of Punjab, etc. for initiatives and campaigns that aim to create awareness and prove beneficial for the community.

Core Team: A special team from the School of Design and Mass Communication, which consists of 6 members, manages the shows at community radio. Four student volunteers from Journalism and Mass Communication are responsible for developing programmes; through this, the students get hands-on experience in the operations of the CRS.

Major Projects Undertaken: GNA Radio has worked closely with Soch Autism Society to spread the awareness on early detection of autism in children. It has worked with NGOs like Prerna Foundation, and Water Warriors of Punjab for different initiatives aimed for the welfare of the community. The CRS has also collaborated with different educational NGOs across Punjab.

Sustainable Strategies: GNA Radio receives technical and financial support from its parent organisation, GNA University. The CRS aspires to be a self-sustaining entity in the future by generating revenue through different means like paid collaborative ventures and advertisements.

Number of listeners and Potential Outreach: Radio GNA has a strong outreach potential as the CRS is active in the towns of Phagwara and Ramamandi, and in the areas of Phali, Khurampur, Khatti, Barn, Kishanpur, Nangal Maja and Dhak Palahi.

Major concerns in the Community: The major concerns with the community, especially the underprivileged, is unemployment and lack of awareness about opportunities. The community members lack consumer awareness and financial literacy.
Contact Person: Mr. Gurpreet Singh  
Contact Number: +91-9888100981  
Email id: vwsradio981@gmail.com  
Broadcast Languages: Punjabi, Hindi, and English  
Broadcast Hours: 4 AM to 10 PM for 18 hours a day

Genesis: Vivekananda World School established VWS Radio 90.8 on 6th November, 2022. The CRS was founded with the intention of guiding young people in the community and encouraging emerging artists by giving them a platform to showcase their abilities. The CRS began with only three team members and has since evolved into a larger, dedicated team. Through various intervention strategies, we continue to have a ground-breaking impact on our target community.

Thematic Focus: The CRS has primarily focused its intervention on supporting agriculture, providing children with quality education, and creating a platform for their holistic development, which includes the social, emotional, mental, and intellectual growth of the community members. The emphasis has also been placed on addressing various social issues, such as gender equality, peace and harmony, health, unemployment, culture, professional and economic growth, etc., during the programmes, thus creating general awareness among the listeners.

Sustainable Development Goals: VWS Radio broadly focuses its work on the following SDGs:
- SDG 2: Zero Hunger
- SDG 3: Good Health and Well Being
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 10: Reduced Inequalities

Primetime Programmes: Nitnem, Reherras, Mulakaat, Vichaar Charcha, Safar Saanjh, Zara Bachke Mod Tonne, Aradhna, and Agriculture are the primetime programmes of VWS Radio. Mulakaat, Vichar Charcha, Safar Saanj are infotainment programmes that are streamed twice a day and touch upon a variety of topics which include education, health, social issues etc. Aradhana is a programme of Bhakti Sangeet. The primetime programmes at night are mostly musicals which include ghazals. Most programmes are curated as infotainment programmes.
Innovations in format or any other way: Conventional broadcasting often falls short of meeting the needs of the local population. Therefore, VWS Radio understands the value of community engagement activities and on-ground intervention campaigns. To involve the community, the CRS works in partnership with numerous regional organisations.

Core Team: A robust staff of seven people works at VWS Radio, including the station director, station manager, a panel of three educators and experts, and two support staff. In addition to this, the CRS also creates content with inputs from the community members, providing them with a platform to share their talent and engage in skill-related discussion. The CRS also has a Facebook page where it updates the community members about its programmes and initiatives.

Major Projects Undertaken: The majority of VWS Radio’s work is on internal projects that are created in collaboration with the Vivekananda World School. The community-focused initiatives put a strong emphasis on educating and entertaining people, and also raising general awareness. This approach has been used in the design of many well-known programmes and initiatives. The CRS also explores possibilities to work with other groups and regional organisations.

Sustainable Strategies: The parent company Vivekananda World School, which currently contributes about 80% of the CRS’ annual budget, also provides technical support to VWS Radio. The remaining 20% is raised through advertisements and donations from philanthropists. In addition to this, the CRS tries to raise funds by publishing handbooks on different topics.

Number of listeners and Potential Outreach: Most of the areas surrounding Ferozepur are covered by VWS Radio’s broadcast range. According to information gathered from local authorities, the CRS could potentially reach at least 55,000 people. Every week, about 2,000 people tune in to the CRS Web Radio.

Major concerns in the Community: The community is troubled by a number of major issues, including unemployment, a lack of knowledge about opportunities and government programmes, health problems, the need for better education, problems with livelihood, etc. VWS Radio continuously works to improve the lives of its target community through innovative and effective interventions. Literacy.
Contact Person: Mr. Kulwinder Singh
Contact Number: +91-9417575670, 9417044263
Email: avtarradio@gmail.com
Website: www.avtarradio.com
Broadcasting Language: Punjabi
Broadcast Timing: 24 hours

Genesis: Avtar Community Radio FM 90.4 was established by Ek Onkar Charitable Trust Nirmal Kuteya Seechewal (Jal) under the leadership of the renowned environmentalist and Member of Parliament, Sant Balbir Singh Ji Seechewal on the premises of Sant Avtar Singh Memorial College, Seechewal, of Jalandhar district in Punjab.

As the first community radio established in the rural area by and for the rural people, it is committed to focusing on environment, education, and sports. Avtar Community Radio essays an important role in spreading environmental awareness, awareness about the eradication of social evils and superstitions, and promoting communal harmony, education, and women empowerment in the region.

Thematic Focus: The major thematic focus area of Avatar CR is addressing environmental concerns like pollution, water contamination, deforestation, and climate change. It is important to create awareness around these issues before it is too late. The community and the entire world is facing the problems arising out of different environmental concerns. People need to be educated and made aware of these problems so that they can adopt responsible practices to save the environment. The other focus areas of Avatar CR include women empowerment, agriculture, health, education, and sensitising the youth.

Sustainable Development Goals: Avtar Community Radio focuses on the SDGs given below:
SDG 3: Good Health and Well-Being
SDG 6: Clean Water and Sanitation
SDG 13: Climate Action
SDG 15: Life on Land
Primetime Programmes: Nitnem, Rehras, Mulakaat, Vichaar Charcha, Safar Saanjh, Zara Bachke Mod Tonne, Aradhna, and Agriculture are the primetime programmes of VWS Radio. Mulakaat, Vichar Charcha, Safar Saanj are infotainment programmes that are streamed twice a day and touch upon a variety of topics which include education, health, social issues etc. Aradhana is a programme of Bhakti Sangeet. The primetime programmes at night are mostly musicals which include ghazals. Most programmes are curated as infotainment programmes.

Innovations in format or any other way: Conventional broadcasting often falls short of meeting the needs of the local population. Therefore, VWS Radio understands the value of community engagement activities and on-ground intervention campaigns. To involve the community, the CRS works in partnership with numerous regional organisations.

Core Team: A robust staff of seven people works at VWS Radio, including the station director, station manager, a panel of three educators and experts, and two support staff. In addition to this, the CRS also creates content with inputs from the community members, providing them with a platform to share their talent and engage in skill-related discussion. The CRS also has a Facebook page where it updates the community members about its programmes and initiatives.

Major Projects Undertaken: The majority of VWS Radio’s work is on internal projects that are created in collaboration with the Vivekananda World School. The community-focused initiatives put a strong emphasis on educating and entertaining people, and also raising general awareness. This approach has been used in the design of many well-known programmes and initiatives. The CRS also explores possibilities to work with other groups and regional organisations.

Sustainable Strategies: The parent company Vivekananda World School, which currently contributes about 80% of the CRS’ annual budget, also provides technical support to VWS Radio. The remaining 20% is raised through advertisements and donations from philanthropists. In addition to this, the CRS tries to raise funds by publishing handbooks on different topics.

Number of listeners and Potential Outreach: Most of the areas surrounding Ferozepur are covered by VWS Radio’s broadcast range. According to information gathered from local authorities, the CRS could potentially reach at least 55,000 people. Every week, about 2,000 people tune in to the CRS Web Radio.

Major concerns in the Community: The community is troubled by a number of major issues, including unemployment, a lack of knowledge about opportunities and government programmes, health problems, the need for better education, problems with livelihood, etc. VWS Radio continuously works to improve the lives of its target community through innovative and effective interventions. Literacy.
Contact Person: Ms. Chetna Gola  
Contact number: +91-9458900749, 8410469727  
Email: 91.2nivhhelloodoon@gmail.com  
Website: www.nivh.gov.in  
Broadcast Timing: 7 AM to 12 PM & 4 PM to 8 PM for 9 hours a day  
Broadcasting Language: Hindi, English, Garhwali & Kumaoni

Genesis: The community radio 91.2 NIVH Hello Doon was established in 2012 to produce quality content and broadcast awareness programmes for the general masses. It covers national and international events, policies, and government programmes for PwDs. Since 2012, the station has significantly supported accessibility and awareness campaigns. The content of the radio stations is designed to promote education, entertainment, and empowerment of persons with visual impairments. The station broadcasts over 300 programmes annually, including inspirational stories, Divyangta-Ek Alag Nazariya, Kitab Se, and Jazba-E-Doon, with the motto “By Divyangjan, For Divyangjan, About Divyangjan.” The station also hosts jingles, features, radio dramas, and talk shows highlighting various schemes, programmes, and policies of the Indian government.

Thematic Focus: As a model community radio station, NIVH Hello Doon aims to develop skills-and-training programmes for PwDs and PwVIs in radio broadcasting, promoting awareness of radio programme production and broadcasting. The station showcases the talents of Divyangjan through programmes like “Hunar Ko Mili Disha” on social media platforms like YouTube, Facebook, Instagram, and Twitter. Additionally, The CRS also produced & broadcasted awareness programmes in order to create an enabling environment for social inclusion of the PwDs in all fields of life by providing equal opportunities to boost confidence in PwDs.

Sustainable Development Goals:  
NIVH Hello Doon focuses on the following SDGs:  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 10: Reduced Inequalities  
SDG 16: Peace Justice and Strong Institution
**Primetime Programmes:** The popular primetime programmes at NIVH Hello Doon are Aao Bachhon Sune Kahani, and Jazba-E-Doon/Atithi @ NIVH Hello Doon. Aao Bachhon Sune Kahani is a radio programme for students from classes I-VI in which stories from Panchtantra & other prominent books are narrated. Jazba-E-Doon/Atithi@NIVH Hello Doon programmes focus on interviews of prominent personalities of Dehradun, guests or staff of NIEPVD. Sponsored programmes from NCERT are being run in order to educate the PwVIs through audio lectures on different subjects from Class 1 to 12.

**Innovations in format or any other way:** In order to create awareness and dissemination of accurate information about various programmes and schemes of Govt. of India for PwDs, NIVH Hello Doon takes the initiative with the help of Community Radio Association Uttarakhand and other Community Radio Stations across the country by organising programmes like competitions, orientation programmes on disability-related topics through community radio stations across the nation.

The CRS is also active on all major social media platforms.

**Core Team:** The core team of the CRS comprises the Director, Programme Producer, Sound Recordist, Transmission Assistant, and interns. The Programme Producer looks after the content, the sound recordist assists with the technical issues, and the Transmission Assistant curates the playlist with the content that the team produces.

**Major Projects Undertaken:** The CRS has been a part of various projects in association with reputed international organisations like UNICEF for initiatives like Poshan Ki Potli & COVID Campaign. The CRS has also provided services to ministries/institutions like the Ministry of Health, Ministry of External Affairs, National Film Development Corporation (NFDC), National Disaster Management Authority (NDMA), UP Board, and Ambedkar Foundation (Ministry of Social Justice & Empowerment).

**Sustainable Strategies:** The institute is an autonomous body and receives technical and financial support from the Department of Empowerment of Persons with Disabilities (Divyangjan), Ministry of Social Justice & Empowerment, Govt. of India, which meets around eighty percent of the annual expenses. Apart from this, the strategy of the CRS is to be self-sufficient and draw the rest 20 percent of its budget by means of collaborative projects with leading NGOs and government departments.

**Number of listeners and Potential Outreach:** The CRS covers the city of Dehradun within its broadcast range and has an outreach potential of nearly 5,78,000. The CRS has an active listener base of nearly 60,000 listeners.

**Major Concerns in the Community:** The major needs/areas of concern within the community are inequality, lack of inclusive approach, and lack of awareness regarding opportunities and schemes being run by the government. It would be a great help to have more interventions from the local bodies and schemes from different organisations and government bodies.
Contact Person: Dr. S.K. Kashyap
Contact number: 05944-233122
Email: pantnagarjanvani@gmail.com
Broadcast Timing: 9 AM to 5 PM
Broadcasting Language: Hindi

Genesis: Pantnagar Janvani CRS initiated its transmission on August 15, 2011, under the guidance of experts from the Department of Agricultural Communication of College of Agriculture, G.B. Pant University of Agriculture and Technology, Pantnagar and is led by Dr. S.K. Kashyap who is serving as Professor in the Department of Agricultural Communication itself. Pantnagar Janvani CRS operates under the aegis of the Directorate of Communication, G.B. Pant University of Agriculture and Technology, Pantnagar.

Thematic Focus: The primary thematic focus areas of Pantnagar Janvani are agriculture, rural development, environmental issues, gender inequality and skill-building for youth. The CRS also focuses on addressing different social concerns through its community-centric programmes.

Sustainable Development Goals: Pantnagar Janvani aims to achieve the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 10: Reduced Inequalities
SDG 11: Sustainable Cities and Communities
SDG 13: Climate Action

Primetime Programmes: The popular primetime programmes at Pantnagar Janvani are listed below:

- **Krishi Sandesh**: The programme covers aspects related to farming, agricultural technologies and problems faced by the farming community
- **Anchal Ki Surabhi**: Youth’s opinions on issues of social significance
- **Meri Gram Sabha**: Rural voices on issues of rural development
- **Os Ki Boondein**: Motivational stories for well-being, and youth development
- **Yuva Swar**: Covers issues related to youth empowerment, youth employment, youth development, youth education, youth awareness, etc.
- **Radio Pathshala**: Skill-building courses on farming and agri-related ventures
- **Arogya Sampada**: Covers aspects related to traditional knowledge, healthcare and well-being
- **Laghu Natika**: Covers social awareness, government programmes, youth and gender-related issues, etc.
Innovations in format or any other way: The programmes are designed in accordance with the principles and theory of development communication focusing on participatory and audience-led content development. A special, research-based participatory methodology was designed and developed to involve the community in content development. Phone-in and phone-out were strategically introduced for community participation. Intensive and focused fieldwork was integrated into the audience-based broadcast on specific subjects like financial inclusion, health awareness, legal empowerment of women, etc.

Pantnagar Janvani CRS created a community-based network of rural entrepreneurs and progressive farmers who have been trained at Pantnagar in different vocations like fisheries, beekeeping, seed production, nursery raising, food processing, etc. Radio Pathshalas were organised on different vocations and these progressive farmers acted as local resources for the community to gain practical exposure and experience, during the radio broadcasts. It led to a huge number of successful rural entrepreneurs connected through the efforts of Pantnagar Janvani CRS.

Core Team: The core team at Pantnagar Janvani is constituted of the Vice-Chancellor, Dean (College of Agriculture), Director of Communications, Joint Director of Communication, communication experts, radio technicians, studio workers, anchors, field volunteers and student volunteers.

Major Projects Undertaken: Pantnagar Janvani has been a part of many regional and national projects in collaboration with leading organisations and government agencies to design interventions that promote community well-being. The CRS has also designed its own internal projects on financial inclusion, women empowerment, and promoting science awareness in the community.

Sustainable Strategies: Quality content development is a big task, for which resources were mobilised through external funding agencies for specific programmes which helped the CRS sustain its uninterrupted broadcast for the last 12 years. More than 40,000 hours of useful quality content has been developed and broadcasted by Pantnagar Janvani CRS which is a mammoth task and a significant achievement.

Number of listeners and Potential Outreach: Pantnagar Janvani has a strong potential outreach as 150 villages spread across the districts of Udham Singh Nagar, Nainital, and Baheri districts.

Major Concerns in the Community: The farming community is facing challenges related to climate change and global warming. Yet another problem is migration of youth from the villages to townships in search of livelihood. The interest of youth in agriculture has drastically declined, leading to grave concern. CRS needs to be empowered and strengthened to act on all these major concern areas of the community on a regular basis. The government departments, development functionaries, agricultural universities and KVKs need to be mandatorily aligned with community radio so that their activities and programmes get mass visibility.
Contact Person: Mr. Manvendra Singh Negi  
Contact Number: +91-9639649917,  
+91-9837095433  
Email: crsmandakini@gmail.com,  
comm.radiomka@gmail.com  
Broadcast Timing: 6 AM to 6:30 PM in summer, 7 AM to 6 PM in winter, and 8 hours from Monday to Saturday and 11.30 hours on Sunday  
Broadcasting Language: Garhwali and Hindi

Genesis: Mandakini Ki Aawaz was established in the year 2001 after the Community Radio Workshop of Himalaya Trust. After going through many modes and activities of limited broadcasting (Narrowcasting, TV cable casting, Satellite Broadcast, etc.), the collaboration between Mandakini Ki Aawaz and People’s Power Collective established an on-air station in 2014. The CRS was established to provide timely notices, information and entertainment at the local level. It is meant to make the community aware in the areas of folk culture, education, health, employment, environment etc. It is also meant to provide a platform to the artists, and also nurture a healthy environment. The CRS continues to support the community through various projects and effective strategies.

Thematic Focus: The major thematic focus areas of Mandakini ki Awaz include education, health and hygiene, culture and art, employment, gender equality, and environmental protection. The CRS also works on fostering an inclusive attitude in the community.

Sustainable Development Goals: Mandakini Ki Aawaz Radio works on the following SDGs:  
SDG 5: Gender Equality  
SDG 9: Industry, Innovation and Infrastructure  
SDG 10: Reduced Inequalities  
SDG 11: Sustainable Cities and Communities

Primetime Programmes: Mandakini ki Awaz has a large pool of interactional programmes that are designed for the well-being of the community. The CRS also promotes a participatory approach among the community members and invites them to feature in the programmes. Experts from different fields regularly feature in the programmes to help the community with better insights and advice about various subjects. The programmes of the CRS help the community become socially aware.
Innovations in format or any other way: Mandakini ki Awaz has designed several campaigns to create awareness around topics including addictions, women empowerment, digital safety etc. Janata Milan was a unique flagship programme that addressed the administrative concerns and queries of the community, and the programme turned out to be very beneficial for the community members. The District Magistrate of Rudraprayag was a part of this initiative.

Core Team: The core team at Mandakini ki Awaz is constituted of the Station Manager, Communications Team Lead, Content Team Lead, Production Team Lead, Field Team Lead and two associate members. There is a team of five reporters who assist in field activities.

Major Projects Undertaken: Mandakini ki Awaz designed a science awareness programme in association with Umeed PPC. The CRS designed digital awareness programmes in association with TechSakhi and FactShaala, and children's education programmes in association with Room to Read.

The CRS has also been a part of different COVID-19 awareness campaigns in association with organisations like UNICEF, CRA, and Umeed PPC. The CRS collaborated with CEMCA for the International Day of Yoga campaigns in 2021 and 2022.

Sustainable Strategies: Mandakini ki Awaaz meets around eighty percent of its expenses through funded collaborations with different organisations. The remaining funds are contributed by the community. The infrastructure of Mandakini ki Awaz was developed with grants from the Panchayat and MLA fund.

Number of listeners and Potential Outreach: Mandakini ki Awaaz covers nearly 600 panchayats within its broadcast range and the area houses a population of nearly 3,50,000 people. The CRS has an active listener base of approximately 1,80,000 listeners.

Major Concerns in the Community: The major concerns in the community are unemployment, alcohol addiction and substance abuse among the youth in the community. Many people also have to migrate to cities in search of employment opportunities.
Genesis: Henvalvani (the voice of Henval, a name derived from the valley where the initiative is located) Community Radio, established in September 2001, was founded by a group of rural youth who sought a unique voice. The Himalaya Trust, an NGO in Dehradun, provided radio training, focusing on recording and highlighting local community needs. The group began airing topical programmes in hill villages and fostering an information revolution. Initially, the team at Henvalvani CR narrowcasted the programmes, travelling from village to village to encourage listeners. Finally, Henvalvani CR went on air for the first time on 3rd March 2012. Recently, Henvalvani has broadcasted some programmes on the satellite radio World Space and distributed digital radio sets in nearby villages.

Thematic Focus: The major thematic focus areas of Henvalvani CR are health, youth, women empowerment, child welfare, environment protection, employment, addressing social issues like migration, bridging socio-economic and gender gaps, amongst others. The CRS is committed to addressing the concerns of the local community and creating community-oriented programmes.
**Primetime Programmes:** The primetime programmes that feature on Henvalvani CR are quiz programmes, phone-in programmes, discussions, interviews, etc. These programmes are related to various topics such as health and hygiene, women empowerment, child welfare, and addressing the concerns of the local community. The programmes target members from all walks of life and also provide them with a platform to express their opinions on different subjects.

**Innovations in format or any other way:** Radio Henvalvani is set up with a cost-effective approach and focuses on minimal costing. The CRS is an active proponent of narrowcasting as it is based in the Himalayas, which is a difficult geographic terrain with harsh climatic conditions.

The CRS also actively engages with its audience through the means of social media platforms.

**Core Team:** Henvalvani CR has ten members in its management committee and there are nine other staff who ensure the seamless functioning of the CRS. The team is also supported by fifteen volunteers from the community who actively participate and contribute at all stages of content creation.

**Major Projects Undertaken:** Henvalvani CR has collaborated with many organisations and government agencies during the eleven years of its service to the community. In addition to the collaborations, Henvalvani also works extensively on designing internal initiatives for the well-being of the community.

**Sustainable Strategies:** The CRS is sustained by the funded collaborations with external partners, while also receiving support from the community in terms of content development and volunteering for different activities.

**Number of listeners and Potential Outreach:** Henvalvani CR broadcasts its programmes in a region with a potential outreach of nearly 2,40,000 people.

**Major concerns in the Community:** The major concerns in the community are unemployment and the resulting migration to cities. The community is also affected by a lack of awareness about several areas like healthcare, environmental concerns, public welfare schemes etc. Being a geographically challenging terrain, the region is also affected by forest fires and environmental issues.
Contact Person: Mr. Navneet Gairola
Contact Number: +91-9997238744, 8958753384
Email: Radiozindagee@gmail.com
Broadcast Timing: 7 AM to 9 PM for
14 hours a day
Broadcasting Language: Hindi &
Garhwali Local dialect

Genesis: Radio Zindagee 90.8 was established in April 2014 by Graphic Era Educational Society to cater to the needs of the student community. The mission of the CRS is to create awareness regarding educational opportunities, career skills, and also different social issues. In its nine years of service, the CRS has been able to positively influence its target community.

Thematic Focus: Radio Zindagee primarily focuses on the educational concerns of the target community. The CRS is also committed to creating social awareness in areas like youth empowerment, health, and the environment.

Sustainable Development Goals: Radio Zindagee focuses on the following SDGs:
SDG 2: Zero Hunger
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 8: Decent Work and Economic Growth

Primetime Programmes: The popular primetime programmes at Radio Zindagee are Josh Factory, The Health Show, Ek Mulaqaat, and Music Junction.
Josh Factory is a programme that provides listeners with daily updates of the city, national and international news, and also addresses different issues related to the community. The Health Show features a doctor and discusses lifestyle concerns, different diseases and health issues, and offers expert advice on prevention and cure. Ek Mulaqaat is a show that features community members and achievers who share their opinions and experiences. Music Junction is a musical programme where listeners can request for their favourite songs to be broadcast.
Innovations in format or any other way: Radio Henvalvani is set up with a cost-effective approach and focuses on minimal costing. The CRS is an active proponent of narrowcasting as it is based in the Himalayas, which is a difficult geographic terrain with harsh climatic conditions.

The CRS also actively engages with its audience through the means of social media platforms.

Core Team: Henvalvani CR has ten members in its management committee and there are nine other staff who ensure the seamless functioning of the CRS. The team is also supported by fifteen volunteers from the community who actively participate and contribute at all stages of content creation.

Major Projects Undertaken: Henvalvani CR has collaborated with many organisations and government agencies during the eleven years of its service to the community. In addition to the collaborations, Henvalvani also works extensively on designing internal initiatives for the well-being of the community.

Sustainable Strategies: The CRS is sustained by the funded collaborations with external partners, while also receiving support from the community in terms of content development and volunteering for different activities.

Number of listeners and Potential Outreach: Henvalvani CR broadcasts its programmes in a region with a potential outreach of nearly 2,40,000 people.

Major concerns in the Community: The major concerns in the community are unemployment and the resulting migration to cities. The community is also affected by a lack of awareness about several areas like healthcare, environmental concerns, public welfare schemes etc. Being a geographically challenging terrain, the region is also affected by forest fires and environmental issues.
Contact Person:
Dr. Himanshu Shekhar, Director;
Mr. Bhuvan Chandra Devrari, Station Head

Contact Number: +91-9411112400, +91-9412946634

Website: www.radiokedar.com
E-mail: radiokedar91.2fm@gmail.com

Broadcast Timing: 7 AM to 5 PM for 10 hours a day
Broadcasting Language: Garhwali, Hindi, and English languages

Genesis: The Radio Kedar was established on 01st October 2022 by the Manava Bharati Society Dehradun to serve the people of Rudraprayag. The CRS provides timely and accurate information to the community members, raises awareness about important issues, empowers the local community and promotes sustainable development. Radio Kedar serves as a platform for the local community to voice their concerns, share their experiences, and provide feedback on various issues affecting their lives and has become an essential source of information for the people of Rudraprayag and its surrounding area.

Thematic Focus: Radio Kedar is a community-based radio station committed to promoting development and empowerment through its focus areas of quality education, health, employment, child and women welfare, gender equality, economic growth, environment and sustainability, disaster preparedness and mitigation, entrepreneurship, and innovation. Through programmes, interviews, and discussions, the station seeks to provide practical solutions to the challenges faced by local communities, while also promoting sustainable development practices.

Sustainable Development Goals: Radio Kedar is working on achieving the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 7: Affordable and Clean Energy
SDG 8: Decent Work and Economic Growth
SDG 13: Climate Action

Innovations in format or any other way: Radio Kedar is an active proponent of the narrowcasting technique to engage with community members in areas where mass media has still not made an impact. The CRS promotes community participation through the different activities and campaigns that it organises. Radio Kedar is also committed to creating an impact in the lives of the needy, vulnerable and marginalised.

Core Team: The core team of Radio Kedar is constituted by the Station Director, Station Manager, Community Coordinator and other core members who are supported by a team of reporters and interns. The administration presides over official matters while the Community Coordinator ensures community participation and the support staff assists in selecting and curating the content for programmes.

Major Projects Undertaken: Many projects related to women and girls have been undertaken by Radio Kedar. In collaboration with GAIL (India) Limited, a menstrual health awareness drive was held in 15 girls’ schools, and these schools were equipped with Sanitary Napkin Vending Machines and Incinerators. Awareness campaigns were also conducted against ‘Domestic Violence’ and ‘Alcoholism’ in rural areas. The CRS recently collaborated with GAIL (India) Limited to improve facilities at 15 government schools and major government hospitals in Uttrakhand’s Rudraprayag district.

Sustainable Strategies: GAIL (India) Limited provided financial assistance, covering approximately 80% of the establishment cost of Radio Kedar. The parent organisation contributes to the CRS’ annual budget. Radio Kedar’s long-term strategy, however, is to become self-sufficient and cover all its expenses through collaborative projects with leading institutions, hospitals, business firms, NGOs, government departments, etc.

Number of listeners and Potential Outreach: Nearly 40 villages fall within the broadcast range of Radio Kedar. It is estimated that the CRS has an active listener base of around 20,000 people.

Major Concerns in the Community: The major areas of concern within the community are women’s drudgery, lack of quality education, poor health infrastructure, migration from hill villages to urban planes, unemployment, lack of awareness regarding opportunities and government schemes, and inadequate preparedness for disasters.
Radio Gham Chhaya @ 90.0 FM
Gorkhal Sudhar Sabha, Dhan Singh Thapa Marg, Garhi Cantt, Dehradun, Uttarakhand-248003

Contact Person: Mr. Madhu Gurung
Contact number: +91-9818610514, 9868984759
Email id: ghamchhaya2020@gmail.com
Website: www.radioghamchhaya.com
Broadcast Languages: Hindi and Nepali
Broadcast Hours: 7 am to 11 am and 4.30 pm to 9.00 pm

Genesis: The first licensed Nepali community radio station in India, Radio Gham Chhaya (meaning Sun and Shade), is situated in Dehradun, Uttarakhand. The CRS was officially opened on October 20, 2021, by Lieutenant General Gurmit Singh, the governor of Uttarakhand. In addition to maintaining and promoting the Nepali language, culture, and its rich history, Radio Gham Chhaya is dedicated to celebrating and honouring the uniqueness and heritage of all other cultures around the world.

In today’s growing global community, English has supplanted other languages as the main medium of communication. There are about 7000 languages spoken throughout the world, but tragically, many of them are in danger of extinction as communities adopt prominent and popular languages. Language loss results in a loss of culture and rich history. The goal of Radio Gham Chhaya is to rekindle, energise, and restore a sense of native pride within the community.

Thematic Focus: While Radio Gham Chhaya works across many focus areas, its main focus rests on community welfare, culture preservation, health and hygiene, and creating better opportunities for community members.

Sustainable Development Goals: Radio Gham Chhaya broadly focuses its work on the following SDGs:
SDG 3: Good Health and Well Being
SDG 5: Gender Equality
SDG 8: Decent Work and Sustainable Growth
SDG 15: Life on Land

Primetime Programmes: The programme library at Radio Gham Chhaya is robust. Among the CRS’s top programmes are Mahila Sansar, Morning Coffee, and Swastha Sansar. A health-focused programming called Swastha Sansar covers a wide range of subjects, including diseases, their prevention, treatment, and ways to live a healthy lifestyle. The morning programme Morning Coffee airs is a primetime morning show that covers a variety of subjects, including entertainment, politics, and national and international events. A women’s programme called Mahila Sansar aims to highlight the various responsibilities that women play in their daily lives. Path Pradarshan, Lahure ko Gatha, and Yatra are among the popular programmes of Radio Gham Chhaya.
Innovations in format or any other way: In a number of outreach initiatives, a team engages the community members in conversation about a chosen topic and then uses their insights to highlight, clarify, or more fully address issues. The CRS had been requested by the community to set up discussions with psychologists and career counselors. This was organised at the CRS as a result of these discussions, and students from a nearby university and recent high school graduates were invited to interact with a team of experts. The CRS also shares its content on different social media platforms.

Core Team: A committed staff works tirelessly for the community’s welfare and to meet its needs at Radio Gham Chhaya. In addition to its core team, the CRS works to promote community involvement in content creation and routinely solicits community input.

Major Projects Undertaken: The CRS has worked on the following significant projects since its inception:

In areas of the community with limited access to the media, the CRS worked on a Bill Gates Foundation project to raise awareness of COVID-19 and cover various aspects of the disease. The CRS collaborated with UNICEF and the Ministry of Women and Child Welfare (GoI) on the Poshan ki Potli project. The project’s goal was to give pregnant women access to the necessary medical care and nutrition.

Poshak ki Potli’s success inspired the creation of another initiative, Plastic se Behtar, which aims to raise awareness about the need to stop using plastic in daily life. The CRS worked on another project with the Ministry of Health to bust myths about COVID-19 and to spread awareness about the need for vaccination against the pandemic.

The radio station also collaborated on an HIV/AIDS project with the National Institute of Visually Blind.

All of these projects have been successful in creating a huge impact in the target community of Radio Gham Chhaya.

Sustainable Strategies: On various projects, Radio Gham Chhaya frequently collaborates with various parties, including the government and NGOs. These initiatives aid the CRS in obtaining funding for its operations. The CRS prioritises digital outreach and is adopting the latest technology to increase its reach.

Number of listeners and Potential Outreach: Radio Gham Chhaya covers the area of Dehradun and its outskirts, and hence has a potential outreach of at least 15 lakh people within its broadcast range.

Major Concerns in the Community: Research shows that the major concerns in the community are lack of employment opportunities, health issues, environmental change and environmental degradation, and gender inequality. The CRS tries its best to address these issues and design effective interventions for the same.
Contact Person: Mr. Neeraj Goel (Director)
Contact Number: +91-7231896896/9997771235
Email id: mastiradio89.6@gmail.com
Broadcast Languages: Hindi
Broadcast Hours: 6 AM to 12 PM for 18 hours a day

Genesis: Radio Masti was set up in 2022 under the aegis of Bright Youth Development and Welfare Association. The CRS was founded with the vision and goal of improving the condition of its target community holistically, with a special focus on youth. The CRS is dedicated to meeting the needs of the target community at the local level and operates in the aspirational district of Haridwar in Himachal Pradesh.

Thematic Focus: A wide range of focus areas are covered by Radio Masti, including education, health and nutrition, agriculture, spirituality, disaster relief, and tourism. The CRS aims to touch upon every aspect of its target community by concentrating on multiple thematic areas, and therefore designs its intervention strategies with immense deliberation and planning.

Sustainable Development Goals: Radio Masti broadly focuses its work on the following SDGs:
SDG 4: Quality education
SDG 6: Clean water and sanitation
SDG 13: Climate Action
SDG 15: Life on land

Primetime Programmes: Bhakti Sagar, a musical programme that airs devotional songs multiple times throughout the day, is Radio Masti’s primetime programme. This is because Haridwar is a holy pilgrimage site for people from all over the country. The CRS also broadcast several other infotainment programmes covering different topics for the youth, farmers, homemakers and other community members.
Innovations in format or any other way: Radio Masti actively engages with its community through narrowcasting in addition to broadcasting. To lead the community towards a path of holistic development, it is absolutely crucial to reach out to the grassroots levels and make timely interventions in the community. The CRS develops a variety of initiatives with help from the parent organisation and through partnerships with other regional groups. The CRS also shares its content on Facebook, Instagram, YouTube and Twitter.

Core Team: The staff at Radio Masti presently houses six members. All official matters are presided over by the Station Director. Community members are also involved by the CRS, and they are warmly welcomed to volunteer at various programme development stages.

Major Projects Undertaken: The main initiatives that Radio Masti has so far been involved in focuses on improving agricultural practices and increasing public awareness on the importance of conserving water, soil, and the environment. Other internal initiatives emphasise on raising awareness on various social issues and promoting education for girls.

Sustainable Strategies: Currently, Radio Masti receives all technical and financial support from its parent organisation Bright Youth Development and Welfare Association. The CRS is working on expansion plans and is attempting to raise funds through partnerships and advertising, while also considering grants from governmental agencies and other organisations.

Number of listeners and Potential Outreach: Radio Masti’s broadcast range covers an area that has an estimated population of nearly five people. Out of this potential outreach, the CRS has an active listener base of nearly two lakh people.

Major concerns in the Community: When Radio Masti conducted some basic research and studies within its target community, a number of pressing issues emerged, including the dearth of government programmes to support farmers and the need for better schools and hospitals. Increasing tourism and related activities can also make a significant difference in the employment prospects for various groups within the community.
Contact Person: Mr. Arjun Kanturia, Mrs. Nupur Karanwal  
Contact Number: +91-9927994633, 9897742469, 9319422856  
Email: radiokhushi@yahoo.in  
Broadcast Timing: 6 AM to 12 PM for 18 hours a day  
Broadcasting Language: Hindi, English, Punjabi, Garhwali and Jaunsari

Genesis: Radio Khushi was launched on 16th April, 2010, by Guru Nanak Fifth Centenary School with the objective to be a source of information and entertainment to the people living in the hills of Mussoorie. The tagline of Radio Khushi is ‘Gungunate Raho’. The CRS had a humble beginning with just four hours of broadcast per day, and has gradually expanded to broadcasting eighteen hours of programmes per day. Radio Khushi is a part of the daily lives of the local community.

Thematic Focus: The primary focus areas of Radio Khushi are health, government welfare policies, rights and entitlements, environment and climate, women empowerment, and promoting local culture, traditions and talent. The CRS focuses on making the local community aware of various social and environmental concerns as well as entertaining them.

Sustainable Development Goals: The goals that Radio khushi focuses on and aspires to achieve are:
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 11: Sustainable Cities and Communities  
SDG 13: Climate Action

Primetime Programmes: The primetime programmes of Radio Khushi are Suprabhatam, Hello Doctor, Life Line, Folklore, Aaj ke Vichaar, Subah ke Sheetal, and Awaz Do Apne Dil Ko. These programmes are developed in various formats and are based on different areas like health, culture, information etc.

The health programmes of the CRS feature doctors and healthcare experts who discuss prevalent health concerns in the community, and suggest prevention and treatment measures.

Experts from different fields also feature in the programmes and clarify the doubts and concerns of the community by interacting with them. The CRS also has a collection of cultural programmes that focus on the folklore, traditions, and local culture of the region, and thereby helping to protect and preserve them.
Innovations in format or any other way: Radio Khushi works closely with local NGOs like CRPWS, Samadhaan etc., and civic bodies to address various problems like domestic violence, dowry, social discrimination, etc. The CRS supports the activities of organisations like Womenovator and promotes their campaigns. The CRS also supports Re-City which is an organisation that focuses on spreading awareness about recycling and waste management by segregating biodegradable and plastic waste.

Core Team: Radio Khushi has twelve members in its core team that includes the Station Director, Programme Head, two sound editors, and radio jockeys.

Major Projects Undertaken: Radio Khushi has been a part of several projects. It collaborated with CRPWS to create health-related programmes. The CRS produced programmes on disaster management keeping in mind the environmental threats faced by people living in the hilly areas, in collaboration with the Disaster Management Department, Dehradun, Uttarakhand. The CRS was part of a number of awareness campaigns during the COVID-19 pandemic Other key partners include Samadhaan, Re-City, NIM, and CEMCA.

Sustainable Strategies: Radio Khushi receives technical and financial support from its parent organisation, Guru Nanak Fifth Centenary School Society. The CRS is also developing different strategies to create its own revenue streams.

Number of listeners and Potential Outreach: Radio Khushi has a strong listener base of nearly 3,00,000 listeners in the areas of Mussoorie, Dehradun, Haridwar, Rishikesh, Roorkee, Narendrea Nagar, Tehri, Pauri, and Ponta Sahib.

Major concerns in the Community: Natural disasters and environmental concerns are threats to the local community. Adequate waste management systems and policies should be adopted in the region. Lack of adequate and latest healthcare facilities also affect the community who also face connectivity issues due to hilly terrain.
Kumaon Vani @ 90.4 FM
TERI Trisha Farm, Gram Supi, Block Ramgarh, Nainital, Uttarakhand - 263137

Contact Person: Mr Mohan Singh Karki
Contact number: +91-8449860762, 9899804490
Email: kumaonvanicrs@teri.res.in, sumit.bansal@teri.res.in
Website: teriin.org
Broadcast Timing: 08:00 AM to 01:00 pm, 01:00 pm to 05:00 pm (repeat)
Broadcasting Language: Kumaoni and Hindi

Genesis: Kumaon Vani community radio station was set up by The Energy and Resources Institute (TERI) in March 2010 in Nainital district of Uttarakhand with the aim to bring together the local community across several villages in the valley of Kumaon. It was established to use radio as a tool to promote sustainable development among the local farming community. While working with the local farming community, TERI realised that lack of access to information was a big roadblock in promoting sustainable development in this mountainous region. Thus emerged the idea of setting up Kumaon Vani, a community radio that could enable the farmers to share knowledge and information on agriculture.

Thematic Focus: The primary focus area of Kumaon Vani CRS is sustainable agriculture. The CRS also works on education and healthcare, water and sanitation, gender and education, forestry and biodiversity, delivery of government welfare programmes, accountability in local governance, and Kumaoni music, art and culture.

Sustainable Development Goals: Kumaon Vani works for the development and upliftment of different sectors of the community, thus works on the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 13: Climate Action
SDG 15: Life on Land

Primetime Programmes: Kumaon Vani CR broadcasts several programmes for the community members who reside in the valley. Some of the primetime programmes are Birds of Kumaon and Swasthya Sankalp.

The short series, Birds of Kumaon, is the interconnection of programmes on the ubiquity and ecological importance of birds that are excellent indicators of the state of the natural world. Swasthya Sankalp is an 18-episode programme series that focuses on raising awareness about different health issues.
Innovations in format or any other way: Vox-pop, live discussions in the studio, field reports, phone-interviews with experts, voices of farmers from the grassroots, group discussions, quiz, drama, storytelling and documentary, narrowcasting, folk songs, etc. are all innovative forms of infotainment programmes through which the CRS engages with the listeners. The CRS also has a YouTube channel of its own where it uploads its programmes.

Core Team: The core team at Kumaon Vani comprises four members including the Station Manager and three content producers. Another member is associated with the team from the Delhi campus of TERI. A team of local youth volunteers also assist the core team at the radio station.

Major Projects Undertaken: Kumaon Vani works on collaborative projects and campaigns with several stakeholders including Nature Conservation Foundation, UNICEF, Seeking Modern Applications for Real Transformation, Uttarakhand State Health Department, Information and Public Relation Department, Uttarakhand and a few other private media agencies.

Sustainable Strategies: The radio station is funded and supported by the parent organisation, The Energy and Resources Institute (TERI). The CRS regularly pitches project proposals and submits concept notes to various state departments and local NGOs. Apart from this, the CRS also receives PSAs and short campaigns from government bodies and private agencies.

Number of listeners and Potential Outreach: The radio station reaches out to nearly 500 villages in Nainital, Bhimtal, Almora, Ranikhet, Kausani, Champawat, Devidhura, Pithoragarh, Betalghat, Sheetlakhet, Kausani, Gwaldam and Bagheshwar. It covers a population of nearly 3,50,000 people, which is predominantly an agricultural community.

Major Concerns in the Community: The mountain region is dealing with significant migration and the ensuing depopulation issue. Every third rural household in the hill districts reports migration, according to the Uttarakhand Human Development Report. Lack of remunerative employment opportunities, access to quality education and health services are forcing many to migrate at an alarming rate.

The government and developmental experts need to pay serious attention to the situation of rising unemployment in general and migration from hill regions in particular as soon as possible. It necessitates the implementation of Uttarakhand Vision 2030, a document created by the state’s government in 2018 that identified high-value agriculture, tourism, green energy, eco-services, and forestry as key contributors to employment and economic growth.
Contact Person: Mr. R.K. Singh  
Contact Number: +91-9453831307, 05224113351  
Email: rk.singh@cmseducation.org  
Website: http://www.cmseducation.org/crs/  
Broadcast Timing: 7 AM to 11 PM for 16 hours a day  
Broadcasting Language: Hindi

Genesis: On the 1st of July, 2005, the City Montessori School Community Radio Station at CMS Inter College Gomti Nagar was established at a frequency of 90.4 MHz. The CMS Radio Station was inaugurated by Shri Arjun Singh, the then-Union Minister for Human Resources and Development. In the same year, Shri Jaipal Reddy, the then-Union Minister for Information & Broadcasting, officially opened a second CMS Community Radio Station located at Kanpur Road in a glittering ceremony attended by prominent dignitaries. CMS Community Radio was established with the sole purpose of educating the masses.

Thematic Focus: The goal of CMS Radio is to establish centres for community education, collaboration, and problem-solving. Without sacrificing their cultural identity, community members are given the power to create and broadcast their own stories. Additionally, it offers a forum for community problem-solving, which opens the door for increased social and economic development. The CRS also focuses on the welfare of young girls, gender equality, and professional and economic development.

Sustainable Development Goals: City Montessori School CRS aims to achieve the given SDGs:

- SDG 3: Good Health & Wellbeing
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 6: Clean Water and Sanitation
- SDG 8: Decent Work and Economic Growth
- SDG 13: Climate Action
- SDG 14: Life Below Water
- SDG 15: Life on Land


These programmes have been developed as infotainment content for the target community, and include discussions, debates, phone-in interactions, expert advice, musicals, and talk shows, that deal with number of topics and issues like gender equality, community welfare, agriculture, legal provisions, national and international affairs, and other areas that concern the community. The programmes are designed with an inclusive approach to cater to people from all age groups, occupations, sections of the society.
**Innovations in format or any other way:** The CRS’ commitment to the community is beyond the broadcasting of programmes. CMS Radio designs inclusive, community-participatory events and programmes to ensure that the community members are a part of the CRS. CMS CRS collaborates with local bodies and organisations for initiatives that address the needs and concerns of the community.

**Core Team:** CMS CRS has a team of ten dedicated staff members that include four executive members, four technical staff, and two people as support staff. The students from the parent and sister organisations, as well as members of the community contribute to the activities at the CRS.

**Major Projects Undertaken:** In the eighteen years of its service to the community, the CRS has been part of several projects that have had a positive impact on the lives of community members. This includes collaborations with organisations and agencies like UNICEF, CEMCA, NHM, and CFAI for interventions and campaigns in areas that include education, nutrition and health, and COVID-19 awareness and Vaccination drives.

**Sustainable Strategies:** The CMS group, the parent organisation of the CMS CRS, completely funds and supports the CRS in all its endeavours.

**Number of listeners and Potential Outreach:** The villages Maqdoompur, Malhaur, Ashraf Nagar, Jhiljhila Purva, Kulli-Kheda, Mastemau, Khadgapur, Lalai Kheda Sathwara, and the city of Lucknow fall within the broadcast range of CMS CRS. The CRS has an outreach potential of two lakh people and an active listener base of nearly one lakh listeners.

**Major Concerns in the Community:** Health concerns, lack of adequate sanitation facilities, need for better education and health infrastructure, need for employment opportunities, and bridging socio-economic gaps in the society are amongst the issues that need immediate attention in the target community. The CMS CRS has focused on designing effective interventions to address these concerns.
Contact Person: Dr. Sugandha Shrotriya
Contact Number: +91- 9412321685
Email: director_radio@iimtindia.net
Broadcast Timing: 6 AM to 12 AM for 18 hours a day
Broadcasting Language: Hindi

Genesis: In 2007, Radio IIMT 90.4 became the first Community Radio Station in Meerut, India. Radio IIMT was founded by Shri Yogesh Mohanji Gupta, Chairman of IIMT Group of Colleges, Meerut. The station began with broadcasting two hours of educational programmes; now, the station broadcasts 18 hours of programmes. The station caters to a mix of rural and urban masses, catering to homemakers, entrepreneurs, students, faculty, new startups, administrators, and shop owners. The station’s innovative approach combines knowledge, creativity, and entertainment value. The station’s mission is to cater to the needs of the community.

Thematic Focus: Radio IIMT focuses on community welfare by covering a wide spectrum of areas such as spirituality, employment, child psychology, law and rights, home remedies, healthy recipes, environment, sports, career prospects, inventions, agriculture, health, and community participation.

Sustainable Development Goals: Radio IIMT aspires to achieve these SDGs:
SDG 3: Good Health & Wellbeing
SDG 4: Quality Education
SDG 10: Reduced Inequalities
SDG 13: Climate Action
SDG 16: Peace Justice and Strong Institution

Primetime Programmes: The primetime programmes feature on Radio IIMT are Wake-up Meerut (8 AM to 10 AM) which helps the listeners start their day positively with a dose of morning motivation. Bindass Shaam (5 PM to 8 PM) is an awareness programme in which the administrative officers of Meerut address the concerns of the community members, clarify their doubts and queries on different matters, and try to suggest resolutions to their concerns.

The CRS also has a large pool of programmes on health, spirituality, education, career prospects, agriculture, lifestyle, sports, environment, and other areas that impact the daily lives of the community members.
Innovations in format or any other way: Radio IIMT utilises various outreach techniques, including targeted programming, mobile broadcasting, community engagement, and social media, to connect with the community and build stronger relationships. With mobile broadcasting, the radio station can reach remote areas and set up temporary studios in public places, while targeted programming makes sure that the programming is interesting and relevant to the community. Events, campaigns, and outreach programmes that engage the community promote trust and ownership among its members. Social media platforms facilitate community outreach, information sharing, listener connections, and programme promotion.

Core Team: The core team at Radio IIMT comprises seven staff members including the Station Director. The CRS has a dedicated team of radio jockeys who proactively host the programmes and make them an outright hit among the listeners.

Major Projects Undertaken: Radio IIMT was a part of the following projects - Mission Corona campaign, Basic Covid-19 Awareness and COVID-19 Preventive Tips Campaign, Young Warrior Campaign, Cyber Crime Awareness Campaign, Eat Right India, Yoga Day Campaign, PM-JAY Campaign, and Vaccine Hesitancy Campaign. The CRS collaborated with the likes of UNICEF, SMART, and CEMCA for these campaigns and initiatives.

Sustainable Strategies: Radio IIMT is financially supported by grants from its parent organisation, IIMT Engineering College, Meerut. The CRS also generates its own revenue stream through the means of externally funded projects.

Number of listeners and Potential Outreach: The total population within the broadcast range of Radio IIMT is approximately thirty lakh people, and the CRS estimates that it has an active listener base of twenty lakh listeners from the total outreach potential.

Major Concerns in the Community: The major concerns in the society include lack of awareness about different public welfare schemes of the government, relatively lower enrolment rates of girls in school, need for better healthcare and educational infrastructure, low income, and unemployment amongst the youth. The community also needs to be educated and made aware of environmental issues and conservation.
Contact Person: Ms. Nidhi Massey
Contact Number: +91-8933076757
Email: adan90.4radio@yahoo.com, sdean_sfmc@shiats.edu.in
Website: www.shiats.edu.in
Broadcast Timing: 8 hours
Broadcasting Language: Hindi, English, local language

Genesis: Radio Adan was set up in 2008 to bring together people from different sections of the society like farmers, trainers, and students, and to contribute to the welfare of the community. The CRS was launched on 15th July 2008. Since its inception, the CRS has strived to be a positive influence on the lives of the target community by addressing their concerns and designing community-specific interventions to resolve these concerns. The CRS has become a household name in the region after a decade and half of being part of the daily lives of the community members.

Thematic Focus: The major thematic focus areas that Radio Adan works on are agriculture, education, employment, livestock, women empowerment, child marriage, governance, fashion technology, health, and local culture.

Sustainable Development Goals: Radio Adan works towards the following SDGs:
SDG 1: No Poverty
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 10: Reduced Inequalities
SDG 12: Responsible Consumption and Production
SDG 13: Climate Action

Primetime Programmes: The popular prime time programmes include Bindass Morning, Kheti Badi, Health Advice, and Allahabad ki Virasat.

Bindass Morning: A morning show that helps the listeners start the day with positive energy and inspiration through lively music, inspiring stories, and motivational messages.
Kheti Badi: A segment that provides farmers in the Naini Prayagraj region with information and advice on sustainable agriculture practices, including new techniques, tips for improving yields, and how to tackle common farming challenges.

Health Advice: A segment that promotes better health practices among listeners in the Naini Prayagraj region through information and advice on nutrition, exercise, and healthy living habits.
Allahabad ki Virasat: A segment that highlights the cultural heritage of Allahabad, also known as Prayagraj, by sharing information on the city's history, traditions, and cultural practices to promote a deeper understanding and appreciation of its heritage among listeners.
Innovations in format or any other way: Some innovative techniques adopted by Radio Adan to reach out to the audience are:

**Interactive Programming:** Radio Adan uses interactive programming to engage with their audience by asking for feedback, answering questions, and involving the audience in discussions through SMS, social media, and other interactive platforms.

**Drama and Skits:** Radio Adan drama and skits to convey important messages to their audience and address social issues and concerns in an engaging and entertaining way.

**Core Team:** The staff at Radio Adan is constituted of a small but robust team of five members who each essay an important responsibility to ensure the seamless functioning of the CRS.

**Major Projects Undertaken:** Radio Adan mostly focuses its efforts towards designing initiatives and interventions internally to address the needs/concerns of its target community.

**Sustainable Strategies:** Radio Afan is fully funded and supported by its parent organisation, School of Film and Mass Communication, Sam Higginbottom University of Agriculture Technology and Sciences (AAI-DU).

**Number of listeners and Potential Outreach:** Major concerns in farming communities often include agricultural sustainability, resource and technology accessibility, fair market pricing, rural infrastructure and services, education and training, and government policies and support. These concerns may vary based on regional and contextual factors.
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Contact Number: +91-9125872751, 0512-2594479  
Email: 90.4@iitk.ac.in, ajaykb@iitk.ac.in  
Broadcast Timing: 10 hours a day  
Broadcasting Language: Hindi and English  

Genesis: IITK CR was launched on 27th September, 2010 with the aim to broadcast content relevant to the local community as well as the student body in and around the campus. IITK CR provides a platform for enabling individuals, the student body and communities to share and express their stories, experiences and needs which contribute in structuring informative programmes. The aim is to bring out the unheard voices of the surrounding community and offer them a platform to showcase their talent and in return, offer a variety of content through the programmes to spread awareness in rural and semi-rural areas.

Thematic Focus: Programmes have been structured taking into consideration the mixed population of the surrounding community which comprises rural and urban population. In recent times, IIT KCR has aired programmes on child health care and hygiene, COVID appropriate behaviour. Interviews of known personalities are aired to inspire and motivate the students and the community regarding career and life. The aim is to create interest in the mind and hearts of the listeners and raise awareness about the importance of community radio, and the CRS has achieved this by making programmes with community volunteers and members, thereby reflecting an effective and positive change in the society.

Sustainable Development Goals: IITKCR works on the following SDGs:
SDG 3: Good Health & Wellbeing  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 8: Decent Work and Economic Growth  
SDG 10: Reduced Inequalities  
SDG 11: Sustainable Cities and Communities  
SDG 12: Responsible Consumption and Production  
SDG 13: Climate Action
**Primetime Programmes:** The primetime programmes are Ek Mulaqaat, Hunar (programme based on skill development and startups), Health is Wealth (programme based on health awareness and lifestyle), Vigyan ke Anmol Ratn (programme based on the lives of scientists), Bharat ke Ajoobe (programme based on Wonders of India), Hauslon Ki Udaan (programme based on inspirational people), Special Days (information about special days), Financial Literacy & Awareness based promo, Sangeet Sansaar (programme based on Indian musical instruments), English Journey (programme based on communication), programme based on COVID-19 Prevention Campaign and COVID-19 Vaccination (myths and misconception), interviews with doctors and health workers (corona warriors), Paathshala (programme based on Math for students), and Chemistry ki Duniya (programme based on chemistry for students).

**Innovations in format or any other way:** The innovative approaches include working with various sections in and around the campus on health and sanitation, educational and agricultural issues, skill development, gender equality, de-addiction etc. The CRS team has structured its content according to the needs of the community, by producing realistic and effective programmes. The diversity of the surrounding community is kept in mind while curating the programmes.

**Core Team:** A team of active, dedicated members along with an enthusiastic group of volunteers aim to generate interest in the minds and hearts of the listeners and raise awareness on issues of local and global importance to meet the real objective of community radio.

**Major Projects Undertaken:** IITK CR works on designing initiatives and intervention strategies to create a positive impact in the lives of its target community. The CRS has been a part of various awareness campaigns, and initiatives in different areas that influence the well-being of the community.

**Sustainable Strategies:** IITK CR is entirely funded by the Indian Institute of Technology, Kanpur.

**Number of listeners and Potential Outreach:** Five villages fall within the broadcast range of the CRS. Nankari, Ratanpur, Barasirohi, Chakratanpur, and Mandhana - these villages have a total population of approximately three to four lakh people, and from this outreach potential, the CRS has an active listener base of around 85,000 listeners.

**Major Concerns in the Community:** Major needs/areas of concern within the community are drug addiction, stress and anxiety owing to busy life and work pressure. The CRS has specifically curated programmes that address these concerns.
Radio Noida @ 107.4 FM
Marwah Studios Complex, FC-14/15, Film City, Sector 16A, Noida, Uttar Pradesh- 201301

Contact Person: Mr. Sushil Kumar Bharti
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Email: info@radionoida.fm
Broadcast Timing: 14 hours a day
Broadcasting Language: Hindi

Genesis: Radio Noida was set up in 2009 by the organisation Asian School of Media Studies. The CRS was established with a vision to improve the chances of education and provide guidance to children and youth in the community. The CRS had a humble beginning but has gradually into a powerful and influential contributor to the lives of its target community.

Thematic Focus: The focus of Radio Noida is to be a part of the community and work for the well-being of its members. This is being done through different programmes and initiatives developed by the CRS to cater to the specific needs of the community and address their concerns. The primary focus rests on fields including education, women and youth empowerment, bridging socio-economic gaps, and promoting social harmony, peace, and unity.

Sustainable Development Goals: The SDGs that Radio Noida focuses on are:
SDG 3: Good Health & Wellbeing
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth
SDG 16: Peace Justice and Strong Institution

Primetime Programmes: The primetime programmes of Radio Noida includes skits, dramas, spot interviews, discussions, narration, phone-in interactions, and expert advice. These programmes are closely linked to the primary focus areas of the CRS, and aim to build a strong, independent and aware society. Women the Achiever, and Aaj ka Kalakaar are among the popular primetime shows that feature on Radio Noida. Women the Achiever is a programme that honours the contributions of women to the community and applauds their incredible ability to survive even the toughest challenges to emerge as achievers and winners; their stories are a source of motivation to the community to take heart from. Aaj ka Kalakaar is a programme that aims to provide a platform for budding artists in the community. The show also features local artists whose talents go unseen and ignored in this bustling world of social media trends.
Innovations in format or any other way: The CRS has always been a strong proponent of community-focused activities in addition to broadcasting. The CRS focuses its community gathering on cleanliness, hygiene, sanitation, and creating awareness around issues that affect the community adversely.

Core Team: Radio Noida has a robust and dedicated team of eight members who each are responsible for distinct roles in the CRS, and they ensure the seamless functioning of the CRS by coordinating and contributing to all the areas related to it.

The CRS warmly welcomes local volunteers to be a part of the daily activities and programmes at the station.

Major Projects Undertaken: The CRS works on its internal initiatives to create a lasting impact in the target community. It also collaborates with external organisations for different funded projects.

Sustainable Strategies: Radio Noida is primarily supported by financial assistance from its parent organisation, the Asian School of Media Studies. The CRS also generates some revenue through paid collaborative ventures with different agencies and organisations.

Number of listeners and Potential Outreach: Radio Noida covers different areas of Noida city and has an active listener base of more than fifty thousand people.

Major Concerns in the Community: Health and lifestyle issues affect the well-being of the community as a whole. Pollution, water contamination, hygiene, and lack of adequate sanitation facilities are issues that require immediate attention from the local bodies.
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Broadcast Timing: 8:00 AM - 8:00 PM, 12 hours a day  
Broadcasting Language: Hindi and Bundeli

Genesis: Lalit Lokvani community radio, was set up by Sai Jyoti Gramodyog Samaj Seva Samiti in July 2007 in Alapur village, Lalitpur district of Uttar Pradesh. and its broadcast officially started on 03rd September 2010. Lalit Lokvani’s audience includes people from different age groups and sections of the society. The CRS focuses on preserving and promoting the local art and artists by providing them a platform to showcase their talents. Lalit Lokvani emphasises the importance of creating infotainment programmes that entertain and educate the community.

Thematic Focus: Lalit Lokvani works on areas that have the potential to transform the lives of the community members. These areas range from art, culture, language, history and heritage, health, education, employment prospects, gender equality, and access to clean water and sanitation facilities. The CRS is committed to the cause of addressing the concerns of the society and being a part of their daily lives.

Sustainable Development Goals: Radio Lalit Lokvani aims to achieve the following SDGs:
SDG 1: No Poverty
SDG 3: Good Health & Wellbeing
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation

Primetime Programmes: The primetime programmes that feature on Lalit Lokvani are Khet Khalihan, Hamara Pashu, Gyan Vani, We are moving towards Swaraj, Tej festival, Hello Farmaish, Bundeli Jhalak, Suno Meri Bahna, Bari Umar Ke Phere Khub Masooby Jhele among many others.
These programmes are developed in the infotainment format and are based on health, culture, agriculture, education, women empowerment, and also address different social issues. The programmes include conversations, discussions, dramas, music, and expert insights to educate, empower and entertain the community.
Innovations in format or any other way: Lalit Lokvani focuses on establishing a bond with the community members through community-oriented participatory programmes. Such initiatives prove helpful in addressing the concerns and needs of community members who stay in remote or media-dark areas. The CRS believes in the wholesome development of each member in the community and therefore adopts narrowcasting in addition to its broadcasting services.

Lalit Lokvani has been able to bring a positive change in its community by creating awareness around important issues like girl child education, child marriage, and organic farming. As a result of the CRS’ efforts, more farmers have adopted organic farming in the region.

Core Team: There are thirteen CRMC members on the board of Lalit Lokvani. The CRS also has three core members in its staff. Lalit Lokvani invites local folk artists and community members to perform in the programmes and also contribute to programme development in whatever capacity they are ready to.

Major Projects Undertaken: Lalit Lokvani has worked on initiatives for better health and nutrition for adolescent girls and women in the community. The CRS is working on projects like Poshan, Communicable Disease Control Campaign, The TB Challenge etc., and has collaborated with leading agencies and organisations like UNICEF, CEMCA, and SMART.

Sustainable Strategies: Lalit Lokvani receives almost sixty percent of its annual budget from its parent organisation. The CRS tries to raise the remaining amount through paid collaborations and advertisements from external organisations.

Number of listeners and Potential Outreach: The CRS has an active listener base of nearly 1,60,000 listeners from almost 200 villages within the broadcasting range.

Major Concerns in the Community: In 2022, Lalit Lokvani conducted a survey in a justice panchayat to assess the knowledge of the Saharia community regarding the Forest Rights Act, as they are mainly dependent on the forest and its produce for their daily life requirements. It turned out that the community did not have much knowledge about it. The CRS designed a programme and also organised a seminar to educate the community members about the Forest Rights Act. The community also needs to be made aware of the Prashikshan scheme of the government.
Genesis:  Hint Radio was established in 2009 by Hint Institute of Mass Communication in Ghaziabad district of Uttar Pradesh. The CRS is guided by the tagline ‘Committed to the Community’. The CRS aims to improve the lives of the target community members mainly through educational interventions and guide the youth towards a better future. The CRS has influenced the lives of the community members through fourteen years of unhindered commitment and service.

Thematic Focus:  Hint Radio’s primary focus area is education as it is an ancillary of an educational institution. The CRS believes that education is a powerful tool in empowering the community and that community radio can be efficiently harnessed to disseminate knowledge to the community members. The CRS also creates community-oriented content that addresses various subjects like culture, language and art, and social issues.

Sustainable Development Goals:  Hint Radio works on the following SDGs:
SDG 3: Good Health & Wellbeing
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth
SDG 13: Climate Action

Primetime Programmes:  The CRS houses a strong bank of programmes based on education, social issues, health, and other subjects. Morning Dose and Hint Express are the primetime programmes that feature on Hint Radio. Morning Dose is a motivational programme that provides the listeners with their daily dose of motivation, news updates, and information related to different areas such as international and national affairs, sports, entertainment etc. Hint Express is a programme that focuses exclusively on developments in and around Hint, and is designed to educate as well as entertain the listeners.
Innovations in format or any other way: The CRS invites experts from different areas to interact with the community and address their concerns related to different issues. The community engagement programmes of Radio Hint helps the CRS to forge a relationship of trust with the community. The CRS tries to address the different issues faced by the communities and resolve them through its programmes and different initiatives. The community has experienced several positive changes because of the involvement of the CRS in their daily lives.

Core Team: The staff at Radio Hint has eight core members that include the Station Director, Station Manager, Programming Head, technical assistants, and a panel of teachers who provide their valuable insights to help the CRS curate community-oriented content. The CRS also has a host of student volunteers who actively participate in the daily events and community-engagement programmes.

Major Projects Undertaken: Radio Hint was a partner in the TB Challenge initiative in collaboration with SMART. The CRS also works on its internal projects, like the five-month collaboration with the district hospital and the office of the chief medical officer of the district.

Sustainable Strategies: Hint Radio is fully supported and sustained by support from Hint Media Pvt. Ltd. The CRS also generates revenue through paid collaborations and advertisements with different government agencies and private organisations.

Number of listeners and Potential Outreach: Hint Radio covers the city of Ghaziabad and its adjoining villages within its broadcast range.

Major Concerns in the Community: The community members are often unaware of their diseases and dire health conditions. The community also requires better educational and healthcare infrastructure. Low income, unemployment, and illiteracy are concerns that affect the community adversely. More initiatives from government agencies and private organisations are needed to help the community towards a better future.
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Broadcast Timing: 10 AM to 4 PM for 6 hours a day
Broadcasting Language: Hindi and English

Genesis: Established in 2010, CR 90.4 Agra ki Awaz is a dynamic, autonomous, and non-commercial medium that serves the community and is a symbol of pride for its parent organisation, Dr. Bhimrao Ambedkar University. Its programmes reflect the hopes, aspirations, problems, and concerns of the community. The radio also draws on student and local talent's entertainment. Through various projects and intervention strategies, it creates a path-breaking impact in its target community.

Thematic Focus: The primary focus of Agra ki Awaz is to entertain, educate and empower the community through programmes that touch upon areas like health, education, development, and awareness. The CRS also promotes gender equality and social harmony through initiatives.

Sustainable Development Goals: Agra Ki Awaz focuses primarily on the following SDGs:
SDG 3: Good Health & Wellbeing
SDG 4: Quality Education
SDG 8: Decent Work and Economic Growth
SDG 15: Life on Land
SDG 16: Peace Justice and Strong Institutions
SDG 17: Partnership for Goals

Primetime Programmes: The primetime programmes of Agra ki Awaz are Carrier.Com, Health is Wealth, and Jagruk Baniye. Career.com provides students with information on higher education, courses, facilities, and job opportunities. Health is Wealth focuses on health awareness, treatment, and government facilities, with support from local administrative and health departments. It also collaborates with UNICEF and WHO officials to break myths and motivate communities. Jagruk Baniye discusses government schemes that could potentially benefit the community members but are not fully utilised due to lack of awareness.
Innovations in format or any other way: Agra ki Awaz successfully employs telecasting and narrow-casting in addition to broadcasting. When the COVID 19 pandemic hit the country, the CRS decided to broadcast special bytes, interviews, talks, campaigns, and even panel discussions on its social media accounts. These initiatives have helped in reaching out to the remotest pockets in the community, and also helped the CRS to expand its listenership.

Core Team: There are 3 CRMC members and three more members in the core team of Agra ki Awaz. The CRMC members are the Vice-Chancellor, Registrar, and Finance Officer. The other members include the Radio Director, Programme Executive, and Engineering Assistant. The CRS also invites community members and members from NSS, NCC, the Pharmacy department, and Home Science and school students to be active volunteers in contributing to programmes.

Major Projects Undertaken: Agra ki Awaz has been a part of several major projects including awareness camps on mental and physical health, vaccination drives, road safety, and government schemes. The CRS has collaborated with organisations like UNICEF, IED, MSME, CRA, State TB Demonstration Centre, and local health department and administration.

Sustainable Strategies: Agra ki Awaz is supported financially and technically by the parent organisation. The CRS donates sixty percent of the revenue created through collaborative projects towards the student welfare of the university.

Number of listeners and Potential Outreach: The CRS covers the city of Agra within its broadcast limit and has an outreach potential of 23,68,000 people.

Major Concerns in the Community: The community members need to be educated regarding public welfare policies and schemes launched by the government to improve their living conditions. Lack of hygiene and sanitation facilities and the need for better education and health infrastructure are also concerns in the community.
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**Broadcast Timing:** 10 hours a day  
**Broadcasting Language:** Hindi, Urdu and Bhojpuri

**Genesis:** The Voice of Azamgarh Community Radio Station was established in Anjaan Shaheed, Uttar-Pradesh, with the mission of promoting community development and enlightening the people about their cultural heritage. Despite Azamgarh’s rich cultural, historical, literary, and educational heritage, it has faced marginalisation. M.A.Beg Educational and Social Welfare Society set up the CRS to empower and identify marginalised communities. The station was formally dedicated to the local community on January 26, 2012, and has become a significant presence in the area, as there are no other commercial, private, community, or local stations of A.I.R. in the district. The station aims to empower marginalised communities and promote cultural heritage of Azamgarh.

**Thematic Focus:** Voice of Azamgarh aims to inform, entertain, preserve cultural heritage, and empower people by focusing on women’s health, hygiene, and empowerment. During the COVID-19 pandemic, the organisation focused on public health, COVID-related behaviour, safety, sanitization, mental health, and education. The CRS also promoted COVID vaccination and routine immunisation for children. The organisation also works on T.B.-Mukt Bharat-Abhiyaan.

**Sustainable Development Goals:** Voice Of Azamgarh Community Radio focuses on the following SDGs:
- SDG 3: Good Health & Wellbeing
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 6: Clean Water and Sanitation
- SDG 11: Sustainable Cities and Communities

**Primetime Programmes:** Primetime programmes include Jansamwad, Maati ke Geet Tan-Tan Tandurusti, Jaan Hai Toh Jahan Hai, Jano Aur Samjho, Udaan, Aapke Beech, and Inse Miliye. Jansamwad is a programme that brings different social concerns to the general public’s attention. Maati ke Geet is a musical programme. Tan-Tan Tandurusti is a health-programme that features doctors and healthcare experts to discuss various health conditions, diseases, their prevention and treatment. Jaan Hai Toh Jahan Hai is also another health programme. Jaano aur Samjho is an infotainment programme which aims to educate and enlighten the listeners about various subjects. Udaan is a career guidance programme that focuses on the youth in the community. Aapke Beech is a programme that discusses the latest developments and updates in the city of Azamgarh, and Inse Miliye is an interview programme with famous personalities, achievers, and local community members.
Innovations in format or any other way: The CRS believes in promoting community participation and ensuring community involvement. Voice of Azamgarh intends to provide a platform to the community to showcase their talents and therefore organises different community events like community dramas, live programmes, and encouraging child anchors. The CRS is also an active proponent of the local culture, art and heritage, and designs programmes that highlight and appreciate them.

Core Team: The core team at Voice of Azamgarh is constituted by ten members who each handle a unique responsibility which contributes to the smooth functioning of the CRS.

Major Projects Undertaken: Voice of Azamgarh was part of the SFW project with DST. It was partnered with organisations like SMART, CRA, UNICEF, and CEMCA for different projects and initiatives on various themes like Yoga, COVID-19 vaccination, and career guidance. The CRS has also worked on projects for the MOWCH, and the Election Commission.

Sustainable Strategies: The CRS is supported by volunteers from the community who actively contribute in content creation and other activities. The CRS devises various strategies to generate funds and works in the direction of being a self-sustained entity. There are frequent fund shortages that affect the functioning of the CRS, and it is ably supported by the community during such times of crisis.

Number of listeners and Potential Outreach: Voice of Azamgarh has an active listener base of nearly 45,000 listeners.

Major Concerns in the Community: The community struggles from social and administrative issues. The community members are not aware of the policies and schemes that are in place for their welfare. Knowledge about these schemes can significantly improve their condition. Voice of Azamgarh tries to bridge this knowledge gap through its programmes.
Genesis: Kisan Radio was established in 2012 by Kisan Sewa Sansthan in Basti district of Uttar Pradesh. The CRS was set up to support the farmers in the region and provide them all the necessary information related to farming. The CRS also focuses on community welfare through its programmes and initiative, and addresses social issues that require immediate attention. In the thirteen years of its service, Kisan Radio has been able to create a positive impact in the lives of the community members.

Thematic Focus: The major focus area of Radio Kisan is agriculture. The CRS aims to help farmers by educating them, and providing them information about several aspects of farming. The CRS also works on developing programmes on youth empowerment, health, gender equality, and promoting social harmony.

Sustainable Development Goals: Kisan Radio focuses on the following SDGs:
SDG 1: No Poverty
SDG 3: Good Health & Wellbeing
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 16: Peace Justice and Strong Institution

Primetime Programmes: Radio Kisan has a large bank of community-oriented programmes. The primetime programmes that feature on Radio Kisan’s broadcast are Good Morning Basti, Chalo Gaanv ki Ore, and Smart Shreemati.

Good Morning Basti is the morning primetime show that discusses a range of topics like health, entertainment, public welfare, social issues, and provides the listeners with their daily dose of morning motivation. Chalo Gaanv ki Ore is an immersive programme which often features the local farmers or the CRS staff visits them to share information on agricultural practices, weather, and other aspects of farming. Smart Shreemati is a programme that aims to empower the women in the society by discussing topics related to their health and hygiene, education, and career prospects.
Innovations in format or any other way: Radio Kisan regularly narrowcasts its programmes and initiatives in the local community, and also hosts different community-engagement activities, especially for the farmers. The CRS collaborates with the local administration to design interventions that address the concerns of the local community. The CRS is also active on all major social media platforms where it engages with its audience and shares its programmes.

Core Team: The core team at Radio Kisan is constituted of nine members including the Director, Station Manager, Marketing team, radio jockeys and other support staff. The team receives regular feedback from the community and curates the content as per the needs of the community.

Major Projects Undertaken: Radio Kisan has been a part of various regional and national projects. The CRS collaborated with SMART NGO for a study in the rural area. The CRS also designed an intervention that involved the education minister, and focused on the education and welfare of girls in the locality. Additionally, the CRS also works on its own internal initiatives to address the concerns of the community.

Sustainable Strategies: Radio Kabir is supported by its parent organisation Kisan Sewa Sansthan. The CRS generates revenue through the means of different paid collaborations with other organisations, and donates it towards the old age homes and educational institutions run by the parent organisation.

Number of listeners and Potential Outreach: The broadcast range of Radio Kisan covers 27 villages which include Bhaiasiha, Dudhaura, Beliya, Ganeshpur, and Belgadi. These villages have a population of nearly 90,000. The CRS has an active listener base of 40,000 listeners.

Major Concerns in the Community: People need to be educated on issues like gender equality and climate change in order for the next generation to have better futures. Farmers also need to be educated about techniques to increase their productivity and also about necessary steps to procure the right prices for their yield.
Genesis: The WADA organisation established Aligarh Community Radio Station FM Alive 90.8 in 2015 with the goal of representing the voices of underrepresented people in all spheres, including employment, education, and health. Even though its reach is restricted, the community members benefit from its interventions; the CRS aims to address the issues of the community and find effective resolutions. The majority of programmes are goal- and community-oriented.

Thematic Focus: The CRS focuses on women’s education and healthcare, with the aim to transform the lives of the people of Aligarh. The station produces creative content in local languages, including jingles, poems, and folk songs, addressing issues of illiteracy and semi-literacy. FM Alive interviews educationalists, farmers, agriculturists, and women, allowing them to discuss their issues, and share their experiences and knowledge effectively.

Sustainable Development Goals: FM Alive focuses mainly on these goals:
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth
SDG 10: Reduced Inequalities
SDG 12: Responsible Consumption and Production
SDG 15: Life on Land

Primetime Programmes: Primetime programmes which are broadcast at FM Alive include Bhakti Sangeet, Aligarh Alive, Khet Khaliyan, Meena ki Dunia, Ye Sham Suhani, and Chale Gaon Ki Ore. These programmes focus on local affairs, expert interviews, and issues faced by community members in the rural areas. They also offer information on organic farming, folk songs. Meena ki Dunia addresses children’s issues and their solutions, while Ye Sham Suhani promotes youth awareness about education, career guidance, and mental health. The spiritual discourse programme broadcasts talks by motivational speakers.
Innovations in format or any other way: FM Alive is an active proponent of narrowcasting in the community. It helps the CRS establish a connection with the local community, register their issues, and design effective interventions to resolve them. FM Alive is also in the process of developing an application of its own.

The CRS has been able to create a significant change in the community which is evident from the facts that more farmers have adopted organic farming, and more girls in the community pursue higher education after listening to the programmes and participating in the events organised by the CRS.

Core Team: The core team at FM Alive is constituted by the Station Director, Station Manager, Station Incharge, and a team of radio jockeys and volunteers.

Major Projects Undertaken: We have taken several projects. We partnered with the major Ideosync organisation

A project on democracy supported by Ideosync
A project on Social responsibility and Role of community Radio Station
A project with the support of UNICEF
In the eight years of its service, FM Alive has been a part of several projects. It collaborated with Ideosync for an initiative on democracy, and another on social responsibility and the role of community radio. The CRS has also collaborated with UNICEF, and has partnered with CEMCA for several initiatives including the International Day of Yoga campaigns in 2021 and 2022.

Sustainable Strategies: FM Alive aspires to be a self-sustained entity by attracting paid collaborations with different government agencies and private organisations. The CRS also generates revenue through advertisements. The parent organisation WADA supports the CRS financially during times of crisis.

Number of listeners and Potential Outreach: FM Alive covers the rural and urban areas of Aligarh within its broadcast limits and the area has a population of nearly 5,00,000 people.

Major Concerns in the Community: Low rates of enrolments of girls in schools is a matter of concern in the community. The area is affected adversely by the lack of effective waste management strategies. These concerns need urgent attention and need to be addressed by the local administrative bodies. Lack of civic sense and awareness about public welfare schemes are also issues that affect the community.
Genesis:
Waqt ki Awaaz Community Radio, was established by Shramik Bharti in October 2009, in village Bairi Dariyav, Maitha block in Kanpur Dehat district of Uttar Pradesh. The official broadcasting of the CRS started on 24th September 2013.

The listener community of Waqt ki Awaz include students, artists, shop-keepers, vendors, farmers, cattle rearers, people with disability, and members of the transgender community. Waqt Ki Awaaz, Community Radio Station strives to provide a platform to its listeners to showcase its talent. The CRS believes in being a part of the lives of community members and aspires to build an inclusive community.

Thematic Focus:
Waqt ki awaaz largely focuses on quality education, gender equality, organic farming and natural resource based sustainable livelihoods, Water, Sanitation & Hygiene (WASH), water security, community health, youth development, renewable energy, awareness generation on social protection policies, schemes and entitlements of government, local self-government, and promotion of local art and culture.

Sustainable Development Goals:
The CRS focuses on and aspires to achieve these SDGs:
SDG 1: No Poverty
SDG 2: Zero Hunger
SDG 3: Good Health & Wellbeing
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation,
SDG 7: Affordable & Clean Energy
SDG 13: Climate Action

Primetime Programmes:
The prime-time programmes are Tabiyat ka tana Bana (Community Health), Mere bhi Kuchh Sapne Hai (Girls’ Education), Sun ri Sakhi Koi Aane ko Hai (Reproductive and neonatal health care), Ghar mein Kyari Sehat Nyari (promoting organic nutrition gardens for improved health), Nazariya (live women empowerment programme), Hinsa ko No (domestic violence), Swamini (promoting women self-help groups), Khet ke khiladee (impact stories on natural farming), Socho aur Khelo (quiz programme for students), and Lok hit Yojnaayen (social protection schemes of the government)
**Innovations in format or any other way:** Waqt Ki Awaaz regularly engages with its community by organising community mapping events to identify their changing needs. Community drives are organised to identify new local artists. Celebrations of festivals and days of importance, and games and competitions are organised. The programmes are regularly updated as per the needs of the community. The CRS is also active on all major social media platforms where it regularly shares its content and updates.

Waqt ki awaaz has been able to create awareness on education, improve the enrolment of girls in schools and reduce child marriages. Three hundred farmers have started natural farming. 4000 students studied through radio during COVID-19. Kitchen gardens were developed by around 600 households.

**Core Team:** The core team at Waqt ki Awaaz comprises seven members which include the Station Director, Station Manager, radio jockeys, technical staff, and a team of community reporters and volunteers. The CRS also has a content management committee.

**Major Projects Undertaken:** Waqt Ki Awaaz is working with UNICEF on a health project that aims to create awareness among adolescent girls about anaemia. The other major projects include Poshan Abhiyaan (Nutrition Campaign), Digital Rights, The TB Challenge, Hinsa Ko No (Violence against Women), and Awareness about Organic Nutrition Gardens to Curb Malnutrition Locally and Sustainably (programme- Ghar mein Kyari Sehat Nyari).

**Sustainable Strategies:** Waqt ki Awaz is funded by its parent organisation Shramik Bharti. The CRS also generates its own revenue through different funded projects with other organisations.

**Number of listeners and Potential Outreach:** The CRS has as many as 607 villages within its broadcast limits with a population of nearly 6,30,000 people.

**Major Concerns in the Community:** The major concerns within the community are increasing drug addiction among youth, lack of employment opportunities, loss in farming due to high input cost and climate impacts, poor soil health, lack of awareness of government social protection schemes, and atrocities on girls and women. People are also concerned about the lack of interest of local authorities while addressing the most pressing social issues like water security, WASH, gender discrimination, and inclusion of the marginalised members of society.
Genesis: Radio Narad was established in 2019 under the aegis of Mangalayatan University. Radio Narad focuses on promoting education and social development in the community, and believes in transforming lives through education and empowerment. The CRS has been able to positively influence its community since its inception.

Thematic Focus: The major focus area of Radio Narad is education. The CRS also works on and designs its interventions based on a wide range of areas like health, women empowerment, economic growth, social harmony, entrepreneurship, and promoting art and culture.

Sustainable Development Goals: Radio Narad works on the SDGs mentioned below:
SDG 1: No Poverty
SDG 3: Good Health & Wellbeing
SDG 4: Quality Education
SDG 8: Decent Work and Economic Growth
SDG 9: Industry, Innovation and Infrastructure

Primetime Programmes: The prime-time programmes that are broadcast on Radio Narad are Mangalvani, Special Show, Unnati Kheti, Swasthya Charcha, Career Counselling, Bollywood Special, and Sarkari Yojnaye.

Mangalvani is a roundup programme that updates listeners about the latest events on campus. Special Show is an infotainment programme that covers current affairs, sports, music and other subjects. Unnati Kheti is an agricultural programme that aims to help the farming community with information related to different aspects of agriculture. Swasthya Charcha is a health programme that features experts from the medical field. Bollywood Special brings the latest Bollywood updates and gossip to the listeners, and Sarkari Yojnaye is a programme that educates the community members about different public welfare schemes launched by the government.
Innovations in format or any other way: The CRS is an active proponent of narrowcasting. Radio Narad also organises events and campaigns which include awareness drives related to different topics, and health camps.

Core Team: Radio Narad has six members in its core team which comprises the Station Director, Station Manager, Head DJMC, radio jockeys, other support staff and volunteers.

Major Projects Undertaken: Radio Narad was a part of the TB Challenge, COVID-19 awareness programmes, in association with SMART. The CRS mostly works on developing its own internal initiatives to bring about effective changes in the target community.

Sustainable Strategies: The Mangalayatan University, which is the parent organisation of Radio Narad, meets around sixty percent of the annual expenses of the CRS. The CRS strives to acquire the remaining funds through the means of paid collaborative ventures with other organisations.

Number of listeners and Potential Outreach: Radio Narad has an active listener base of approximately 60,000 listeners.

Major Concerns in the Community: The major concerns in the target community include need for better educational infrastructure, illiteracy, health issues, unemployment, poverty, and lack of hygiene and adequate sanitation facilities.
Contact Person: Dr. Ritu S Sood  
Contact Number: 0120-4060205, +91-9899684095, 98110 89767  
Email: 90.8fm@Sharda.ac.in  
Website:- https://www.sharda.ac.in/connect/ 
Broadcast Timing: 8 AM to 8 PM  
for 12 hours a day  
Broadcasting Language: Hindi, English and Gujjarri  

Genesis: Sharda University has been dedicated to serving society since its inception. Through outreach activities, the university has identified solutions to society’s problems and created awareness about government policies and programmes. In December 2015, the university launched the community radio station Suno Sharda 90.8 FM, which functions as a terrestrial transmission CRS spread over a 10-km radius, and is available online through the Android app. Suno Sharda is a non-profit station that serves the informational needs of residents in the surrounding area in languages and formats suitable for the local environment. Suno Sharda is empanelled with the Directorate of Audio & Visual Publicity, Ministry of Information & Broadcasting, Government of India  

Thematic Focus: Programmes on Suno Sharda 90.8 MHz covers topics such as education, health, culture, law, local content, agriculture, women’s empowerment, sanitation, sustainable practices, social issues, legal education, folk music, and real-life inspirational stories.  

Sustainable Development Goals: Suno Sharda aspires to achieve these SDGs:  
SDG 3: Good Health & Wellbeing  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 6: Clean Water and Sanitation  
SDG 8: Decent Work and Economic Growth  
SDG 13: Climate Action  

Primetime Programmes: Primetime programmes like Padhega India to Badhega India provide access to education for children and adults who may not otherwise have access. Radio OPD offers expert advice on nutrition, disease prevention, and healthcare services. Programmes like Meri Sakhi prioritise women’s empowerment, improving access to education, healthcare, and economic opportunities. Khet Khaliyan promotes sustainable practices and environmental conservation, preserving natural resources and promoting sustainable development. Kanooni Salah promotes legal literacy and awareness on human rights, social justice, and environmental protection. These CRS aim to address the needs and priorities of the local community through various programmes and initiatives.
Innovations in format or any other way: The community radio station utilises social media platforms like Facebook, Twitter, and Instagram to engage with its audience, share programmes, host live Q&A sessions, and conduct surveys. It also produces interactive programming, such as call-in shows, live interviews, and panel discussions, to encourage audience participation. The CRS organises community outreach programmes, such as community events, live shows, and broadcasting from community centres or public spaces. The CRS produces podcasts, which can be downloaded and listened to anytime, allowing it to reach a wider audience and provide accessible content. Multilingual programming is also employed to reach a diverse audience, particularly in areas with high linguistic diversity.

Core Team: Suno Sharda has five core members and three student volunteers. The core team includes Station Director, Station Head, and Programming Head. The student volunteers are selected on an internship basis so that they can get hands-on experience of community engagement programmes. Major Projects Undertaken: Suno Sharda has been a part of several national and regional projects and campaigns. Some of the major projects executed by the CRS are Yoga Week, Skill Development, Swasthya Baan, AAKAR, TB Challenge, and COVID-19 vaccination drives. These projects have been executed in collaboration with organisations like CRA, SMART, CEMCA, and other local administrative agencies.

Sustainable Strategies: The station relies on multiple sources of funding, including grants, and sponsorships. This helps to ensure that the station is not dependent on a single source of funding and can sustain itself over time. Suno Sharda prioritises engaging with the audience and involving them in the station’s operations. This helps the CRS to build a sense of ownership among listeners and encourages them to support the station in at least programming and organising events to promote the station. This reduces the station’s operating costs and helps in building a sense of community among volunteers. The CRS also focuses on the efficient use of resources, including equipment, staff time, and funding. This helps to ensure that the station is operating at maximum capacity while minimising waste and unnecessary expenses.

Number of listeners and Potential Outreach: Suno Sharda has an active listener base of around 1,10,000 listeners within its broadcast limits. Many listeners also tune in through the Web Radio app of the CRS.

Major Concerns in the Community: The community faces several major needs and areas of concern, including inadequate access to quality education, health issues, lack of civic engagement, environmental concerns, need for women empowerment and economic development.
**Genesis:** Radio SD Set up by The SD College Association at Muzaffarnagar. Radio SD provides a platform to citizens and students to enrich their knowledge, help fellows through interactive sessions and the local community members to showcase their talent, share their stories, and express their opinions.

**Thematic Focus:** The major thematic focus area of Radio SD is education. The CRS also focuses on impacting the lives of the community members by addressing concerns related to areas like health, public policies and welfare schemes, environment, and prevalent social problems. The CRS also promotes local art and culture through its platform.

**Sustainable Development Goals:** Radio SD is working to achieve the following SDGs:
- SDG 1: No Poverty
- SDG 4: Quality Education
- SDG 15: Life on Land
- SDG 16: Peace Justice and Strong Institution

**Primetime Programmes:** The primetime programmes that are broadcasted on Radio SD are Morning Villain, Ole Ole, Health Show, Request Show, Suhane Kisse.

These programmes cover many fields, including history, literature, general knowledge, politics, economics, science, technology, sports, and entertainment. Many of the programmes feature experts who share their knowledge and experiences while encouraging the audience to engage in debates and discussions. Innovations in format or any other way: Radio SD also engages in outdoor broadcasting, and organises events involving community members. The CRS also conducts tutorial classes for students and maintains a student helpline.

Radio SD 90.8 FM organised a campaign focusing on the struggles of the community of Hijra (Eunuch) in Indian society. The campaign aimed to ensure equal opportunity, equity, social justice, empowerment, and social integration for transgender individuals in the district. By inviting dignitaries and understanding the problems faced by Hizras, Radio SD convinced educational institutions to admit young Hijra community members, enabling them to become active members of the community. This campaign advocated the rights of young transgenders and Hijra community members, urging them to be educated and involved in the community.
**Core Team:** Radio SD has a small but dedicated team of five members who are responsible for various aspects that ensure the smooth functioning of the station. The CRS also invites community members to volunteer and be involved in different stages of programme design and production.

**Major Projects Undertaken:** Radio has featured as a key partner in many regional and national campaigns in collaboration with different agencies like the District Health Department, Probation Office, and organisations including SMART, NHM, and CRA.

The CRS also works on developing its own internal projects that focus on the well-being of the target community.

**Sustainable Strategies:** Radio SD aspires to be a self-sustaining entity by generating revenue through collaborations with government agencies and other private organisations.

**Number of listeners and Potential Outreach:** The CRS has a strong potential outreach of at least 4,50,000 people within its broadcast range,

**Major Concerns in the Community:** The community has many farmers and they face several challenges in agriculture. They need access to the latest technology and updates to enhance their yield. The community also requires better health and educational infrastructure.
Radio Gorakhpur @ 90.8 FM
KIPM-Technical Campus, Plot No. BL 1&2.
Sector 9 GIDA, Gorakhpur,
Uttar Pradesh – 273209

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9076522908
Email: radiogorakhpurfm90.8@gmail.com
Website: www.radiogorakhpur.com
Broadcast Timing: 8 AM to 8 PM
for 12 hours a day
Broadcasting Language: Hindi,
English, and Bhojpuri

Genesis: Radio Gorakhpur 90.8, established on March 25, 2018, is the first community radio in Gorakhpur District. Managed by a nonprofit NGO, Ashutosh Shikasha Ewam Sewa Sansthan, it is approved by the Community Radio Facilitation Center and empanelled with the Directorate of Advertising and Visual Publicity. Radio Gorakhpur focuses on agriculture, rural development, environmental issues, and employment generation through informative programmes and field activities in rural areas.

Thematic Focus: Radio Gorakhpur largely focuses on quality education, gender equality, natural farming and natural resource based sustainable livelihoods, Water, Sanitation & Hygiene (WASH), water security, community health, youth development, renewable energy, awareness generation on social protection policies, schemes and entitlements of government, local self-government, and promotion of local art and culture.

Sustainable Development Goals: Radio Gorakhpur works on the following SDGs:
SDG 1: No Poverty
SDG 2: Zero Hunger
SDG 3: Good Health & Wellbeing
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 7: Affordable & Clean Energy
SDG 13: Climate Action

Primetime Programmes: The primetime programmes of Radio Gorakhpur are Health OK (community health), Suno Saheli (women’s education & empowerment), Saptrang (reproductive and neonatal health care & promoting organic nutrition gardens for improved health), Youth booth (gender equality, women empowerment, youth development initiatives), Kheti Kisani (impact stories on natural farming), Student of the week (quiz programme for students), Lok hit Yojnaayen (social protection schemes of the government), and Aapan mati aapan log (promoting local folk art and culture).
Innovations in format or any other way: Radio Gorakhpur regularly engages with its community by organising community mapping events to identify their changing needs. Community drives are organised to identify new local artists. Celebrations of festivals and days of importance, games, and campaigns are organised. The programmes are regularly updated in consultation with the community.

Core Team: The core Radio Gorakhpur is constituted by the Station Director, Programming Head, three radio jockeys, and technical staff. The content management team of the CRS has eleven members. Additionally, the CRS also has volunteers in the villages of the target community.

Major Projects Undertaken: Radio Gorakhpur 90.8 is working with UNICEF on an adolescent girls’ health project that aims to create awareness among adolescent girls about anaemia. Other major projects include Poshan Abhiyaan (Nutrition Campaign), The TB Challenge, AAKAR- Gender Equality, and Adolescent Girls’ & Boys’ Development programme.

Sustainable Strategies: In terms of operational management and the accomplishment of its vision and mission, Radio Gorakhpur aspires to be a sustainable entity, but the CRS still has a long way to go before realising this goal. The radio station's rural location makes it unlikely that it will be able to raise funds through advertisements. The CRS aspires to participate in more funded local and national initiatives.

Number of listeners and Potential Outreach: Radio Gorakhpur broadcasts its programmes in a region that has an outreach potential of at least fifteen lakh people.

Major Concerns in the Community: The major concerns within the community are increasing drug addiction among youth, lack of employment opportunities, lack of awareness regarding opportunities and poverty, atrocities on girls and women, loss in farming due to high input cost and climate impacts, poor soil health, and lack of awareness of government social protection schemes. Community members are also concerned about the lack of interest of panchayats while addressing issues like water security, WASH, gender discrimination, and welfare of marginalised sections of the community.
Genesis: Gorakhvani 90.4 CRS was established in 2019 by Basudhanidhi. The CRS focuses on community-centric programming and aims to develop the community by addressing local issues. It also provides information on public welfare schemes, and other topics to help the community do better and improve their living standards.

Thematic Focus: Gorakhvani focuses on several themes like education, art and culture, health, environment, knowledge dissemination strategies, gender equality, employment and career prospects, etc. The CRS also focuses on creating awareness around relevant social concerns to educate and empower the community.

Sustainable Development Goals: Gorakhvani aspires to achieve the following SDGs:
SDG 4: Quality Education
SDG 8: Decent Work and Economic Growth
SDG 10: Reduced Inequalities
SDG 11: Sustainable Cities and Communities

Primetime Programmes: Yuvvani and Guru-vani are the prime time programmes that are broadcast on Gorakhvani. Yuvvani is a programme that focuses on the youth of the community and addresses their concerns related to education, career, etc. and guides them towards a better future. The CRS also features experts from different fields like agriculture, healthcare, finance, and education to educate the community members on a range of topics. Gorakhvani focuses on addressing the prevalent concerns in the community by creating community-centric programmes.

Innovations in format or any other way: In addition to its broadcast services, Gorakhvani is an active proponent of narrowcasting. The CRS also organises social gathering events, camps, and awareness campaigns for the community to promote community participation.
Core Team: The core team at Radio Gorakhvani is constituted by the Station Director, Station Manager, radio jockeys, technical staff and other support staff. The CRS is also supported by a panel of medical experts who help curate programmes to address the different health issues amongst the community members.

Major Projects Undertaken: Gorakhvani has contributed significantly to the community, especially with its efforts and initiatives during the COVID-19 pandemic. The CRS developed different initiatives based on the social participation model to help community members during the difficult phase. The CRS also regularly collaborates with local schools to improve the educational facilities and infrastructure.

Gorakhvani has been involved in several regional and national projects. It was part of the International Day of Yoga campaigns in 2021 and 2022 in association with CEMCA.

Sustainable Strategies: Gorakhvani is financially supported by its parent organisation Basudhanidhi. The CRS also tries to create its own revenue stream by pitching its initiatives to different agencies and organisations.

Number of listeners and Potential Outreach: Gorakhvani caters to a region that covers both rural and urban areas, and the CRS has an active listener base of at least twenty thousand listeners.

Major concerns in the Community: Most of the community members belong to the economically backward sections of society and they suffer from poverty, unemployment and low wages. Lack of appropriate educational and healthcare infrastructure also adversely affects their lives.
Genesis: Loudspeaker 90 FM was established in 2019 by Safe Society. The CRS focuses on the production of community-centric programmes and interventions in different formats. The CRS addresses the issues of the community and disseminates knowledge on several topics to empower the community.

Thematic Focus: The major thematic focus areas of Radio Loudspeaker are education, women empowerment, bridging social and economic gaps, promoting sustainable energy, and environment conservation. Additionally, the CRS also delves into any other area that requires attention.

Sustainable Development Goals: Radio Loudspeaker works on the development of the following SDGs:
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 8: Decent Work and Economic Growth
- SDG 10: Reduced Inequalities

Primetime Programmes: The primetime programmes at Radio Loudspeaker include Shiksha Hai Kamaal Ki, Pathshala, and Chauka se Chaupal. In addition to these programmes, CRS also hosts other programmes as per the needs of the community.

The programme Shiksha Hai Kamaal Ki focuses on children and adolescents. It includes narrations, recitals, and other engaging activities for children. The programme aims to educate children by introducing them to different topics and concepts. Pathshala is an educational programme for the youth where experts from different fields discuss career prospects and provide other relevant information. Chauka se Chaupal is a programme which aims to bridge the gap between the rural community and government agencies. The programme shares information on different government schemes for the welfare of the rural community.
Innovations in format or any other way: The CRS engages with its young listeners through social media, and organises different events and campaigns in the community. Radio Loudspeaker focuses on active engagement with its community members through the means of narrowcasting.

Core Team: The core team at Loudspeaker Radio comprises ten staff members. The team is led by the Station Director who is the presiding authority on all official matters. The CRS is supported by a group of volunteers who also essay the role of radio jockeys, presenters, narrowcast staff, and community coordinators.

Major Projects Undertaken: Radio Loudspeaker has been a part of many projects with key partners that include UNICEF, UNESCO, CRA, and SMART. All of these projects have primarily focused on the welfare of the rural community.

Sustainable Strategies: Radio Loudspeaker receives provisions for about half of its annual budget from its parent organisation. The remaining funds are generated through the means of externally funded projects.

Number of listeners and Potential Outreach: The outreach potential in the broadcast region of the CRS is about 75,000 people and the CRS has an active listener base of around 50,000 listeners.

Major Concerns in the Community: Health issues, lack of employment opportunities, need for better educational infrastructure, issues related to waste management, illiteracy, etc. are major concerns that affect the community.
Contact Person: Dr. Shalabh Bhardwaj, Station Director
Contact number: +91-7017726985, 9410493003
Email: jns90.8fm@gmail.com
Broadcast Timing: 8 AM to 8 PM for 12 hours a day
Broadcasting Language: Hindi

Genesis: JNS 90.8 FM Radio was established by Kashmiri Devi Chandi Prasad Smarak Sewa Samiti on 13th October 2017. The CRS is situated in the Dhanaura town of Amroha district, which is a backward area in many aspects. The mission of the CRS is to help its community members improve their living standards, by being an active partner in addressing matters that concern them.

Thematic Focus: The major focus areas of JNS radio cover farming (including silk), waste management, and sustenance and promotion of economic activities in the community. The CRS also works in the areas of education, environmental concerns, and health.

Sustainable Development Goals: The SDGs that the JNS radio focusses on are:
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 8: Decent Work and Economic Growth
SDG 13: Climate action

Primetime Programmes: JNS FM has a large bank of programmes based on education, skill development, culture, environmental concerns etc. The CRS is committed to developing need-based programmes with the involvement of the community. The interactive nature of the programmes make them a powerful medium and helps maintain a dialogue with the community.
Innovations in format or any other way: JNS FM regularly narrowcasts its programmes and engages with the grassroots levels of the community. It also devises events that promote capacity-building and skill development in the community.

Core Team: The team at JNS FM consists of nine dedicated members. This includes the Station Director, Manager, support staff and a panel of experts from different fields. The CRS also appreciates volunteers from the community to assist at all stages of programme development.

Major Projects Undertaken: The CRS has been a part of several national and regional projects including awareness campaigns and vaccination drives. The key collaborators of JNS FM include UNICEF, SMART, and CEMCA.

The CRS was an active part of the International Day of Yoga campaign sponsored by the Ministry of Ayush, in association with CEMCA.

Sustainable Strategies: Situated in a backward area, JNS FM often suffers from severe lack of funds and finds it hard to sustain itself, yet the sustenance of the CRS is important for the welfare of its target community.

The CRS continuously pitches its intervention to different agencies and organisations to procure grants but has not found much success until now.

Number of listeners and Potential Outreach: JNS FM broadcasts its programmes in a region with a potential outreach of nearly 1,30,000 people. The CRS has an active listener base of at least 22,000 listeners.

Major Concerns in the Community: Poverty, illiteracy, unemployment, sanitation and hygiene issues, and lack of awareness about fundamental rights and welfare schemes are amongst the major concerns that adversely affect the community.
Contact Person: Mr. Satya Bhan Yadav  
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Email: radiobadaun90.4fm@gmail.com  
Broadcast Timing: 7 AM to 11 PM for 16 hours a day  
Broadcasting Language: Hindi

**Genesis:** Radio Badaun was established by Sarv Hitay Sansthan, Badaun in 2019. The CRS was founded with the motive to build an able and independent community by educating them about a range of topics which include fundamental rights, consumer rights, education, environmental concerns, healthcare, agriculture etc. The CRS began with a small team and has gradually grown into a bigger and influential part of the community.

**Thematic Focus:** Radio Badaun focuses primarily on agriculture by helping in the improvement of technical farming skills in the rural community. It also focuses its attention on various other areas such as women empowerment, education, healthcare, culture, and environment.

**Sustainable Development Goals:** Radio Badaun works on the following SDGs:  
SDG 11: Sustainable Cities and Communities  
SDG 12: Responsible Consumption and Production  
SDG 15: Life on Land

**Primetime Programmes:** The primetime programmes at Radio Badaun feature Masti Ki Pathshala, Kheti Kisani and Badaun Live.

Masti ki Pathshala is an educational programme that focuses on school children and assists them with career guidance and discussions on a variety of concerns related to education.

Kheti Kisani is a programme curated specially for the local farmers and discusses seasonal farming and other topics related to agricultural practices.

The programme often features agricultural experts and progressive farmers. Badaun Live is an infotainment programme which shares information about local updates and concerns, and also engages with the listeners.
Innovations in format or any other way: Radio Badaun engages with the remotest pockets in the community through the means of narrowcasting. This practice helps in addressing concerns faced by the community members. The CRS draws the attention of different government agencies and NGOs to help find solutions to these concerns.

The CRS also has its own pages on all major social media platforms including Facebook, Instagram, and Twitter.

Core Team: Radio Badaun has a dedicated team of seven members. It includes the Station Director, Manager, radio jockeys and support staff. The CRS is also helped by insights from an expert panel which includes professionals from the fields of agriculture and education.

Major Projects Undertaken: Radio Badaun has collaborated with agencies and organisations like NABARD, NCERT, CEMCA, Department of Agriculture (Badaun), and the Department of Health (Badaun) for several projects and initiatives directed towards the well-being of the community.

Sustainable Strategies: At present, Sarv Hitay Sansthan, Badaun meets around sixty percent of the financial requirements of Radio Badaun. The CRS is able to draw the remaining funds through the means of its externally funded projects.

Number of listeners and Potential Outreach: Radio Badaun’s broadcast covers fifteen villages that include Sheikhupur, Dhamei, Noushera, Ghabhiyai, Dudenagar, Risoli, Bahedi, Simariya, Pasei, Nasrulapur, Allapur Bhogi, Abdullaganj, Qadar Chowk, Ramjanpur, Kaittna, and several regions of Badaun city. The total population in these areas is around 1,30,000 and from this outreach potential, the CRS has an active listener base of at least 34,000 listeners.

Major concerns in the Community: Lack of information and access to the latest agricultural methods and technology affects the yield of the farmers. They also face problems like pests and crop diseases. Illiteracy and financial illiteracy are other major concerns in the target community.
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pdssindia@gmail.com  
Website: www.radiorbl.in  
Broadcast Timing: 08:00 AM to 10:00 PM  
for 14 hours a day  
Broadcasting Language: Hindi,  
English, and local dialect

**Genesis:** Radio RBL was established in July 2022 by Prakash Deep Sewa Sansthan. It was founded with the mission to provide an accessible platform to the children and youth from rural areas to share their opinions, showcase their talent, voice their concerns and contribute their innovative ideas for the development of the community and the nation as a whole.

**Thematic Focus:** The major thematic focus areas of Radio RBL are skill development, social harmony and education, especially that of girls in the community. The CRS aims to bridge gender, social and economic gaps in society by creating opportunities for everyone.

**Sustainable Development Goals:** Radio RBL works for the development and upliftment of different sectors of the community, thus works on the following SDGs:
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 10: Reduced Inequalities
- SDG 11: Sustainable Cities and Communities

**Primetime Programmes:** The primetime programmes at Radio RBL are Good Morning Raebareli, Kisse Kahaniyan, and Rozi Rozgar. Good Morning Raebareli is the primetime morning show which provides the listeners with their daily share of motivational thoughts, updates from different fields, and entertainment. Kisse Kahaniyan is a narrational programme where community members share their experience, knowledge and opinions with the community. Rozi Rozgar is a youth-oriented programme that discusses career prospects and employment opportunities.
Innovations in format or any other way: Radio RBL organises events and fun activities like quizzes in collaboration with the local educational institutions. The aim of these events is to engage with youth, address their concerns, make them self-confident and encourage them towards building a bright future. The CRS also initiates skill developments workshops for the community members.

Radio RBL is active on all major social media platforms and also has a web radio application.

Core Team: Radio RBL has a small team of dedicated staff. It includes the Station Director, technical support staff and two radio jockeys. The CRS appreciates community participation and encourages contributions from community members throughout all stages of programme conceptualisation and production.

Major Projects Undertaken: Since Radio RBL is less than a year old, it is yet to be part of a major external project. Efforts to collaborate with leading organisations and government agencies are already in progress. The CRS has so far focused on designing its own interventions for the well-being and upliftment of the target community.

Sustainable Strategies: At present, Radio RBL is funded completely by its parent organisation. Once the CRS is able to procure externally funded projects, it intends to gradually move towards a self-sustaining model.

Number of listeners and Potential Outreach: Radio RBL covers a broadcast area which includes Dalmau, Lalganj, Raebareli Sadar, and Salon. This is a heavily populated region and the CRS has a strong potential outreach. Although the actual numbers are yet to be ascertained, the CRS might have an active listener base of at least one lakh people.

Major concerns in the Community: Lack of awareness about public welfare schemes affects the community. The youth need to be guided towards better career prospects. The CRS tries to address all the major concerns in the community which include lack of adequate educational infrastructure, health issues, and pollution and other environmental concerns.
Kabir Radio was established in 2018 by the organisation Jeevan Jyoti Sansthan. The CRS caters to a community that mostly comprises farmers. Kabir Radio focuses on designing programmes that promote awareness in the community about issues that adversely affect their living conditions, and aims to ensure the community’s well-being through its different initiatives.

**Thematic Focus:** The major thematic focus areas of Kabir Radio are women empowerment, health, education, environment, gender equality and addressing issues related to the community.

**Sustainable Development Goals:** The SDGs that the CRS focusses on are:
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 13: climate action.
- SDG 14: Life Below Water
- SDG 15: Life on Land

**Primetime Programmes:** The primetime programmes at Kabir Radio are Good Morning Basti, Chalo Gaanv ki Ore, and Smart Shreemati.

Good Morning Basti is Kabir Radio’s morning show that gives the listeners their daily share of positive thoughts and stories, and also discusses topics ranging from environment, education, and climate among many others. Chalo Gaanv ki Ore is an interventional programme where the CRS staff visits the nearby villages to interact with the community members, especially farmers, and discuss their concerns. Smart Shreemati is a programme focused on the well-being of women in the community and addresses different areas like education, women’s safety, health and hygiene etc. This programme has been successful in creating a positive impact in the lives of the women in the community.
Innovations in format or any other way: Rather than staying limited to the conventional method of broadcasting, the CRS makes effective interventions through narrowcasting. Kabir Radio ensures that it brings the concerns of the community to the attention of the local administrative bodies. In addition to this, the CRS directs all of its funds towards the old age home run by the parent organisation. The CRS also has pages on all major social media platforms and regularly engages with the listeners through it.

Core Team: The core team at Kabir Radio is constituted by the Station Head, marketing team, radio jockeys and other support staff. The CRS also has a Station Coordinator who is responsible for coordinating different initiatives and ensures the smooth functioning of the station.

Major Projects Undertaken: Radio Kabir has partnered with SMART for several initiatives. Apart from this, the CRS has also collaborated with the education department for different initiatives that aim to improve the educational infrastructure and improve the enrolment rates in the local schools.

Sustainable Strategies: Jeevan Jyoti Sansthan supports Kabir Radio and meets its financial needs. The CRS also collaborates with local government agencies and organisations from time to time.

Number of listeners and Potential Outreach: Kabir Radio covers an area with a population of nearly 85,000 people and the CRS has an active listener base of 35,000 listeners.

Major concerns in the Community: The struggles of the elderly are a major concern in the community. The CRS’ parent organisation strives to address this issue by running an old age home. Gender inequality, illiteracy, unemployment, addictions and suicides are among the other major concerns that adversely affect the community.
Genesis: Radio Nageen was established by Shanti Niketan Vidyapeeth on 9th April 2018 and is based in Meerut, Uttar Pradesh. The CRS was established with a vision to develop and uplift the local community by informing, educating, enlightening and awakening the masses.

In its five years of service, the CRS has been able to influence the community and drive positive changes in different areas.

Thematic Focus: The main focus areas of Radio Nageen are community welfare, health, environment, women empowerment, and education. The CRS intends to create effective interventions in these areas and improve the living standards of its target community.

Sustainable Development Goals: The SDGs that Radio Nageen focuses on are:
- SDG 3: Good Health and Well-being
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 11: Sustainable Cities and Communities

Primetime Programmes: The main primetime programmes on Radio Nageen are Meerut Talkies and Bindass Bol.

Meerut Talkies is a programme through which the CRS informs listeners about the culture of the region. The programme also discusses famous personalities and latest developments in the region. Bindass Bol is a programme that touches upon different areas like current affairs, health, sports, national and international trends, fashion and lifestyle. The programme also features experts from different fields and serves as a guiding force for youth in the community.
Innovations in format or any other way: Narrowcasting and other methods like hosting campaigns, awareness drives and cultural events are effectively used by the CRS to reach out to the target community and educate them regarding various subjects.

Core Team: The team at Radio Nageen presently has ten people which include the station management, a team of radio jockeys and technical assistants. The CRS also has a panel of experts from different fields like education, healthcare and public administration to review the programmes and suggest valuable inputs for designing community-focused programmes.

Major Projects Undertaken: Radio Nageen has collaborated with SMART for initiatives like the TB Challenge. Mother and Child Care in post COVID times. The CRS also collaborated with the Municipal Corporation of Meerut for a campaign related to sanitation and cleanliness. In addition to the external projects, the CRS is also keen on internally designing its own community intervention programmes.

Sustainable Strategies: Radio Nageen receives a part of its annual expenses from the parent organisation Shanti Niketan Vidyapeeth and raises the remaining funds from the external funded projects with other organisations.

Number of listeners and Potential Outreach: Radio Nageen covers 14 villages which include Salarpur, Rajpura, Amheda, Baksar, Saini, Incholi, Bachaula, Sikhera, Mamepur, Rali Chauhan, Bhavanpur, Parikshitgarh, Abdullapur and Khankhera. The broadcast area has a total population of nearly 30,000 people and the CRS has an active listener base of 12,000 listeners.

Major concerns in the Community: Health issues, illiteracy, gender inequality, lack of infrastructure in education and healthcare, etc. are problems that adversely affect the community.
Contact Person: Ms. Shalini Gupta, Station Manager  
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Email: crs@kgmcindia.edu  
Broadcast Timing: 07:00 am to 10:00 pm for 15 hours  
Broadcasting Language: Hindi, English and Awadhi

**Genesis:** KGMU Goonj was conceptualised by Dr Vinod Jain, the first Executive Officer of KGMU Goonj, under the patronage of Lt Gen. (Dr) Bipin Puri, Hon’ble Vice Chancellor, King George Medical University, UP, Lucknow. As a result of tireless efforts, KGMU Goonj was launched on 5th February 2022. Broadcast Engineering Consultants India Limited (BECIL), a Government of India enterprise, is responsible for all the projects carried out by the CRS.

**Thematic Focus:** KGMU Goonj works on a broad spectrum of themes that can effectively help the target community. The major focus rests on health and hygiene, social issues and concerns, uplifting the socially and economically backward section in the community, and creating a positive impact by promoting social harmony, awareness about important aspects, and harnessing the power of community radio in influencing the community.

**Sustainable Development Goals:** KGMU Goonj focuses on and aspires to achieve the following SDGs:  
SDG 11: Sustainable Cities and Communities  
SDG 17: Partnership for the SDGs

**Primetime Programmes:** Some of the primetime programmes at KGMU Goonj are Goonj No.1, Sham Shamdaar, and Sunehri Yaadein. Goonj No.1 is the primetime morning show which is broadcast from 9 AM to 12 PM. It provides the listeners with city updates, content related to lifestyle, sports, entertainment, national and international affairs, and business. Sham Shamdaar is a programme that broadcasts KGMU updates, public vox pop on relevant issues, health advice, positive thoughts, and interviews with experts. The popular request-based programme Sunehri Yaadein airs Bollywood and Awadhi films and changes themes every day of the week.
Innovations in format or any other way: KGMU Radio Goonj firmly believes in improving the lives of all groups within the community, so the CRS makes it a point to engage with people from all social strata and makes an effort to comprehend their problems. The CRS works to promote a sense of unity in its target community.

Radio KGMU runs three campaigns: Digital detox, Sawchh Parisar, and Tambakoo Nishedh Parisar, and has also adopted four schools in the community and have organised different activities for children which include storytelling, dance, debate, and poster-making competitions. These fun social activities help the students to gain confidence. Health camps were also arranged in these schools.

Core Team: Seven people make up the core team at KGMU Goonj, and they offer insightful opinions on all topics, whether they are administrative or content-related.

The support staff has thirteen members which include the Station Manager, Programme Head, Programme Producer, sound engineers, technical assistant, computer operators and radio jockeys.

Major Projects Undertaken: The following are the major projects that the CRS has been a part of:
1. Swasthya Baan - in collaboration with Seeking Modern Application and Real Transformation (SMART), 09 May to 25 December, 2022
2. Swasthya Sankalp, in collaboration with Community Radio Association (CRA), 01 June to 30 November, 2022
3. Aakar 3, in collaboration with UNICEF, 01 May to December, 2022
4. The TB Challenge, in collaboration with Seeking Modern Application and Real Transformation (SMART), 01 Nov to March, 2023
5. UDID Scheme, Govt. of India by NIEPVD, Dehradun in collaboration with Community Radio Association (CRA), 20 November to 05 December 2022
6. Lymphatic Filariasis, in collaboration with Seeking Modern Application and Real Transformation, January 2022

Sustainable Strategies: KGMU Goonj receives financial support from its parent organisation, King George Medical University. The CRS also raises its own fund through the means of the external paid projects it engages in.

Number of listeners and Potential Outreach: The CRS estimates to have a potential outreach of nearly 2,50,000 people within its broadcast range.

Major concerns in the Community: Most community members are largely unaware of the lifestyle and health issues, and eager to know more about physical and mental health.
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Broadcast Timing: 16 hours a day
Broadcasting Language: Hindi, Bhojpuri

Genesis: Radio Rang was launched on 5th June 2022 by Jyoti Seva Sadan in the Deoria district of Uttar Pradesh. The CRS aims to affect positive changes in its target community through its different programmes and interventions.

Thematic Focus: The major focus areas that Radio Rang contributes to are agriculture, art and culture, knowledge education and dissemination, healthcare and sanitation, and community empowerment.

Sustainable Development Goals: Radio Rang mainly focuses its work on the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 12: Responsible Consumption and Production

Primetime Programmes: Art of Agriculture is a programme that intends to help the local farmers with information and expert advice on better farming techniques, agriculture welfare schemes by the government, etc. Bhojpuriya Mati is a discussion programme that deals with a wide range of topics including education, health and fitness, adopting better lifestyle practices, and child nutrition. Health Alert is a programme where doctors and healthcare professionals provide advice on the prevention and cure of different diseases. ‘Kahani Prema Ki’ is a motivational programme that inspires the community by narrating the experiences of community members. ‘Katha Jo Kuchh Sikhati Hai’ is a story-telling programme and Life Story is a programme that narrates the experiences and struggles of eminent personalities. Namaste Deoria is a daily roundup of events in Deoria. Knowledge Insight and Hello Rang Quiz are other primetime programmes.
**Innovations in format or any other way:** Radio Rang staff make field visits and interact with the community members. The CRS also engages the community by organising events and Mela Haats in local schools, colleges, and village squares.

**Core Team:** Radio Rang harbours a strong team of twenty members who each essay a specific role in ensuring the smooth functioning of the CRS.

**Major Projects Undertaken:** Radio Rang presently works on its internal projects which deal with women empowerment and girl child education. Interventions are being planned by the CRS to help the girls in the community get access to better education and other facilities.

**Sustainable Strategies:** At present, Radio Rang is funded entirely by its parent organisation, Jyoti Seva Sadan. The CRS also tries to raise additional funding through the means of advertisements and campaigns from local government bodies and other organisations.

**Number of listeners and Potential Outreach:** The broadcast range of Radio Rang covers a population of more than ten lakh people. Out of this potential outreach, the CRS has an active listener base of at least three lakh people.

**Major Concerns in the Community:** The youth in the community are often unemployed; they are prone to drugs, alcohol and smoking addictions, and often resort to petty crimes. The girl-child dropout rate in the area is also high and there is a lack of education among women. Skill and capacity-building interventions can prove helpful in creating employment opportunities in the community.
Contact Person: Ravi Prakash Singh  
Contact Number: +91-8810782708/8810782709  
Email: halflemon06@gmail.com  
Broadcast Languages: Hindi, Urdu & Bhojpuri  
Broadcast Hours: 05:00 AM TO 12:00 AM, 19 hours a day.

**Genesis:** Half Lemon Community Radio Station was established by Bhartendu Human Care & Development Society and was launched on 26 July 2022. Half Lemon is amongst the latest ones to enter the CR fraternity in its region.

**Thematic Focus:** Half Lemon CRS works across the 3 Es - Education, Empowerment and Entertainment. The primary areas of focus are women empowerment, children’s education, farmer support, health and nutrition, among many others.

**Sustainable Development Goals:** Half Lemon broadly focuses on the following four SDGs:
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 15: Life on Land

**Primetime Programmes:** The morning primetime programme is Good Morning Azamgarh, which is an infotainment programme with useful updates about the region. The evening primetime programme is Chatpati Evening, which is a news programme that focuses on international and national affairs, sports, weather, and updates from the world of Bollywood.
Innovations in format or any other way: In addition to conventional broadcasting, the CRS uses narrowcasting to interact with its audience. Additionally, it periodically organises competitions, health camps, awareness campaigns, and other events in the city.

Core Team: Three staff members, including the Programme Head, Administrative Head and Sales & Marketing Head constitute Half Lemon’s core team at the moment. Additionally, the CRS has a dedicated group of community volunteers who help with programme conception and production.

Major Projects Undertaken: A significant project with another leading organisation is yet to be undertaken by Half Lemon as the CRS is still in its early stages. The following is a list of some of the CRS’ internal projects:

A district-level scholarship test was successfully conducted, with the participation of about 10,000 students. The CRS organised a competition called Mrs. Azamgarh to inspire homemakers. A cookery competition called Masterchef Azamgarh was also organised by the CRS. Sports tournaments and other competitions are also held frequently.

Engaged the community through a variety of activities to raise awareness of issues such as child labour, women’s empowerment, health campaigns, and many others.

Sustainable Strategies: Currently, Half Lemon CRS depends entirely on its parent organisation for financial and technical support. Once the CRS is past its primary stage and begins to attract external projects, it aspires to function on a self-sustainable model.

Number of listeners and Potential Outreach: Currently, Half Lemon CRS has at least 50,000 active listeners, and the figures are gradually improving as the CRS continues its efforts to reach out to its target audience.

Major concerns in the Community: The main issues in this city is the need for better health care, better facilities, and better education, all of which contribute to the well-being of the community members.

And in order to address these concerns, the CRS runs awareness campaigns in schools to reach out to students, and also employs various intervention strategies. Additionally, the CRS regularly hosts free health clinics so that everyone can have access to basic health check-ups.
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Website: www.brajvani.com
Broadcast Languages: Hindi and English
Broadcast Hours: 7 AM to 10 PM for 15 hours a day

Genesis: In the year 2022, Sant Ramkris-ghan Kanya Mahavidhyalaya founded Radio Brajvani. The CRS was established with the intention of ensuring that every individual in the target community possesses the skills necessary to be a change agent for the benefit of themselves, their families, and the community as a whole. The CRS started out with just three staff members, and currently, has a dedicated team of eleven.

Thematic Focus: Radio Brajvani’s primary areas of intervention have been in the fields of skill development, cyber law, women’s and children’s health, fundamental rights, education, tourism, the environment, culture, and societal issues.

Sustainable Development Goals: Brajvani broadly focuses on and aspires to achieve the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 8: Decent Work and Economic Growth
SDG 11: Sustainable Cities and Communities.

Primetime Programmes: The CRS’ primetime programming includes Live Agra, Radio Doctor, and Nari Tu Narayani. Women's rights, their participation in societal roles, and other issues like establishing a reputation for oneself are the main subjects of Nari Tu Narayani. The Live Agra programme for youth focuses on career, education, skill career, startup, and the youth’s contribution to society as its main objectives.

Enhancing community health is a major focus of the health programme Radio Doctor. The purpose of this pro-
Innovations in format or any other way: In order to cater to listeners of various ages, including children, seniors, and women, Radio Brajvani produces special programmes like skits, discussions and interviews with experts at regular intervals. The CRS also shares its content on different social media platforms like Facebook, Instagram, WhatsApp and YouTube.

Agra’s Zardosi is a very old art form that was once very well-known. There are very few people in the world who still practice this dying art. The CRS discovered that the women artisans in Tajganj who produce zardozi from their homes were not aware that they were actually producing zardozi. Many of them followed the Kei programme that the CRS had aired, and after that, these women workers became a part of the Make in India initiative. As a result, these women now have better jobs and income.

Core Team: There are eleven staff members at the moment. It includes a Station Director, Station Head, three educators, two social panelists, and five other core members. The Station Head oversees the content and technical support; the Social Panel offers advice on how to select content to address social issues; the Teachers’ Panel offers advice on how to select content to benefit students; and the core team is responsible for content development. The Station Director has the final say in all official decisions.

Major Projects Undertaken: Since its inception, Radio Brajvani has taken part in numerous unique initiatives in collaboration with different organisations. A majority of these initiatives focus on the women workers in the target community and have been extremely beneficial to them.

Sustainable Strategies: The Sant Ramkrishan Education Trust, the parent company of Radio Brajvani, contributes about 80% of the CRS’ annual budget. In addition, the CRS’ sustainable strategy entails being self-sufficient and obtaining the remaining 20% of the budget through collaborative initiatives with top NGOs and government agencies.

Number of listeners and Potential Outreach: The broadcast area of Radio Brajvani covers the city of Agra. According to census data gathered from local government agencies, the region has a population of nearly 22 lakh people. Out of this potential outreach, the CRS has an active listener base of nearly 5 lakh people.

Major concerns in the Community: The general population is unaware of the government policies pertaining to rights, society, and health. Additionally, educating local women about their health, responsibilities, and participation in society can have a profoundly positive effect on the community as a whole.
Genesis: The Karma Devi Group Of Institutions is the parent organisation which established Omni Radio in 2022. Omni Radio was founded with the goal of increasing community youth and children's educational opportunities and offering guidance. The CRS began with only three employees and currently has a dedicated team of eight. Through various initiatives and successful intervention strategies, the CRS continues to make a significant difference in the target community.

Thematic Focus: The main objective of Radio Omni's intervention is to inform the public about the benefits of government programmes and other health initiatives, with a focus on the youth in the target community. A variety of information about the economy, education, as well as developments in different areas is also provided by the CRS.

Sustainable Development Goals: The SDGs that the CRS focuses on are
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth

Primetime Programmes: Sakhi Sangini, Nayi Pahal Nayi Dishaye, and Health is Wealth are some of Radio Omni's primetime shows. All of the initiatives from both the public and private sectors are discussed in the programme Nai Pahal Nai Dishaye, along with advice on how to benefit from them. The programme Sangini Sakhi is designed specifically for women and offers advice on how to handle a range of issues that concern them, such as those related to cooking, sewing, knitting, embroidery, and other household chores as well as health-related issues. Doctors inform listeners about serious illnesses in the programme Health is Wealth and offer guidance on how to protect both individuals and society from such ailments.

Programme is to engage with medical professionals and inform the audience about various illnesses, how to prevent them, as well as how to maintain optimal wellness through yoga and naturopathy.
Innovations in format or any other way: In addition to broadcasting, the Praduman Singh Educational Social Environmental Development Trust also works with renowned educational NGOs across the country, like the Gautam Buddha Educational Social Environmental Development Trust, by collaborating with them and implementing community-based campaign projects. Since its establishment, the CRS has been able to increase public awareness on women’s health issues and engage the target community in health-related discussions. The CRS also engages with its audience across different social media platforms.

Core Team: Currently, there are eight staff members. This comprises the Station Director, four core members, an IT administrator, and a group of educators. The station director works with various parties and supervises all significant decisions pertaining to the CRS projects. The educators’ group offers guidance on how to assist the students. The IT administrator is in charge of providing technical support and the core team is in charge of content creation.

Major Projects Undertaken: Radio Omni has worked on a number of significant projects. To determine the most prevalent health issues in the community, Radio Omni carried out a study in the rural areas in collaboration with the district’s Community Health Officers. The CRS has been collaborating with Praduman Singh and the Gautam Buddha Educational Social Environmental Development Trust to improve the facilities in the local schools.

Sustainable Strategies: The parent organisation, Karma Devi Group Of Institutions, provides technical and financial support to Radio Omni in an amount equal to about 50% of the CRS’ annual budget. The CRS’ sustainable strategy is to be self-sufficient and to work in collaboration with top NGOs and governmental agencies to raise the remaining 50% of the budget.

Number of listeners and Potential Outreach: The 19 villages that are within the broadcast area of Radio Omni include Sansaripur Gotwa, Tilakpur, Belari, Ranipur, Kushmaur, Bhuwarsaraye, Kalwari, Sonupar, Daulatpur, Rampur Medical College, Aksada Pakke, Shurtihatta, Jaipurwa, Bhadarpur, and Agauna. According to census information gathered from the local governments, there are an estimated 5,000 people living in each of these villages, totalling nearly 1 lakh people. This is the potential outreach but the listener base has not yet been determined.

Major Concerns in the Community: The primary issues that the community is dealing with are poverty awareness, unemployment, and a lack of opportunities. Greater community involvement and state and local government initiatives would prove very beneficial. Additionally, it is necessary to improve the state of the hospitals and educational facilities. There is a pressing need to boost enrollment rates in schools and also get rid of diseases in the community.
**Genesis:** The Maa Sharda Foundation has worked on a range of livelihood-related issues since its inception, placing a special emphasis on the rights of women, children, and everyone in society. Since community radio can play a significant role in the lives of the community, MSF decided to establish a community radio station in order to reach out to the large community and create a positive impact in their lives.

**Thematic Focus:** As an infotainment CRS, the main goals of Radio Kesari are to make the community aware of their rights and government programmes, to promote better education, and disseminate information on agriculture and natural calamities, while also being a source of entertainment and cultural promotion. As a woman-led CRS, Radio Kesari is committed to promoting women’s rights and equality in society, particularly in Deoria. Poverty is another area of focus to which the CRS is allocating its resources.

**Sustainable Development Goals:** The SDGs that the CRS focuses on and aspires to achieve are

- **SDG 1:** No Poverty
- **SDG 3:** Good Health and Well Being
- **SDG 5:** Gender Equality
- **SDG 6:** Clean Water and Sanitation
- **SDG 13:** Climate Action

**Primetime Programmes:** A number of well-known programmes are produced and broadcast by the CRS, including Halchal, The TB Challenge, Gaane Ke Bahane, Umeed, Rakt, Bharat Banane Ki Kahani, and Climate Countdown.
Innovations in format or any other way: Apart from traditional broadcasting, Radio Kesari also engages with its target community through the means of narrowcasting.

Post the TB challenge, the CRS carried out a survey and found out that it was an effective intervention as many listeners benefited from the programme as they proceeded for diagnosis and sought treatment. The District TB official stated that there was a spike in the number of TB patients visiting hospitals after the programme was aired.

Core Team: Seven core members of Radio Kesari and more than 25 volunteers make up a robust team that manages various responsibilities and ensures the effective functioning of the CRS.

Major Projects Undertaken: One of Radio Kesari’s many projects, initiatives, and interventions is the TB Challenge which turned out to be a highly impactful one in the target community.

Sustainable Strategies: The Maa Sharda Foundation, Radio Kesari’s parent organisation, provides financial and technical support to ensure the seamless functioning of the CRS. The CRS also generates its own revenue by means of the different projects it undertakes.

Number of listeners and Potential Outreach: The CRS covers a region with a population of at least 6 lakh individuals. The CRS estimates that it has between 1-2 lakhs of active listeners, though in-depth research is still needed.

Major concerns in the Community: Lack of proper information about government programmes, gender inequality and discrimination, child marriage, sanitization, flooding, poverty & hunger, and unhealthy lifestyle are the main issues in the community. The CRS is doing its best to address these issues and help the community eliminate them.
**Genesis:** Azad Hind Radio 90.0 FM was founded with a vision to serve the community and promote the values of patriotism, social justice and equality. The station’s pledge of “Nation First... Always First” focuses on serving the interests of the country and the people first. It also values local talent and aims to give aspiring musicians, actors, and artists a stage to demonstrate their talent and creativity. The goal of the station is to promote local talent, culture, and traditions while also serving the interests of the people and the country.

**Thematic Focus:** By promoting various themes like education, local talent, pollution prevention, cultural heritage, health & wellness, and community empowerment, Azad Hind Radio 90.0 FM works for society and the nation at large. By advancing the ideals of equality and social justice, Azad Hind Radio 90.0 FM helps to create a society that is better informed, empowered, and healthy. In order to honour Indian freedom fighters and their struggles, the radio station produces programmes that highlight their contributions to the country’s war for independence.

**Sustainable Development Goals:** The SDGs that the CRS focuses on are
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 8: Decent Work and Economic Growth
- SDG 16: Peace, Justice and Strong Institution
- SDG 17: Partnerships for the Goals

**Primetime Programmes:** Azad Hind Radio 90.0 FM’s primetime programme Yuva Talk offers a forum for young people to discuss and express their opinions on a variety of issues that affect them and the society as a whole. Another popular primetime programme on Azad Hind Radio 90.0 FM is Her Se Ghar, which offers resources and information to assist women in making decisions about their health and well-being. Suhana Safar is a radio programme that plays a variety of music, including old classics and the latest chartbusters.
Innovations in format or any other way: Azad Hind Radio is actively fostering the social, economic, and cultural growth of the nearby communities. Here are a few glimpses into the work being done by Azad Hind Radio.

Promoting regional culture and customs: Azad Hind Radio is helping to protect and promote regional culture and customs. The programmes are created in a way that supports local artists in showcasing and honing their folk songs, tales, and other artistic endeavours. The CRS also offers educational content, including interviews, literacy programmes, workshops, and skill-development activities.

It also supports neighbourhood businesses by giving them a platform to advertise their goods and services, which boosts the local economy.

Core Team: A team of five including the station director, a creative writer and three radio jockeys make up the staff of Azad Hind Radio.

Major Projects Undertaken: Azad Hind Radio has so far focused on internal projects and is yet to be part of a major project or work with a top organisation. The CRS consistently makes an effort to pitch for projects with various organisations and work with them.

Sustainable Strategies: Azad Hind Radio has employed various strategies to be a self-sustaining organisation. The CRS partners with ethical companies whose values align with the organisation and promotes them through special programmes and advertisements.

Number of listeners and Potential Outreach: Within its coverage area, the CRS has a potential outreach of 4-5 lakh people. Out of this, the CRS estimates that there are approximately 2-3 lakh active listeners.

Major concerns in the Community: The team engaged with the community and discovered that there is still a lack of knowledge among the populace regarding basic things like traffic laws, platforms and systems that support women, serious health issues and the precautions that should be taken, and the legal rights that are provided to the weaker and lower strata of society. Farmers need to be informed about cutting-edge technologies for better production at lower costs. The top concerns of society include things like lack of knowledge of government services, unemployment, education, and health.
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Broadcast Timing: 11 AM to PM for 6 hours a day  
Broadcasting Language: Hindi and English

Genesis: Salaam Namaste community radio station (a unit of Institute Of Management Studies, Noida) is the first CR station of Noida and Ghaziabad. Parented by Institute Of Management Studies, Salaam Namaste Community Radio was initiated to be an important medium of change in the community. The CRS is committed to working for the welfare of the community, and encourages community participation for the holistic development of the community. Various radio programmes and initiatives of Salaam Namaste have been awarded and recognized at various platforms.

Thematic Focus: The station has been operational since 2009 catering to different sections and groups in the community including senior citizens, slum dwellers, domestic helpers, children and women, folk artists, etc. Celebrating a decade of community service and community participation, the CRS has been able to transfer information about government (Central and State) programmes & schemes, accessing government services, and bringing social and developmental changes in the target communities.

Sustainable Development Goals: Salaam Namaste Community Radio aspires to achieve the SDGs given below:

SDG 2: Zero Hunger  
SDG 3: Good Health and Wellbeing  
SDG 4: Quality Education,  
SDG 8: Decent Work and Economic Growth  
SDG 12: Responsible Consumption and Production

Primetime programmes: Primetime programmes broadcast by Salaam Namaste include Salaam Sehat for health awareness, Salaam Shakti for women empowerment, Art Manthan for Indian art and culture, Maati Ke Geet for local music, Chaupaal for village talks, Salaam Talent for community talent, Nanhi Aawaz Badi Seekh for social issues awareness, Chakh De Chotu for underprivileged kids, TB Challenge for TB awareness, and Jet Cancer Par for cancer awareness.
Innovations in format or any other way: Along with broadcasting, the CRS effectively uses narrowcasting, outreach programmes, and community-led activities to establish a strong connection with the community.

The CRS collaborates with NGOs and health groups like Childline 1098, Noida Authority, and Indian Medical Association to promote child rights, women’s health, health awareness, and Swach Noida Swasthya Noida initiatives. Popular initiatives of the CRS include Chakh De Chotu for underprivileged kids, Salaam Shakti for women empowerment, Art Manthan for promoting artisans, Second Innings ko Salaam for senior citizens, Maid Deedi for household maids, and ZeroWaste Campaign for eco-friendly environment and pollution reduction.

CRMC Members and Core Team: The core team of Radio Salaam Namaste has twelve members. It includes the Station Head, Programme Manager, five team members and five community members. The CRS has an Advisory Group and Programme Committee that reviews the programmes, provides feedback, and gives insights for conceptualising future programmes.

Major Projects Undertaken: Radio Salaam Namaste has been a part of several national and regional projects and has worked on themes related to the areas of education, health, adolescent issues, child labour, child marriage, concerns of women and their protection, environment, voting rights and elections, etc. The CRS has collaborated with leading organisations and agencies like UNICEF, CEMCA, SMART, CRA, Election Commission of India, Ministry of Ayush, and Noida Authority.

Number of listeners and Potential Outreach: 4 villages – Sangli, Ramgarh, Devpur and Chandna – fall within the broadcast range. The area has a total population of nearly 50,000 people, and the CRS has an active listeners of nearly 30,000 listeners.

Major concerns in the Community: The major concerns in the community are poverty, unemployment, illiteracy, and lack of awareness about the welfare schemes and policies of the community. The area also requires better waste management strategies to ensure community health, and avoid environmental concerns. Better healthcare and educational facilities will promote the overall development of the community.
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Website: www.radioambedkarnagar904.com  
Broadcast Timing: 8 AM to 10 PM for 14 hours a day  
Broadcasting Language: Hindi, Awadhi, Bhojpuri

Genesis: Radio Ambedkarnagar was founded in 2019 by Janta Kalyan Sansthan. The CRS was established with the vision to address the social issues that affect the welfare of the community. These issues range from educational needs, poverty, lack of awareness on various matters, and gender inequality, to environmental problems.

Thematic Focus: The thematic focus area of Radio Ambedkarnagar is the welfare of the local community by promoting health, responsible living, and mitigating poverty and hunger. The CRS also focuses on culture and preservation of local heritage and traditions.

Sustainable Development Goals: Radio Ambedkar has programmes designed to achieve the following SDGs:  
SDG 1: No Poverty  
SDG 2: Zero Hunger  
SDG 3: Good Health and Well-Being  
SDG 12: Responsible Consumption and Production  
SDG 15: Life on Land

Primetime Programmes: The primetime programmes that feature on Radio Ambedkarnagar are Sehat ek Khazana, Ek Safar and Khet Khatihaan.

Sehat ek Khazana is a health programme that discusses different diseases along with its preventive measures and treatment. The programme features an expert doctor and also discusses different medical traditions and their advantages. Khet Khatihaan is an agricultural programme which interviews agriculturists and farmers; it educates the local farmers on different methods of farming, latest developments in agricultural research and technology. Ek Safar is an entertainment programme that features songs, stories, Bollywood updates, movie reviews etc. This programme is quite popular amongst the youth in the community.
Innovations in format or any other way: The CRS also narrowcasts its programmes along with the conventional method of broadcasting. Radio Ambedkarnagar regularly organises events, competitions, awareness campaigns and health camps in the community.

The CRS has a strong follower base of more than two lakh people on its social media accounts on Facebook and YouTube, where it shares its content and engages with the audience.

Core Team: There are ten members who constitute the staff at Radio Ambedkarnagar. It includes the Station Director, Station Manager, four radio jockeys, and a panel of experts who guide the CRS on matters like content conceptualisation, programme design, execution and review.

Major Projects Undertaken: Radio Ambedkarnagar has worked continuously on large-scale projects. It was a part of the Beti Bachao Beti Padhao Yojana promoted by the District Provisional Department. It has also featured in campaigns like TV Harega Desh Jeetega, working in collaboration with SMART.

The CRS was also an active promoter of Mukhya Mantri Jan Arogya Yojana, and has worked closely with different government agencies on different initiatives. It has also been a participant in UNICEF’s COVID-19 vaccination drive.

Sustainable Strategies: Janta Kalyan Sansthan provides nearly sixty percent of Radio Ambedkarnagar’s budget; the CRS draws the remaining forty percent from collaborative ventures with different partners and also through the means of advertisement.

Number of listeners and Potential Outreach: Radio Ambedkarnagar covers areas that are densely populated and has a potential outreach of nearly ten lakh people. The CRS estimates that it has an active listener base of at least 2,75,000 listeners.

Major concerns in the Community: Gender inequality, lack of awareness about different welfare schemes, poverty, unemployment, and diseases are all issues that affect the community. The community needs more initiatives to educate and empower them.
Genesis: Radio Pragya, established in 2017 by Carvan Sanskritik Evam Vikas Manch in Kushinagar district, Uttar Pradesh, aims to raise awareness about children’s education, women’s empowerment, and health in remote villages. With over eighty percent of the population living in remote villages, many lack access to education and technology. Since its inception, Radio Pragya has helped the community members become aware and educated in the last five years. The organisation continues to work towards improving these areas.

Thematic Focus: The parent organisation of Radio Pragya is an NGO that focuses on promoting education and social development in the community, aiming to create a positive impact by providing educational opportunities, resources, and support. Radio Pragya prioritises gender equality, professional and economic growth, and reducing illiteracy. The programmes aim to increase access to education for children and adults, and transform lives through education. The CRS also promotes community involvement, empowerment, and sustainability, encouraging individuals to take responsibility for their lives and communities. Radio Pragya’s mission is to create a more equitable and just society by investing in education and empowering individuals, paving the way for a brighter future.

Sustainable Development Goals: Radio Pragya aims to achieve these SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth
SDG 10: Reduced Inequalities
SDG 16: Peace Justice and Strong Institution

Primetime Programmes: The following are the prime-time programmes that are broadcast at Radio Pragya. Gyan Vigyan is a programme that focuses on education and learning, offering informative and engaging content to enhance knowledge and skills. It covers a wide range of topics, including science, technology, engineering, mathematics, history, literature, and more. The programme is designed to make education accessible to everyone, regardless of their background or education level. It features expert speakers who share their insights and experiences, encouraging listeners to participate in discussions and debates.

Ghatna Kram is a programme that covers general knowledge, politics, economics, science, technology, sports, and entertainment. It features expert speakers who encourage listeners to stay informed and up-to-date on important events and developments. The programme is designed to be informative, engaging, and entertaining.

Genius of the Week is a quiz programme on various subjects, including general knowledge, sports, entertainment, history, and more. Listeners can participate by calling in or sending messages, and those who answer the questions correctly have a chance to win prizes and certificates from the administration (DM, SP).
Innovations in format or any other way: Radio Pragya uses various techniques for outreach and narrowcasting to reach out to the community. The outreach involves efforts to connect with the community and build stronger relationships. Other techniques include targeted programming, mobile broadcasting, community engagement, and social media engagement. Targeted programming ensures that the radio station’s programming is relevant and interesting to the community, while mobile broadcasting allows the station to reach remote areas and establish temporary studios in public spaces. Community engagement through events, campaigns, and outreach programmes fosters trust and ownership among community members. Social media platforms like Facebook, Twitter, Instagram, and Youtube help reach out to the community, share information, connect with listeners, and promote programmes. The CRS also street plays and campaigns to reach out to people in their localities. These plays are designed to create awareness about various social issues, and also to promote their programmes.

Core Team: The core team at Radio Pragya has 12 members which include the Station Director, Manager, radio jockeys, technical staff and other support staff.

Major Projects Undertaken: Radio has been a part of several major projects with organisations like UNICEF, CRA, SMART, and CEMCA. The CRS partnered with UNICEF, AAKAR for a study in the rural areas and health awareness during COVID-19. It also partnered with CRA to run a health and education awareness campaign in the community to promote the education of young boys and girls. In an ongoing project, the CRS is collaborating with the UP Government to create awareness regarding mental health, and education.

Sustainable Strategies: Carvan Sanskritik Evam Vikas Manch, the parent organisation of Radio Pragya meets nearly forty percent of the annual expenses of the CRS. The remaining funds are raised through the means of paid partner projects with different organisations.

Number of listeners and Potential Outreach: Eight Blocks - Padrauna, Kasia, Dudahi, Hata, Sukrauli, Khadda, Motichaik, Seorahi – fall in the broadcast range of Radio Pragya. The area has a population of nearly 2,50,000 people and the CRS has an active listener base of approximately 1,50,000 listeners.

Major Concerns in the Community: The target community struggles with problems like poverty, health concerns, and inadequate health and educational infrastructure. Pollution and other environmental concerns also affect the well-being of the community.
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Website: https://www.spuvvn.edu/academics/academic-centres/community-radio-station/
Broadcast Timing: 8 AM to 9 AM, 11 AM to 12 PM, 2 PM to 3 PM, 5 PM to 7 PM and 9 PM to 10 PM for 5 hours a day
Broadcasting Language: Local languages

Genesis: Radio Campus was established in 2004 by Sardar Patel University, and it is the first community radio station in the state of Gujarat. The tagline of Radio Campus is ‘My View, My Voice, My Campus’. Radio Campus focuses on the fundamental principle of community radio stations, which is to involve, engage and support the communities that they serve. The CRS aims for the welfare of its student community as well as the local communities in its vicinity.

Thematic Focus: Being part of an educational institution, the primary focus of Radio Campus rests on education. The CRS also delves into language and culture, health and hygiene, and environmental concerns. The CRS works to bridge socio-economic gaps and to foster an inclusive attitude in the community. Radio Campus is committed to being a key partner in the holistic development of the local communities.

Sustainable Development Goals: Radio Campus has programmes designed to focus on most of the SDGs with a primary focus on the following:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 10: Reduced Inequalities

Primetime Programmes: The primetime programmes of Radio campus can be categorised into community-centric and student-centric programmes, developed in the form of panel discussions, live phone-in programmes, musicals, and talks. The programmes also include the ones created by students. The student-centric programmes are based on disseminating information related to admissions, examination, career guidance, and other academic matters. The community-centric programmes include folks songs, celebration of cultural festivals, and programmes related to spirituality, health, environment, and agriculture. The programmes also feature local talents.
Innovations in format or any other way: Radio Campus provides an in-house training for students to get hands-on experience of recording and producing programmes. Radio Campus also provides a part-time certificate programme ‘Radio Announcer and Art of Presentation’ for both students and local community members.

The CRS designed a special programme during the Lumpy virus outbreak in Gujarat in 2022, and was appreciated for its effort by the community and government agencies.

Core Team: There are seven members who form the core team of Radio Campus. Three of them form the Technical Committee, and the other four form the Programme Production Committee. The CRS is supported by a dynamic team of student volunteers who are directly involved in the operations of the CRS.

Major Projects Undertaken: Radio Campus actively volunteers for initiatives, especially during times of crises and calamities, in association with local civic and administrative bodies. The CRS was a part of many initiatives during the COVID-19 pandemic in collaboration with other organisations. The CRS was part of the International Day of Yoga in 2021 and 2022, in association with the Ministry of Ayush and CEMCA.

Sustainable Strategies: Radio Campus is financially supported by the parent organisation, Sardar Patel University. It also manages to generate revenue through externally funded collaborations.

Number of listeners and Potential Outreach: Radio Campus broadcasts its programmes in an area with a population of nearly two lakh people. The CRS is also expanding its listener base through its mobile application.

Major concerns in the Community: Need for adequate disaster management systems and mechanisms to control outbreak of different diseases can significantly help the community during crises. The area also needs improvement in healthcare and educational facilities, that too costs affordable for the marginalised sections of the society.
Genesis: Rudi No Radio is based in Ahmedabad, Gujarat, and was launched on 26th November, 2009 with a mission to address the needs of the rural communities in the region. The CRS acts as a medium of communication that conveys crucial messages, and is also a source of information and entertainment for the local community. Such an initiative was conceptualised in the aftermath of the severe earthquakes in Gujarat, to meet communication needs of the region in the hour of a calamity or mishap.

Thematic Focus: The primary focus areas of Rudi No Radio are health, education, folk music and folklore, employment and livelihoods, agriculture, and traditional medicines. The CRS also focuses on creating awareness about the welfare schemes and policies of the governments, so that the community members can benefit from them.

Sustainable Development Goals: Rudi No Radio focuses on the following SDGs:
- SDG 1: No Poverty
- SDG 4: Quality Education
- SDG 8: Decent Work and Economic Growth
- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action

Primetime Programmes: Rudi No Radio broadcasts eight Prime Time programmes: Saptrangi, Vadhma, Rudu Upvan, Vadlo Bole Che, Killol, Rudi No Radio, Satvik Jivan, and Aakash mare Aambhanu Che. These programmes have been developed in different formats to engage and educate the listeners, and are based on a range of topics including current affairs, health, agriculture, events in the city, and spirituality. Through these programmes, the community members also voice their concerns and opinions.
Innovations in format or any other way: Gujarati culture has many performing art forms like Bhavayi, Dayro, and Ranglo Rangli, which involve singing and conversation. Radio programmes are created regularly in these forms, with community participation being a key aspect. Members-based organisations, such as co-operatives, self-help groups, savings, and credit associations, are encouraged to contribute small amounts to develop content for radio programmes. Women, children, elders, and youth participate through Shrota Mandals (Listener Groups). The narrowcasting of radio programmes ensures a wider reach and appreciation for the rich cultural heritage of Gujarat.

Core Team: The core team of Rudi No Radio is constituted by eleven members who handle unique responsibilities to ensure the smooth functioning of the CRS. Community vote

Major Projects Undertaken: Rudi No Radio has mainly worked on projects and initiatives in collaboration with its sister concerns, including Video SEWA, SEWA Bank, SEWA, and Insurance co-operative of SEWA. The CRS has also been a part of regional and national initiatives in collaboration with organisations like UNICEF, CEMCA, and NCSTC.

Sustainable Strategies: Rudi No Radio is financially and technically funded by its parent organisation, Indian Academy for Self-Employed Women. The CRS also manages to generate revenue through paid collaborations with external organisations and agencies.

Number of listeners and Potential Outreach: Rudi No Radio has as many as forty villages within its broadcast range, and the estimated outreach potential is nearly one lakh.

Major concerns in the Community: The lack of knowledge about government programmes and their outreach in the community’s villages are the main issues. Lack of education among girls, child marriage, and addictions are some of the significant problems. Basic sanitation and drainage services, as well as related schemes, are not being executed. The primary industry of agriculture is declining as a result of the sale of land to corporations and multinational firms, and at the same time, new job skills are not readily available.
Genesis: Lokvani Radio was established on 4th November 2013 at Krishi Vigyan Kendra, Ambujanagar, Gujarat with a vision to educate the farmers, fishermen, and rural youth, and introduce them to the latest technology in agriculture. The CRS also disseminates knowledge about different agriculture-allied subjects. The mission of Lokvani Radio is to significantly improve the lives of the farmers through its programmes and initiatives, and contribute to the overall development of the community.

Thematic Focus: The primary focus area of Lokvani Radio is agriculture and its allied subjects like agronomy, plant protection, horticulture, Home Science, agriculture extension, agriculture engineering and fisheries programmes. The CRS also focuses on health, education, environment, and women empowerment.

Sustainable Development Goals: Lokvani Radio focuses on improving the standards of living through following these SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 14: Life Below Water
SDG 15: Life on Land

Primetime Programmes: The primetime programmes are based on natural farming, agriculture market rate, bi-monthly pest and disease information, importance of soil and water testing, and correct methods of sample collections, and Swachata programme under Swachh Bharat Mission. The primary focus rests on natural farming programmes like disease & pest management, adopting natural farming practices, different methods of making bio-pesticides & insecticides, and biofertilizer programmes, developed by the experts of KVK. The programmes also feature the stories of successful farmers.
Innovations in format or any other way: Lokvani Radio conducted a survey to find out the major issues/problems of the farming community and based on the findings, the CRS started developing programmes to address the particular concerns. The CRS has been able to significantly improve the status of farmers in the community. The CRS has been successful in creating awareness regarding organic as well as natural farming.

Core Team: Radio Lokvani is managed by the staff of KVK, Ambujanagar. The CRS also receives inputs from agricultural experts regarding its programmes. This helps in curating programmes that are suitable for the needs of the local farming community. The local farmers also volunteer and contribute to the different activities of the CRS.

Major Projects Undertaken: KVK CRS collaborated for Factshala project on identifying fake news propagated through social media platforms. It was a partner in developing the NITARA app for animal rearing programmes. The CRS has executed a project on Vikaspedia through CDAC, Hyderabad. The CRS has also been a part of breastfeeding and nutrition campaigns.

Sustainable Strategies: The CRS receives technical support from Krishi Vigyan Kendra, Ambuja Multispeciality Hospital, Ambuja Vidya Niketan School, and financial support from the parent organisation Ambuja Cement Foundation, which is around ninety five percent of the annual expenses. The CRS draws the remaining amount through the means of collaborative projects with leading NGOs and government departments.

Number of listeners and Potential Outreach: The broadcast range of the CRS covers a total of 55 villages that have a total population of nearly 55,000 people. Out of this, the CRS has an active listener base of at least 32,000 listeners.

Major concerns in the Community: The major needs of the farmers within the community is the need to improve soil health, and promote natural farming and natural resource conservation through the use of biopesticides and biofertilizers. Different techniques like Jivamrut, Bijamrut, Ghanjivamrut, Agniashtra etc. help increase the yield of crops and improves the standard of living of farming communities as well.
Genesis: Radio Nazariya was established by Drishti, an organisation based out of Ahmedabad. It is the first community radio station in Ahmedabad and started broadcasting on 17th June, 2017. The CRS is located in an area with a diverse community that includes people from different socio-economic backgrounds. A majority of the community members belong to marginalised and underprivileged sections of the society. The CRS aims for the welfare of the most backward and impoverished sections of the society, address their concerns, and guide them on their way to a better and dignified life.

Thematic Focus: The primary focus areas of Radio Nazariya are women empowerment, health and hygiene, livelihood, sanitation, social harmony, and local art and culture. The CRS has focused on bridging social gaps and creating equal opportunities for all community members irrespective of any difference. The CRS strives to build a healthy, socially aware, and responsible community through its efforts.

Sustainable Development Goals: The SDGs that the CRS focusses on and aspires to achieve are:
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 16: Peace, Justice and Strong Institution

Primetime Programmes: The primetime programmes that are broadcast on Radio Nazariya are:
CityTantra: The programme covers the issues that women face in their communities, and brings it to notice of the local governance. Issues like water, sanitation, healthcare, education etc, which are all basic necessities and public services are seen from a gender lens. The programme features representatives from local authorities to address the concerns of women.

Shaharnama: This show features different community artists like singers, poets, musicians etc, and covers culture, art and heritage. It also addresses the existing conflicts and concerns that the city faces

Behengiri: It is a show on women’s health. Topics like menstruation, anaemia, abortion, pregnancy, diseases and problems related to reproductive organs are discussed in the programmes. It also addresses the issue of domestic violence.
Innovations in format or any other way: Radio Nazariya actively narrowcasts its programmes. The CRS brings the community together by organising different events like awareness campaigns, health camps, and exhibitions. Women from the marginalised sections of the community are mobilised to discuss a wide range of topics. This helps to establish a strong and lasting connection with the community members.

The CRS has trained women under its CityTantra programme, renovated schools, installed pipelines in different areas, and thereby impacted at least 500 families in the area.

Core Team: Radio Nazariya has a board of trustees that reviews the content created by the CRS on a quarterly basis and suggests inputs. There are six team members who constitute the core team, which includes the Director, Station Incharge, Assistant Station Incharge, Production Executive, sound designer, and Community Trainer. The core team is supported by six support staff.

Major Projects Undertaken: Radio Nazariya has regularly been a part of regional and national initiatives in association with different NGOs and government agencies like CRA, SMART, CEMCA, and UNICEF. The CRS has also extensively worked on developing its own internal initiatives for the welfare of the community.

Sustainable Strategies: The CRS mainly thrives on the revenue that it generates through collaborative ventures with external organisations. The remaining funds to meet the rest of the expenses are provided by the parent organisation, Dristhi. The CRS also receives support from civil society organisations who support its initiatives.

Number of listeners and Potential Outreach: Radio Nazariya covers Jamalpur, Gomtipur, Shahpur, Khadia, Mirzapur, Kalupur, Delhi Darwaza, Rajpur, Navrangpura, Mithakhali 6 Road, Paldi, C.G. Road, Shahibaug, and Maninagar within its broadcast limits. The area has a population of at least 25 lakh people. The CRS has a listener base which is at least 12 percent of this outreach potential.

Major concerns in the Community: Community concerns include social taboos, high anaemia rates, ineffective water and sanitation facilities, conflict between communities, and heritage management issues.
Genesis: Radio Palanpur was established on 25th February 2019. The mission of Radio Palanpur is to work for welfare of the community by bridging socio-economic gaps and fostering an inclusive attitude in the community, so that every individual has equal access to basic amenities and rights. Radio Palanpur creates community-centric programmes that address the needs of the community, while also serving as a source of entertainment. In the four years of its service, the CRS has been able to reach out to the target community and carve a space of its own in their daily lives.

Thematic Focus: The primary thematic focus areas of Radio Palanpur are education, livelihood, women empowerment and safety, health, child nutrition and care, and local art and culture. The CRS is committed to providing a platform for the local community to express their views and concerns, connect with each other, address social problems, and resolve them through collective efforts.

Sustainable Development Goals: Radio Palanpur aspires to achieve the SDGs given below:
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality
SDG 10: Reduced Inequalities
SDG 16: Peace, Justice and Strong Institution

Primetime Programmes: Primetime programmes broadcast by Radio Palanpur include RJ Special Programmes, which feature radio jockeys discussing various topics in a positive and engaging manner. These programmes are designed to encourage people to understand and enjoy the concept of CRS. Dikri is a programme series, supported by Kalanidhi Trust Kanodar, invites girls and young women, who have had to face adverse struggles, to share their life stories and how they overcame challenges. The show has already interviewed 50 such women. Jivti Varta is a unique programme where world record holder Dr. Bhavesh Pandya narrates inspirational stories. Sahitya Vartul is a programme that provides a platform for the local artists, singers, and poets to showcase their talents. Through this, Radio Palanpur continues to promote and support the growth of the arts and talent in the region.
**Innovations in format or any other way:** In addition to conventional broadcasting, Radio Palanpur also actively narrowcasts its programme. The CRS collaborates with Kalanidhi Trust, Kanodar for different community-welfare and social activities. The CRS collaborates with Angikam Foundation to provide a platform to budding artists and local talents.

The CRS is active on major social media platforms, and also has a mobile radio application of its own.

**Core Team:** Radio Palanpur has twelve members in its staff including the Station Director, Production Director, technician, and radio jockeys. The CRS is supported by a string of volunteers who double as radio jockeys. Radio Palanpur is supported by a panel of experts from different fields, including health, education, arts, and sports, who provide regular inputs about the programmes produced by the station. These inputs are helpful in the conceptualisation and development of better programmes.

**Major Projects Undertaken:** Radio Palanpur has been a part of several impactful initiatives. The CRS was a part of a string of awareness campaigns on COVID-19 and the subsequent vaccination drives. The CRS has also been a part of initiatives related to digital and financial literacies, fake news, human rights, and nutrition. The CRS has partnered with distinguished organisations and agencies like UNICEF, SMART, CEMCA, DataLEADS, CRA, and the Department of Science & Technology.

**Sustainable Strategies:** Radio Palanpur sustains itself from the revenue generated through externally funded collaborations, and advertisements from different agencies and local vendors. The CRS pitches its initiatives to various organisations and government agencies to attract funded partnerships and thereby, generate enough revenue to meet its expenses.

**Number of listeners and Potential Outreach:** Radio Palanpur broadcasts its programmes with a population of nearly 3,70,000 people and the CRS has an active listener base of approximately 1,70,000 listeners.

**Major concerns in the Community:** The community needs guidance and support across several areas including healthcare, livelihood and education to ensure its overall growth. Access to necessary amenities at affordable prices can significantly help the community in improving its living standards.
Genesis: The MS Mohanlal Foundation considers supporting the local community as its primary responsibility. In order to achieve this goal, Radio Sabarmati was established in 2022. Radio Sabarmati is a bright new star on the horizon of Community Radio Stations in the country. The foundation believes that it will be able to connect with every member of the community and have a positive impact on their day-to-day activities through Radio Sabarmati.

Thematic Focus: Radio Sabarmati is a pioneer in all-genre programming and caters to the needs of street vendors, local schools, slum areas, labour societies, local tribes and other variable communities of Ahmedabad. The goal of the CRS is to promote ancient Indian scriptures, its art and culture, as well as health awareness. Radio Sabarmati strives to foster a sense of unity and national pride in society. Sessions for career counselling, community singing, youth inspiration, women’s emancipation, and fun and art sessions are scheduled on a regular basis. Promotion of government initiatives amongst the locals is planned. The CRS provides a platform for knowledgeable and creative people to share their skills. In a nutshell, Radio Sabarmati brings together people from all walks of the community.

Sustainable Development Goals: The SDGs that the CRS focuses on are
- SDG 4: Quality Education
- SDG 12: Ensure sustainable consumption and production patterns
- SDG 16: Promote just, peaceful and inclusive societies

Primetime Programmes: The primetime programmes include English instruction, the Gujarati language programme Jaat Sathe Vaat, which emphasises the value of encouraging oneself and developing one’s own character, Sarita - a programme that focuses on empowering women, Halo Maliye is a programme where successful people from different fields are interviewed, and Awakening with Brahmakumaris is a morning show hosted by BK Shivani which offers upbeat thoughts to the audience before they start their day.
Innovations in format or any other way: Since the CRS operates in a metro city, the prime focus is on assisting the community with mental health and leading a balanced life. The CRS collaborates with NGOs that support healthcare access, protect the environment and promote moral education. The CRS also interacts with its audience on various platforms that include Twitter, Facebook, WhatsApp and Instagram.

Core Team: There are a total of 14 staff at the CRS. It includes a station director, station manager, programme manager, technical executive, five radio journalists, and five core members. The station director approves the project initiatives; the station manager and the programme manager together handle various facets of content creation;

Major Projects Undertaken: The CRS has not yet started any significant projects because it is still a young organisation.

Sustainable Strategies: The parent organisation handles the majority of the funding as the CRS is still in its early days. However, the CRS continues its efforts to raise funds through various projects, advertisements, and other endeavours.

Number of listeners and Potential Outreach: The reach and quantity of listeners who are currently engaged could not be determined. The CRS has not yet conducted a survey on the subject.

Major Concerns in the Community: Even though extensive research is still needed, unhealthy lifestyle and their ancillary issues such as anxiety, lifestyle diseases, etc. remain the community’s top concerns. Lack of awareness and knowledge gap in the community regarding different issues is yet another concern that the CRS is trying to bridge through its interventions.
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Broadcast Timing: 8 AM to 10 AM and 4 PM to 6 PM for 4 hours a day  
Broadcasting Language: Gujarati

Genesis: Junagadh Janvani is the first CRS among the agricultural universities in the State of Gujarat. JAU is engaged in disseminating new technologies to farmers in ten districts of Saurashtra region through various media including Doordarshan and Akashvani. Since two-way communication is found to be more successful in social and technological adoption, JAU established the CRS, Junagadh Janvani. The CRS received its WOL on 8th April, 2015 and was inaugurated by Smt. Anandiben Patel, the Chief Minister of Gujarat, during the Krushi Mahotsava Mega Event on 6th May 2015. The broadcasting of the CRS was inaugurated by Shri Mohanbhai Kundariya, Hon’ble Minister for Agriculture (State), Government of India, New Delhi on June 23, 2015 at JAU, Junagadh. People of Junagadh city and sixty six surrounding villages benefit from the programmes of the CRS.

Thematic Focus: The major thematic focus areas of Junagadh Janvani are agriculture, animal husbandry, agri-engineering, horticulture and its related disciplines, and rural development. The CRS also focuses on women empowerment, education, history, science, culture, health, folk arts, nutrition, career and employment, literature, music, etc.

Sustainable Development Goals: The SDGs that Junagadh Janvani focuses on are:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 12: Responsible Consumption and Production  
SDG 15: Life on Land

Primetime Programmes: The primetime programmes broadcast by Junagadh Janvani include Anokhi Aaj, Bhakti Sangeet, Krushi Salah, Krushi Vani, K Kavitano K, Mari Shala, and Gam Garima. These programmes cover various topics, such as health, personal achievement, science, education, children’s programming, career and employment, environmental awareness, nutrition and dietetics, and more. Some programmes also focus on women empowerment, literature, music, and art. Other programmes include Sangeet Sarita, Gujarati Sugam Sangeet, Git Gurjari, and Sant Vani. These programmes aim to provide a diverse range of entertainment and educational content for the listeners.
Innovations in format or any other way: Junagadh Janvani is an active proponent of narrowcasting in addition to conventional broadcasting. As a result, the CRS has been able to significantly improve farmers’ knowledge & income in the community. It has also been able to create awareness and improvement in agriculture, animal husbandry as well as the social, educational and healthcare aspects of the community.

Core Team: The current team at Junagadh Janvani has five members which include the Station Director, Programme Officer, recordist, editor, and radio jockey. Scientists, experts from different fields, farmers, and women also partake in programme development activities of the CRS.

Major Projects Undertaken: The CRS has collaborated with agencies and organisations like RBI, Election Commission of India, PCAR, SMART, Integrated and Child Development to broadcast their campaigns, and intervention projects in the community. The CRS has also worked extensively on its internal projects for the welfare of the farming community.

Sustainable Strategies: Junagadh Janvani, at present, is completely funded by its parent organisation, JAU. The CRS aspires to be a self-sustaining entity by meeting all its expenses through revenue generated by its own ventures, funded by external partners.

Number of listeners and Potential Outreach: The CRS cover the Junagadh city and as many as sixty villages within its reach. The area has a population of nearly 8,30,000 people. The CRS has an active listener base of nearly four lakh listeners.

Major concerns in the Community: The major in the community are the problems faced by the farmers. This includes lack of access to latest technology, lack of knowledge about latest agricultural practices, low income, natural disasters and crop destruction, and low yield. The CRS is working on several areas to address the concerns of the farmers.
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Broadcast Timing: 9.00 am to 10:00 pm for 11 hours
Broadcasting Language: Gujarati and Hindi

Genesis: Launched on 5th October 2018, Radio Awaj Dahod is a dream come true for Mr. Yusufi Kapadita, the founder of the NGO Blind Welfare Council. Mr. Yusuf is visually impaired and it has been one of his long-standing aspirations to set up a community radio station for the differently-able. The radio was always Mr. Yusuf's best friend since his childhood. The CRS was set up with the aim to educate and help community members from all walks of life.

Thematic Focus: The major thematic focus area of Radio Awaj Dahod is empowering the differently-abled in leading an independent and respectable life. The CRS also focuses on other areas that include healthcare, women empowerment, education, etc. which contribute to the development of the community.

Sustainable Development Goals: Radio Awaj Dahod aspires to achieve the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 10: Reduced Inequalities

Primetime Programmes: One of the most popular primetime programmes is Farmaishee Songs which is a live phone-in programme for listeners where they can request for their favourite songs to be broadcast. The show goes on air at 12 PM and 4 PM everyday. Apart from this, Radio Awaj also curates different shows based on its focus areas. The CRS aims to be a guiding light of hope for the differently-abled in the society.
**Innovations in format or any other way:** Radio Awaj Dahod is a unique CRS in itself because of its motive and interventions. Apart from just broadcasting, the CRS designs a variety of interventions that touch the lives of the differently-abled and socially backward in the community. The CRS also has its own social media handles where it engages with its listeners.

**Core Team:** The core team at Radio Awaj Dahod is led by Mr. Yusuf Kapadiya himself and he is assisted by the station manager, programme editor, and a team of radio jockeys.

**Major Projects Undertaken:** Radio Awaj Dahod has partnered with both CEMCA and UNICEF over the last two years to run campaigns on International Yoga Day and COVID-19 Vaccination. Radio Awaj’s internal projects focus on community-specific interventions, especially for the differently-abled.

**Sustainable Strategies:** Radio Awaj Dahod sustains itself on the paid, partner projects, and voluntary services by different individuals and groups. The CRS has designed many interventions for the differently-abled and pitches it to funding partners for execution.

**Number of listeners and Potential Outreach:** The CRS has a potential outreach of approximately three lakh.

**Major concerns in the Community:** As a radio station with a very specific focus area, one of the major concerns that Radio Awaj Dahod is addressing is the need to create an equal pedestal for people from all walks of life and foster an inclusive attitude in the society.
Contact Person: Ms. Digish Vyas, Station In Charge  
Contact Number: +91-9824243070  
Email: Community.radio@baou.edu.in  
Website: www.baou.edu.in  
Broadcast Languages: Gujarati, Hindi & English  
Broadcast Hours: 3:00 P.M to 10:00 A.M for 19 hours

Genesis: Radio Hello BAOU was founded in 2021 with the aim to serve Ahmedabad's diverse communities, including street vendors, labour unions, neighbourhood schools, and tribal groups. The CRS is a pioneer in the field and produces programmes across different genres. The primary goal is to promote culture and local ancient Indian texts, artwork, and as well as create awareness around health-related issues. The CRS aims to foster a sense of belonging and national pride in the community. To put it simply, The CRS acts as a unifying force for all demographic groups in the target community.

Thematic Focus: The CRS focuses primarily on promoting local art and culture, educating the community about government initiatives, and building social harmony. Regular events include sessions for career counselling, fun and art activities, women's emancipation, community singing, and youth inspiration. The CRS also wants to give the community members a platform to share their knowledge and expertise for the benefit of the community.

Sustainable Development Goals: The SGDs that Hello BAOU Radio focuses on are:
SDG 3 Good Health and Well-being  
SDG 4 Quality Education  
SDG 5 Gender Equality  
SDG 6 Clean Water and Sanitation  
SDG 7 Affordable and Clean Energy  
SDG 11 Sustainable Cities and Communities  
SDG 12 Responsible consumption and Production.

Primetime Programmes: Gyan na Sathware, Mara Gam ni Vat, Vikas ni Vate, Sahity, Kala ane Sanskruti, BAOU Hour, and Killol are the primetime programmes. The primary topics covered on Gyan na Sathware are philosophical debates, inspiring stories, and conversations based on different scriptures. Through the Mara Gam Ni Vat programme, the CRS interacts with members of the community. Vikas ni Vate is a programme on career counselling and personality development for the youth. Sahity, Kala ane Sanskruti features discussions and interviews about art, dance, music, drama, heritage, and culture. BAOU Hours is primarily for Dr. Babasaheb Ambedkar Open University students. Killol is a children's programme in Hindi and Gujarati.
Innovations in format or any other way: The CRS staff visit nearby communities for narrowcasting in addition to broadcasting. After the CRS was established, it was able to improve the status of women and raise awareness about government welfare policies in the locality. The CRS also creates talk shows featuring experts and famous people. They also share their content on different social media platforms.

Core Team: The three key staff members are the station manager, the technical team, and the content creator. A panel of experts made up of five professors and a guest expert additionally helps the CRS in content creation by providing valuable insights.

Major Projects Undertaken: Hello BAOU has participated in numerous innovative projects in collaboration with various organisations in addition to working on its internal projects. The CRS also aspires to be a part of projects and initiatives with leading organisations, and continues its efforts in this direction.

Sustainable Strategies: Presently, the CRS receives financial support from the university funds of BAOU. Their key sustainable strategies focus on becoming self-sufficient through partnerships with different NGOs and government agencies.

Number of listeners and Potential Outreach: The villages Khoraj, Khodiyar, Tragad, Jamiatpura, Chharodi, Gota, Rahpur, Lilapur, Dantali, and Jaspur fall within the broadcast range of Hello BAOU. It is estimated that the CRS reaches nearly 45,000 active listeners.

Major concerns in the Community: The primary studies conducted in the community have found that the community members are not sufficiently aware of government schemes. Additionally, there are misconceptions about various vaccinations. The team has been promoting women’s empowerment among the female community members and disseminating information about the government’s various welfare programmes.
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Website: https://www.emmrcamd.org/
Broadcast Languages: Gujarati, Hindi and English
Broadcast Hours: 9 AM to 6 PM for 9 hours

Genesis: Since its establishment in 2012, Gujarat University Community Radio, Guruvani, 90.8 FM has amassed a library of more than 430 hours of programming. These programmes have aided in information sharing, group networking, and delivery of skills and training, and all of these are unquestionably essential components in fostering a sense of community among students. It has given university students and members of various communities the ability to use radio to promote themselves and interact with their peers.

Thematic Focus: The creation of educational and informative content for the student community, which is the station’s primary target audience, has been the major thematic focus.

Sustainable Development Goals: The CRS works on all the SDGs for the upliftment of the community, but the main focus has been on the following SDG:
SDG 3: Good Health and Well-being
SDG 4: Quality Education
SDG 8: Decent Work and Economic Growth
SDG 9: Industry, Innovation and Infrastructure

Primetime Programmes: Education, environment, health, science, and general information are all topics covered during the primetime programmes. Since they are created and designed by a team of academicians and students from the university and colleges, these programmes are primarily educational in nature. To create these programmes, the student community works on a variety of topics and issues both inside and outside the campus. The CRS runs community and youth-focused programmes that delve into various subjects and issues.
Innovations in format or any other way: Narrations, recitals, drama, talk shows, debates, and other formats make up the majority of radio programmes. The team diligently curates high-quality content, such as discussions about various academic fields and disciplines.

After the establishment of the CRS, it has been able to significantly cater to the needs of the students’ community. All communication regarding instructions and information of the university is delivered through the CRS. The CRS has been able to create awareness regarding all the SDG goals in the community and improve the ecological health of its campus. They have also been able to draw support in the form of scholarships from different organisations for students who excel in studies and other fields.

Core Team: The current staff consists of four members: the centre director, producer, production assistant, and technical assistant, as well as a group of educators and students. The producer, production assistant, and technical assistance oversee content creation and programme broadcasting; the centre director interacts with stakeholders and is the primary decision-maker. The CRS receives advice from the teachers and students on the panel while curating the content that will benefit the listener community.

Major Projects Undertaken: In the past, the CRS has worked on projects with UNICEF and the Gujarat Department of Women and Child Care. During COVID-19, they also collaborated with the Ahmedabad Municipal Corporation and worked on projects with SMART NGO.

Sustainable Strategies: The parent organisation, EMRC Gujarat University, provides technical and financial support for the operation of the community radio station. Along with this, they also raise funds through joint initiatives with top businesses, NGOs, and government agencies.

Number of listeners and Potential Outreach: Seven geographical areas of Ahmedabad city are served by the CRS; these include the campus of Gujarat University, Navrangpura, Gulbai Tekra, Nehrunagar, Vastrapur, Memnagar, and Ambawadi. These areas also fall within the narrowcasting range of the CRS. According to census data gathered from the local governments, there are roughly 3 lakh people living in this region. The CRS has an estimated 60,000 active listeners from this outreach potential.

Major concerns in the Community: Eliminating unhealthy practices, such as smoking cigarettes, and consumption of prohibited substances amongst the youth are major areas of concern in the community. This demands intervention at both the community and government level. The CRS and the neighbourhood will benefit greatly from increased state and local government involvement.
Genesis: Vidyavani community radio was established in 2005 by Savitribai Phule Pune University (erstwhile Pune University). The CRS is established with a vision to impart and enhance the chances of education, and provide guidance to children and youth in the community. It also aims for the inclusion of women stakeholders in the radio activities. The CRS started regular broadcast on 11 June 2005 with just two hours of daily broadcast and today it has scaled up to become a CRS that broadcasts thirteen hours of programmes every day, with the complete support of the community. Vidyavani has been successful in making a positive impact in the lives of its target community.

Thematic Focus: Vidyavani community radio majorly focuses on community development through participation in radio and its initiatives. The CRS also focuses on women empowerment through different programmes. Awareness programmes on health, economic independence, family development through values, skill based educational programmes, programmes on societal responsibilities, and programmes on cultural developmental issues like conservation, environment, pollution etc. are also taken into consideration. After the COVID-19 pandemic, more emphasis has been placed on general health, hygiene and well-being.

Sustainable Development Goals: Vidyavani Community Radio is working on achieving the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 11: Sustainable Cities and Communities
SDG 13: Climate Action

Kaydyachya Choukatit - This programme features experts from the field of law to discuss the issues related to civil rules and regulations.
Swarmadhuri – The programme explores the rich heritage of Indian classical music by providing a platform to local talents in classical music.
Primetime Programmes: The following are the primetime programmes that are broadcast on Vidyavani.

Aayurvedatun Aarogyamantra – After the pandemic, the CRS focused on the health and well-being of the community, therefore the programme aims to improve health using traditional systems such as Ayurveda.

Career Guidance – It is a blended programme, focused on youth, which discusses education, career guidance, soft skills, etc.

Community Katta – This programme aims to give voice to the voiceless, through discussions, interviews, and magazine programmes. It is an open platform for community members to showcase their talent and also discuss local issues like water contamination, pollution, traffic jams or road safety, exploitation/harrassment of women, domestic violence, etc.

Innovations in format or any other way: Vidyavani has developed a project named ‘Community Women Leaders’ in which the CRS trains women from the local community. These women even work as volunteers for the CRS. This has been a powerful initiative that has helped the women explore their strengths and fight the different challenges that they face in everyday life. The CRS plans to replicate this initiative in other communities too.

Core Team: There are seven CRMC members on the board of Vidyavani, and four members constitute the core team. In addition to the core team, the CRS is supported by a group of dedicated student- and community volunteers who coordinate activities in the community.

Major Projects Undertaken: The following are some of the major projects that Vidyavani has been a part of:
Swastya Sankalp – in association with CRA and UNICEF
Aamchi Urmila – in association with SBC3 and UNICEF
Yoga for All – in association with CEMCA
Climate Change – in association with SMART and UNICEF

Sustainable Strategies: Vidyavani is financially and technically supported by its parent organisation, Savitribai Phule Pune University. In addition to this, Vidyavani collaborates with external organisations for funded projects. The CRS is also empanelled with CBC and receives advertisements from different government agencies and departments.

Number of listeners and Potential Outreach: The areas of Pimpri Chinchwad Municipal Corporation area – like Sangvi, Baner, Pashan, Kalewadi-Rahatani, Pimpari, and Chincwad fall within the broadcast range of Vidyavani. The CRS caters to a large population of at least fifty lakh people. The CRS has an active listener base of approximately 30,000 listeners.

Major concerns in the Community: The major concerns in the target community include unemployment, lack of adequate healthcare infrastructure, lack of hygiene and adequate sanitation facilities, addictions, and high rates of school dropout.
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Contact Number: +91-9075197700 & 9970080596  
Email: vasundharacr@viitindia.org,  
ashamore11@gmail.com  
Website: vasundharacr@gmail.com  
Broadcast Timing: 7 AM to 12 PM and 3 PM to 8 PM (repeat) for 10 hours a day  
Broadcasting Language: Marathi  

Genesis: Vasundhara Krishi Vahini 90.4 MHz, Community Radio Station started on 1st April 2004. It is situated at Vidya Pratishthan campus, Vidyanagari, Baramati, District Pune. The transmitter capacity is 50 Watt and a transmission range of about 30 Km, the CRS covers an area with a population of about two lakh people. It is a well equipped station with facilities for recording, editing and transmission. In addition, there is a good waiting and conference hall, for a capacity of about 150 people. The CRS continues its effort to impact the lives of people in its target community through its interventions and programmes.

Thematic Focus: Vasundhara Krishi Vahini was established to provide communication support for the social, economic and cultural development of the community within geographical location, and is owned and operated by the community on a non-profit basis. This community radio is catering exclusively to farmers and other communities within a 30 Km radius of the tehsil Baramati. This is a state-of-art radio station which has standard recording, editing and transmission facility. The primary focus area of the CRS is agriculture. The CRS also focuses on other areas that are crucial for the welfare of the community.

Sustainable Development Goals: Vasundhara Krishi Vahini is progressively working towards these goals:
SDG 3: Good Health and Well-Being  
SDG 10: Reduced Inequalities  
SDG 11: Sustainable Cities and Communities  
SDG 12: Responsible Consumption and Production  
SDG 17: Partnership for Goals
**Primetime Programmes:** The following are the primetime programmes that are broadcast on Vasundhara Krishi Vahini.

Krishi Sandesh - Daily weather forecast and agricultural advisory.
Sheti Pathshala – From planting to post-harvest technology in agriculture, information from seed processing to market is disseminated to the farmers. Information on fertiliser management, soil-water testing, grain storage, etc. is given to farmers through this 10-minute programme every day.

Pashudhan - Informative programmes are aired which will be useful in the animal husbandry industry, which is useful to farmers as a side hustle. 10-minute programmes are aired daily on animal breeding, animal management, and disease management.

Masti ki Pathshala – Every day the 15-minute programme features songs, poems, stories, skits performed by young children.

Dhanwantari – This is a series of interviews with expert doctors discussing the diagnosis and treatment of diseases ranging from manageable to incurable diseases

Arogy Sampada – It offers health advice based on Ayurveda, Homoeopathy, Allopathy and home remedies. The programme is aired for five minutes every day.

**Innovations in format or any other way:** Vasundhara Vahini is an active proponent of narrowcasting because most of the people in the community are farmers who spend most of their day in the field and seldom find time to tune in to radio programmes. But the farming community is an integral part of the nation and their welfare is a priority for the CRS. Information related to agriculture is shared with the farmers to help achieve the best yield.

The CRS has formed a women’s forum called the Vasundhara Mahila Manch, and presently has 55 members. The CRS hosts events like local get-togethers and traditional ceremonies for these women to come together.

**Core Team:** Vasundhara Vahini has a small but dedicated team of five members which includes the radio jockeys, technical support staff, operators and other personnel. The CRS is also supported by its community volunteer groups who contribute to the activities of the CRS.

**Major Projects Undertaken:** Vasundhara Vahini has been part of the International Day of Yoga campaigns in 2021 and 2022, in association with the Ministry of Ayush and CEMCA. The CRS worked in association with UNICEF and CRA for ‘Swasthya Sankalp’, and ‘Poshan ki Potli’ in association with SMART. Swastha Balak Spardha was organised in collaboration with the Government Women’s Hospital, Baramat, and ‘poshan’ kits were distributed by the CRS. ‘Climate Countdown’ was another initiative in association with SMART. The CRS also collaborated with SBC3 for ‘Gender Equality’, and with DataLEADS for Factshala.

**Sustainable Strategies:** Vasundhara Vahini generates enough revenue to be a self-sustained independent entity without having to rely on its parent organisation for funds. The CRS collaborates with different organisations like government authorities and schools in the areas to raise funds for its operations.

**Number of listeners and Potential Outreach:** The potential outreach of Vasundhara Vahini is about two lakh people.

**Major concerns in the Community:** The major concerns in the community are gender inequality, health issues in children due to lack of proper nutrition, saline water, and the increasing uses of inorganic fertilisers and pesticides in agriculture. The local art forms are fast disappearing and they need to be preserved for the future generations.
Genesis: Mann Deshi Foundation launched the Manndeshi Tarang Vahini on 17th November 2008. The primary aim of the CRS was to empower women in the target community, and there building a just and equal society. The CRS also focuses on preserving the rich tradition and cultures of the region. Throughout the years of its service, the CRS has worked on several fronts to ensure the well-being of its target community, and has been successful in positively impacting the lives of its target community members.

Thematic Focus: The major focus areas of Mann Deshi Tarang Vahini has been culture, digital and financial literacy, education, empowering entrepreneurial ventures, organic farming, women empowerment, and informing the community members about different government schemes and entitlements meant for their welfare. Additionally, the CRS also focuses on critical social concerns and tries to resolve them to ensure the harmony and well-being of the community.

Sustainable Development Goals:
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality
SDG 12: Responsible Consumption and Production
SDG 13: Climate Action

Primetime Programmes: The popular prime-time programmes that are broadcast by Mann Deshi Tarang Vahini are Malavarche Shivar, Gamat Jamat, Sakhi Sajani, Tarunai, Radio Doctor, and Maza Radio Shala. Malavarche Shivar is a programme for the farmers to provide the latest updates and information about different aspects related to agriculture and its allied practices. Gamat Jamat is a fun, entertaining programme for children. Sakhi Sajani is a programme that aims to support the women in the community by educating them on different topics and making them aware of different opportunities that can help them towards an independent and better future, Tarunai is a programme for the youth in the community. Radio Doctor is a programme in which a doctor addresses the prevalent health concerns in the community, and suggests preventive measures and treatments. Maza Radio Shala is an infotainment programme that gives the listeners a roundup on the latest developments and trends around them.
Innovations in format or any other way: In addition to broadcasting, Tarang Vahini also develops interventions to address the concerns of the community members. The CRS develops its programmes in various formats that intrigue the listeners. The CRS has promoted personal hygiene, and digital literacy initiatives, and also introduced eco-friendly farming methods to the farmers in the community.

Core Team: Tarang Vahini has a strong team with 15 members who each essay a unique responsibility and contribute to the seamless functioning of the CRS.

Major Projects Undertaken: Tarang Vahini has been part of several regional and national projects in the fifteen years of its service to the community. The key partners and collaborators of the CRS include UNICEF, CEMCA, UNESCO, SBC3, MARA, and the Election Commission. In addition to the external projects, the CRS also works on its internal initiatives for the welfare of the target community.

Sustainable Strategies: Tarang Vahini is supported by its parent organisation, Mann Deshi Foundation, while the CRS also generates revenue through externally funded projects with different organisations and government agencies.

Number of listeners and Potential Outreach: The CRS covers an area with a potential outreach of nearly 2,50,000 people and has an active listener base of 1,60,000 people.

Major concerns in the Community: More people need to benefit from the different schemes and policies of the government. The community members need to be made aware of their fundamental rights, and also need to be provided better standards of living through interventions from government agencies and other organisations that work in the development sector.
Contact Person: Mr. Anup Tatyaba
Phuske
Email: crs@manndeshi.org.in
Website: www.msanndeshifoundation.org
Broadcast Timing: 7:00 AM to 10:00 AM, 12:30 PM to 2:30 PM and 6:00 PM to 9:00 PM for 8 hours a day
Broadcasting Language: Hindi and Marathi

Genesis: Mann Deshi Foundation launched the Manndeshi Tarang Vahini on 17th November 2008. The primary aim of the CRS was to empower women in the target community, and there building a just and equal society. The CRS also focuses on preserving the rich tradition and cultures of the region. Throughout the years of its service, the CRS has worked on several fronts to ensure the well-being of its target community, and has been successful in positively impacting the lives of its target community members.

Thematic Focus: The major focus areas of Mann Deshi Tarang Vahini has been culture, digital and financial literacy, education, empowering entrepreneurial ventures, organic farming, women empowerment, and informing the community members about different government schemes and entitlements meant for their welfare. Additionally, the CRS also focuses on critical social concerns and tries to resolve them to ensure the harmony and well-being of the community.

Sustainable Development Goals:
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality
SDG 12: Responsible Consumption and Production
SDG 13: Climate Action

Primetime Programmes: The popular prime-time programmes that are broadcast by Mann Deshi Tarang Vahini are Malavarche Shivar, Gamat Jamat, Sakhi Sajani, Tarunai, Radio Doctor, and Maza Radio Shala. Malavarche Shivar is a programme for the farmers to provide the latest updates and information about different aspects related to agriculture and its allied practices. Gamat Jamat is a fun, entertaining programme for children. Sakhi Sajani is a programme that aims to support the women in the community by educating them on different topics and making them aware of different opportunities that can help them towards an independent and better future. Tarunai is a programme for the youth in the community. Radio Doctor is a programme in which a doctor addresses the prevalent health concerns in the community, and suggests preventive measures and treatments. Maza Radio Shala is an infotainment programme that gives the listeners a roundup on the latest developments and trends around them.
Genesis: Radio Green was launched under the aegis of Sansneha Kala Krida Sanskritik Mandal with an aim to spread awareness among the local populace through innovative methods. The radio officially assumed functioning on 20th August, 2010 with a small but dedicated team which is currently 7 strong.

Thematic Focus: The radio primarily focuses on building community spaces for women through event organisations and entertainment activities. These community-building activities help in spreading awareness and encourage partnerships between members. The radio further focuses on agriculture and provides entertainment through unique modes of audio presentations.

Sustainable Development Goals: Radio Green aims to achieve the following SDGs:
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth
SDG 16: Peace, Justice and Strong Institution

Primetime Programmes: Radio Green airs programmes on weekdays in the morning in different slots. These programmes pivot around happenings around the world and offer agricultural guidance

Haritkranti is aired from 6 AM to 7 AM to offer expert guidance for farmers, along with weather forecast and news pertaining to the field of agriculture

Daily Updates with RJ Mayuresh from 8 AM to 11:30 AM provides current affairs on a daily basis from Monday to Saturday.

Maza Shivar is hosted by RJ Yogesh every day from 11:30 to 12 PM to share the success stories of farmers. The show invites farmers for interviews and covers their successful journeys.

Innovations in format or any other way: The station also organises theatre programmes, street plays and educational meetings at institutions. One of the primetime shows is interview based, while the radio station also conducts on-ground activities as well.

Core Team: Currently the station staff is 7 members strong and is led by Mr. Rajiv D. Patil. The radio station is supported by a station coordinator, Radio Jockeys and technical support staff.

Major Projects Undertaken: The station created a platform called Green Queen for women wherein more than 300 women enrolled in the initiative. The station also designed a free-of-cost Radio Jockey Training Course for newcomers in the field. The programme has met with success as trained jockeys have gone on to create a name for themselves

Sustainable Strategies: The station sustains itself through initiatives like Green Queen in which women subscribe to participate. The radio aims to expand such clubs in the community.

Number of listeners and Potential Outreach: The station currently has more than 40,000 active listeners and hopes to expand its outreach to more than 10,000 in the upcoming years.

Major Concerns in the Community: A major concern in the community is the condition of farmers and agriculture. The station addresses this concern by running educational programmes showcasing the success stories of farmers.
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Phuske
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Email: crs@manndeshi.org.in
Website: www.msanndeshifoundation.org
Broadcast Timing: 7:00 AM to 10:00 AM, 12:30 PM to 2:30 PM and 6:00 PM to 9:00 PM for 8 hours a day
Broadcasting Language: Hindi and Marathi

Genesis: Mann Deshi Foundation launched the Manndeshi Tarang Vahini on 17th November 2008. The primary aim of the CRS was to empower women in the target community, and there building a just and equal society. The CRS also focuses on preserving the rich tradition and cultures of the region. Throughout the years of its service, the CRS has worked on several fronts to ensure the well-being of its target community, and has been successful in positively impacting the lives of its target community members.

Thematic Focus: The major focus areas of Mann Deshi Tarang Vahini has been culture, digital and financial literacy, education, empowering entrepreneurial ventures, organic farming, women empowerment, and informing the community members about different government schemes and entitlements meant for their welfare. Additionally, the CRS also focuses on critical social concerns and tries to resolve them to ensure the harmony and well-being of the community.

Sustainable Development Goals:
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality
SDG 12: Responsible Consumption and Production
SDG 13: Climate Action

Primetime Programmes: The popular prime-time programmes that are broadcast by Mann Deshi Tarang Vahini are Malavarche Shivar, Gamat Jamat, Sakhi Sajani, Tarunai, Radio Doctor, and Maza Radio Shala. Malavarche Shivar is a programme for the farmers to provide the latest updates and information about different aspects related to agriculture and its allied practices. Gamat Jamat is a fun, entertaining programme for children. Sakhi Sajani is a programme that aims to support the women in the community by educating them on different topics and making them aware of different opportunities that can help them towards an independent and better future. Tarunai is a programme for the youth in the community. Radio Doctor is a programme in which a doctor addresses the prevalent health concerns in the community, and suggests preventive measures and treatments. Maza Radio Shala is an infotainment programme that gives the listeners a roundup on the latest developments and trends around them.
Innovations in format or any other way: Apart from running programmes on air, the station also runs awareness programmes on the ground. Its collaborations with government agencies have led to the development of campaigns especially designed to cater to the needs of the local population.

Core Team: The core team of Radio Swaranant is 5 strong. This team is supported by a dedicated group of 6 members. The station is effectively run through the contributions of each of the members of the core team and its allies.

Major Projects Undertaken: Swaranant CR has often aligned itself with government bodies like the District Information Office, Health Department, College of Agriculture, Department of Agriculture (Govt. of Maharashtra), etc. The station has also collaborated with UNICEF, CRA, and Ideosync Media Combine to run awareness programmes for the social upliftment of women and children.

Sustainable Strategies: Swaranant CR receives most of its funding from the parent organisation. The station also gets support through constant collaborations with government agencies and running awareness programmes. Furthermore, its quality content helps in engaging the listeners, thus ensuring a long term presence within the community.

Number of listeners and Potential Outreach: Due to its popularity among the farming community and the rural youth, the radio enjoys a robust listener base of 2.50 lakh. The potential outreach of the radio station is 3 lakh.

Major concerns in the Community: The community that the radio station caters to often struggles with tough social and financial conditions. Since a majority of the population resides in rural areas and relies on farming, the availability of basic amenities is a constant challenge. Moreover, the use of outdated agricultural practises coupled with changing soil and weather conditions has complicated the situation further.
Genesis: Sharada Krishi Vahini is a Community Radio Station (CRS), based at KVK Baramati, that was inaugurated on January 18, 2011 by Ms. Supriya Sule, Member of Parliament, Baramati. The CRS, which broadcasts at 90.8 MHz, strives to give the farming community the most up-to-date information in the field of agriculture. Farmers, farm women, and agricultural communities can use the station to share their experiences, talents, art, needs and other issues. Farmers, self-help groups, students, doctors, local artists, agro-entrepreneurs, professors, and specialists from other faculties are among the presenters and participants in the programmes. In the quest of critical issues/concerns, the programmers travel to communities to collect farmers’ stories and livelihood issues, which are then broadcast by the CRS. Furthermore, patriotic, folk, devotional, and light music are recorded and transmitted to motivate the local people. Agricultural scientists and specialists are often invited to take part in radio discussions to explore and resolve critical agricultural challenges.

Thematic Focus: The main focus areas of Radio Sharada Krishi Vahini are agriculture, education, healthcare, various social and allied issues. Through its programmes and interventions, the CRS aims to create a lasting impact in the lives of the target community. This is done by reaching out to the community members to address their concerns and needs. The CRS also strives to draw the attention of government authorities and other stakeholders to the challenges faced by the community on a daily basis.

Sustainable Development Goals: Radio Sharada Krishi Vahini focuses its work on the following SDGs:
- SDG 1: No Poverty
- SDG 3: Good Health and Well-Being
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 6: Clean Water and Sanitation
- SDG 13: Climate Action

Primetime Programmes: The primetime programmes that are broadcast on Radio Sharada Krishi Vahini are as follows.

Sant Tukaramanchi Abhangawani: This programme attempts to transmit positive teachings from Sant Tukaram Mahraj's Abhangas, fostering good culture in the community.

Krishi Sandesh: An educational programme that provides farmers with local weather reports. Arogyadhan: This programme provides information on numerous health issues as well as simple home cures.

Baliraja Tuzyachsathi: An educational programme for farmers that provides information on numerous agricultural techniques, ideas, and other topics.
Yashogatha: An interactive interview programme that tells the success stories of progressive farmers.

Tantra Shetiche: A programme that contains technical lectures offered by specialists and scientists on new and important agricultural technology launched for the benefit of farmers.

Dinvishesh: A daily programme that gives special information on the events that occurred on the day.

Kilbil: A children’s educational and entertaining programme.

Pustakwachan: A programme that gives listeners readings from various novels.

Indradhanushya: A multipurpose programme to address social issues that includes farmers, professors, lecturers, doctors, social workers, writers, poets, authors, experts, scientists, and entrepreneurs.

Manthan: A conceptual programme that introduces listeners to several ideologies.

Innovations in format or any other way: While transmitting radio programmes, the CRS also attempts for narrowcasting them on stage, on the streets, in schools, universities, exhibits, industry sectors, and so on. In this effort, the CRS is assisted in various ways by ‘Asha workers from the health department, officers and agents from the agriculture departments, school instructors, and college professors. The CRS also deploys additional extension tools and activities in order to reach the unreached, including - street play, farmers and students seminar, public lecture sessions, newspaper articles, and banners.

Core Team: Sharada Krishi Vahini employs nine people, including the Station Director and Station Manager. CRS’ core committee consists of seven members, excluding these employees. CRS relies on five volunteers to help with its community programmes, and has its own technical personnel as well. Members of the core committee oversee radio operations.

Major Projects Undertaken: Initiatives that focus on patriarchy, child marriage, gender equality, sexual assault, gender-based violence, career guidance, and entrepreneurship programmes for women and girls are among the major projects undertaken by the CRS. This includes both internal and external initiatives.

Sustainable Strategies: Sustainable Strategies: The parent organisation provides financial assistance for technical maintenance to the CRS. It also generates revenue through advertisements from private partners, and some funds are raised through projects funded by UNICEF and government advertisements. Radio Sharada Krishi Vahini also has collaborations with the Departments of Health, Agriculture, and Education.

Number of listeners and Potential Outreach: The radio coverage area is limited to the rural areas of Baramati, Phaltan, and Indapur. Apart from that, some listeners have access to the radio over the Internet. Every year, the CRS reaches around 3.5 lakh listeners.

Major concerns in the Community: The major concerns in the society include problems faced by farmers. Weather plays a crucial role in their yield and their income depends on it. The farmers also need access to the latest technologies and knowledge related to the latest farming practices. Procuring the right price for their produce is also important for their well-being.
Genesis: Radio Nagar was set-up in 2010 by Snehalaya. The CRS was established with a vision to contribute to the development of the marginalised, exploited and underprivileged sections of the society by conveying relevant information to them and providing them a platform for voicing their issues. It is also considered as a major source of disseminating information regarding the latest events and problems in the city which could be brought to the attention of the local authorities. Throughout the years since its inception, the CRS has significantly scaled up in terms of technology and infrastructure, and continues to relentlessly focus on the welfare of the target community.

Thematic Focus: The focus area of intervention of the Radio Nagar has majorly been on providing a voice to those who are not heard, especially the women and children in difficult circumstances, while preserving democratic, social and moral values in the target community. Radio Nagar also focuses on girl child welfare, gender equality, professional and economic growth, and aims to promote a holistic development of the community through its interventions.

Sustainable Development Goals: The SDGs that Radio Nagar aspires to achieve are:
- SDG 3: Good Health and Well-Being
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 8: Decent Work and Economic Growth
- SDG 10: Reduced Inequalities

Primetime Programmes: The popular primetime programmes that are broadcast by Radio Nagar are Nagari Misal and Snehwarta.

Nagar Misal is a programme that focuses on different issues in the community. The community members put forth their concerns to experts from different fields and seek resolution for the same. The experts address these issues and try to resolve them for the community.

Snehwarta is a social organisation in Ahmednagar city which works towards ensuring a life free from inequality, cruelty and discrimination for every woman and child. Snehalaya has several projects that work on various issues, and some of them are Child Line, Udan, Yuvnirman, and Balmohan (slum schools). Snehalaya has also set up agricultural training centres in the region. Success stories from these initiatives are shared through Snehwarta, and also provides helpline and support to those in need.
Innovations in format or any other way: Along with broadcasting, Radio Nagar effectively uses narrowcasting. The CRS also collaborates with Snehalaya on various projects like Udan, Snehalaya English Medium School, Yuvnirman (youth volunteering) etc., and supports them in running campaigns and other initiatives in the community. Radio Nagar also effectively harnesses the advantage of social media platforms to interact with its listeners.

Core Team: The core team at Radio Nagar has eight members that include the Station Director, Station Mentor, Programming Head, Editor, outdoor broadcasting jockey, and three radio jockeys. The outdoor radio jockey is responsible for outreach programmes and campaigns in the community.

Major Projects Undertaken: Radio Nagar has partnered with UNICEF, CEMCA, CRA, and SMART for various projects. In an ongoing project, the CRS is collaborating with the Parnimal & Pramod Chaudhary Foundation to improve facilities at local schools in the community. The programme ‘Gatha Swatantryachi’, run for school children, focused on the Indian freedom struggle and making the children aware of the great sacrifices made by the freedom fighters.

Sustainable Strategies: Radio Nagar meets almost sixty five percent of its annual expenses with support from its parent organisation, Snehalaya. The remaining expenses are met by generating revenue through funded collaborations with organisations like SMART, CEMCA, UNICEF etc.

Number of listeners and Potential Outreach: The areas of Savedi, Kedgaon and MIDC fall within the broadcast range of Radio Nagar. These areas have an outreach potential of nearly 45,000 people and the CRS estimates that it has an active listener base of 40,000 listeners.

Major concerns in the Community: Lack of awareness about different environmental problems is a matter of concern as it leads to the further deterioration of conditions. Unemployment, poverty, and lack of awareness regarding welfare schemes also affects the community adversely.
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Broadcast Timing: 17 hours a day
Broadcasting Language: Marathi & Kannada

Genesis: Yeralavani was launched on 31st July, 2011 by the Yerala Projects Society with the tagline ‘Chala Vikasacha Bolu’ which means ‘Let's Talk About Development’. The CRS is based in a remote area which is 145 kilometres from Sangli district, Maharashtra, near the Karnataka border. The CRS was set up with a mission to connect the neglected families and local communities in the remote area with the outside world through integrated rural development. Yeralavani strives to educate and empower them, leading them in the direction of holistic development.

Thematic Focus: Agriculture is the primary focus area of the CRS, along with education, health, livelihood, and environment. Yeralavani focuses on supporting the drought prone farming community, addressing their day-to-day problems, making them aware of different government schemes, and introducing to the latest innovations and progressive techniques.

Sustainable Development Goals: Yeralavani focuses on SDGs those are apt for the community:
SDG 3: Good Health and Well-being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 8: Decent Work and Economic Growth
SDG 13: Climate Action

Primetime Programmes: The primetime programmes that are broadcast by Yeralavani aim to intrigue and engage all the community members, regardless of their age. Krishi Jagat, Apala Gaav Apala Aawaaj, Yerala Vichaar, Yerala Express, Mahila Jagat, and Youth Express are the primetime programmes.

These programmes include agricultural programmes, and programmes that focus on the issues of youth and women in the community. Different social concerns and problems are addressed through the programmes, and they also serve as a source of information as well as entertainment for the community.
**Innovations in format or any other way:** Yeralavani develops and packages its programmes in different engaging formats, which also include the folk songs and cultural elements of the region. The CRS designs specific programmes and interventions to support the farmers including phone-in programmes and interviews with agricultural experts. The CRS covers local events such as fares, traditional ceremonies etc.

The CRS works closely with different government agencies and rural bodies to disseminate crucial information related to health, agriculture, and welfare schemes. It promotes local artisans and trade through the means of free advertisements.

**Core Team:** Yeralavani involves experts from different fields to address the problems of the community. The CRS promotes active involvement of community leaders, groups and individuals from all the sections of the community in the development of its programmes. A group of resource people closely work with the CRS for content conceptualisation and creation. Twelve members constitute the core team of Yeralavani, which includes the Station Coordinator, Content Head, and ten other members.

**Major Projects Undertaken:** Poshan Ghar, Swasthya Sankalp, Mera Sawal, and International Day of Yoga campaigns are some of the major projects that Yeralavani has been a part of. UNICEF, CEMCA, SMART, CRA, and SBC3 are among the key collaborators of the CRS.

**Sustainable Strategies:** Yerala Projects Society, the parent organisation of the CRS funds nearly seventy percent of the total expenses. The remaining funds are generated through revenue from paid collaborative projects with other organisations. The CRS is devising strategies to generate more revenue through different streams and become a self-sustaining entity.

**Number of listeners and Potential Outreach:** The broadcast limit of Yeralavani covers as many as 60-70 villages in Sangli district of Maharashtra and parts of Vijayapura Karnataka. The CRS has an active listener base of nearly 78,000 listeners.

**Major concerns in the Community:** The farming community needs guidance on better agricultural practices and equipment. Small scale entrepreneurial enterprises by women in the community need support. Better guidance and opportunities must be made available to the students and youth in the community.
Genesis: Radio Vishwas 90.8 is a community radio station which was established in 2012 in the city of Nashik, Maharashtra. Radio Vishwas is the first community radio station of Nashik which was set up to provide a platform to the people at the grass root level to showcase their talents. The CRS has been working effectively in the field of women empowerment, women and child care, education, nutrition, early childhood development and anaemia, and has been an active contributor to the welfare of the target community. The CRS continues to transform the community through its community-oriented initiatives.

Thematic Focus: The primary focus area of CRS has been women and childcare, emphasising on nutrition, early childhood development and anaemia. Moreover, the CRS have worked for the education of the underprivileged during the COVID-19 pandemic, and skill building courses for the women in the slums and tribal areas of Nashik. These initiatives have propelled a wave of social well-being in the region.

Sustainable Development Goals: Radio Vishwas aspires to achieve the given SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 16: Peace, Justice and Strong Institution

Primetime Programmes: The primetime programmes that are broadcast on Radio Vishwas include Dasbodh, Shodh Vidnyanacha, Mazi Kavita, Mala Avadelela Pustak, Vishwas Sports Club, Amhi Nashikar, Baloo On Air, ArthVishwa, Aarambh, and Digital Rights are Human Rights. These programmes focus on different areas/subjects like religious discourses and philosophy, science, poetry, books, sports, finance, nutrition, early childhood development, and digital literacy. The programmes are developed and packaged in unique ways that engage, entertain and educate the listeners, and the formats include recitals, dramas, phone-in interactions, expert advice, interviews with distinguished personalities, etc. Some of the programmes that are broadcast by the CRS also serve as a platform for the local community members to showcase their talents.
Innovations in format or any other way: Radio Vishwas is committed in the wholesome development of each and every community member. The CRS therefore goes beyond the conventional method of broadcasting and reaches out to the community members through narrowcasting. The CRS also actively involves itself in developing community-centric initiatives with the help of global organisations like UNICEF and UNHCR, and also forges collaborations with NGOs like SMART to empower the community.

Core Team: The core team at Radio Vishwas is constituted by ten members. It includes the Station Director, Coordinator, Community Reporters, Marketing Head, Accountant, and four core members. The CRS also invites community members to volunteer and contribute to different stages of programme development.

Major Projects Undertaken: Radio Vishwas, in collaboration with UNICEF and SMART, is working to disseminate Early Childhood Development in Nashik. ‘Aarambh: Early Moments Matter in Collaboration’ is addressing the issues related to pregnant and lactating mothers through radio programmes & narrowcasts. This programme is implemented in the form of radio episodes which use local art forms such as Gondhal, Bharud, Mangla Gaur, etc. Radio Vishwas chose Bharatnagar and Shivajiwadi slum areas of Nashik for narrowcasting this programme. It has been observed that the women enjoy listening to different art forms and finding it easier to understand and implement this information in real life.

Digital Rights are Human Rights: This programme has been actively executed in collaboration with SMART, German High Commission, and UNHRC. It focussed on the age group between 15-55 and awareness was created on digital safety and how to be a responsible digital citizen.

Sustainable Strategies: Radio Vishwas is a self-sufficient organisation and the funding majorly depends on the projects from various government departments, national and international organisations. Being a CRS, it also depends on the revenue from local advertisements and DAVP. Radio Vishwas plans to be a part of more externally funded projects to scale up its activities in the region.

Number of listeners and Potential Outreach: The CRS has an active listener base of three lakh listeners within its broadcast limits. The web radio application has been downloaded more that 10,000 times and the CRS has an estimated global outreach of five lakh listeners.

Major concerns in the Community: Radio Vishwas observes that more work needs to be done in the slum areas and tribal areas of Nashik, focusing on health and education. Radio Vishwas is already working in the area of health, and further plans to work in the field of education for tribal children and women to promote communication skills, personality development, academic capabilities, and better education facilities.
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Broadcasting Language: Marathi and Hindi

Genesis: RADIO MGM 90.8 FM is an ardent and enthusiastic community radio station that caters to the community in and around Chhatrapati Sambhajinagar (Aurangabad). The radio station is under the umbrella of Mahatma Gandhi Mission Trust and has a pioneering vision of making quality education accessible to everyone. Driven by the motive of community welfare, Radio MGM is a voice of the local community that defines itself as an autonomous entity and relies on the community for its survival without any commercial aims or objectives. The radio station broadcasts essential and informational programmes based on education, social issues, entertainment and cultural activities. MGM Community Radio broadcasts programmes conceived, devised, developed and managed by the community which encourages local artists and groups.

Thematic Focus: The primary focus areas of Radio MGM are education, healthcare, women empowerment, climate change, environment, and rural development. The CRS aims to promote the well-being of the community, encourage young professionals, to entertain the community, and to be the voice of the community. The CRS is a platform for local community members to interact with each other, engage in discussions, collectively social issues and concerns, contrive to find solutions to various problems, and showcase their talents.

Sustainable Development Goals: Radio MGM aspires to achieve these SDGs:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 6: Clean Water and Sanitation  
SDG 11: Sustainable Cities and Communities  
SDG 13: Climate Action

Primetime Programmes: The primetime programmes of the CRS include Arogya Sampada, Dinvishesh, Rojgar Vartha, Mala Adhikari Vhaychay, Sakti, Kalat Katta, and Vachal Tar Vachal. In addition to this, the CRS also broadcasts interviews, film reviews, promotions, and performances of folk songs by the community members. The primetime programmes are based on a variety of subjects/areas that include healthcare, career prospects and employment, agriculture, women’s problems and their empowerment, literature, and local art.
Innovations in format or any other way: Narrowcasting is effectively used by Radio MGM to reach out to even the last of the members in the local community. It is a powerful tool that aids interaction with different social groups, understanding and addressing their needs, and developing community-oriented interventions to help them better. The CRS’ phone-in programmes and panel discussions are also popular among the listeners.

Core Team: Radio MGM has a robust team that consists of seventeen members in several capacities. It includes people from different fields and this ensures that the CRS receives useful insights in the matters of programme development and delivery. In addition to the staff, the CRS also has a dedicated group of volunteers who are often the coordinators between the CRS and the community members.

Major Projects Undertaken: Radio MGM has been part of projects and initiatives that are based on areas including healthcare and awareness campaigns, nutrition, factcheck and digital literacy, Yoga, career prospects, gender equality and initiatives against gender violence, sexual abuse, child labour, and child marriage.

Sustainable Strategies: Sixty percent of the annual expenses of Radio MGM are met with support from its parent organisation, Mahatma Gandhi Mission Trust. The rest of the expenses are met with the revenue generated through different funded projects and initiatives with external organisations.

Number of listeners and Potential Outreach: The area in which Radio MGM broadcasts its programmes has a potential outreach of at least five lakh people and the CRS has an active listener base of at least two lakh people. The CRS also clocks around 1,50,000 listeners on its web radio application.

Major concerns in the Community: The major concerns that the community is suffering from include lack of drinking water, and need for effective rainwater harvesting techniques. Women’s health and nutrition issues should be addressed, and there is also a need for overall development of the healthcare and education sector.
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Broadcasting Language: Marathi  

Genesis: Radio Vatsagulm - Always Awaj is a community radio station that is based in Washim, Maharashtra. The radio station became operational on 1st May 2015 and committed to developing and delivering radio programmes that address the specific needs and concerns of the target community. Throughout the years of its service, the CRS has ceaselessly worked on community-oriented projects which ensures the welfare of all community members. The CRS has been able to bring a positive impact on the lives of its community members.

Thematic Focus: The major focus areas of Radio Vatsagulm are agriculture, education, women empowerment, promoting entrepreneurial ventures, and gender equality. The CRS disseminates crucial agriculture information to the farming community and contributes to their well-being. The CRS aims for the empowerment of the marginalised sections of the community through its programmes. The CRS promotes women empowerment by focusing on the cottage industry, enhancing health awareness and legal literacy. The CRS also works on mitigating dropout rates in local schools by creating educational content in the local language.

Sustainable Development Goals: Radio Vatsagulm focuses on the given SDGs:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 15: Life on Land  

Primetime Programmes: The primetime programmes that are broadcast on Radio Vatsagulm include Krushi Sandesh, Swamini, College Kata, Hi Bhet Shahirachi, Hello Vatsagulm, Gosht Gava Gavchi, and Happy Morning. These programmes are educational and entertaining in nature, and also serve the purpose of passing on vital information to the listeners on a variety of subjects. The programmes are designed in formats that intrigue and engage the listeners and often feature distinguished personalities and experts from different fields. The CRS is also a platform for the local community to voice their concerns, connect with each other and showcase their talents.
**Innovations in format or any other way:** People from rural areas do not necessarily tune in to radio programmes. In such a scenario, it becomes important to reach out to them and understand their concerns. Radio Vatsagulm regularly interacts with community members through the means of narrowcasting and other social events.

**Core Team:** Radio Vatsagulm has seven CRMC members on its board, and there are six members who constitute the core team which includes Station Incharge, Technical Operator, a team of radio jockeys and support staff.

**Major Projects Undertaken:** Radio Vatsagum has been a part of the Aamchi Urmila initiative, Financial Literacy Initiative, the International Day of Yoga campaigns in 2021 and 2022, to name a few projects that the CRS has worked on. The CRS partnered with organisations like UNICEF, SMART, CRA, CEM-CA, SBC3, Factshala, and Crisil for a variety of initiatives that include social awareness campaigns and vaccination drives for COVID-19.

**Sustainable Strategies:** Radio Vatsagulm is financially supported by its parent body and the CRS also generates revenue through the means of externally funded projects.

**Number of listeners and Potential Outreach:** Radio Vatsagulm covers almost 30 villages within its broadcast range and is estimated to have a potential outreach of at least 3 lakh people.

**Major concerns in the Community:** The farmers in the community struggle with many issues which include lack of knowledge about the latest technologies and practices and the lack of access to them. The community is also affected by unemployment, poverty, and a lack of adequate healthcare and educational infrastructure.
Genesis: Radio MGIRI, was established by the Mahatma Gandhi Institute for Rural Industrialization (MGIRI). Its inception aimed to foster rural entrepreneurship, health awareness, legal literacy, general literacy, and women’s empowerment in the rural communities it serves. Radio MGIRI aims to address the needs of rural communities. The station aims to empower rural residents, promote sustainable development, and create a positive impact in their lives through its initiatives and programmes.

Thematic Focus: Radio MGIRI 90.4 FM prioritises rural entrepreneurship, agriculture, health, sanitation, hygiene, women’s empowerment, and education. The station educates farmers on agricultural techniques and government schemes while promoting literacy and skill development through educational programmes. Additionally, it features special programmes like Yuva Vishwa for youth, Ayushyawar Bolu Kahi for senior citizens, Balvihar for children’s education, and Jina Isi Ka Nam Hai, which shares inspiring stories of success and failures from local community members.

Sustainable Development Goals: Radio MGIRI prioritises the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 9: Industry, Innovation and Infrastructure

Primetime Programmes: The primetime programmes include Yuva Vishwa, Shetakaryachi Yashogatha, and Swamini. Yuva Vishwa showcases local talent from Wardha, giving aspiring musicians and artists a platform to display their skills. This programme is tailored for young audiences, featuring music, poetry, and discussions on topics relevant to today’s youth. Additionally, Radio MGIRI’s ‘Hello Doctor’ programme educates the public about health issues, with interviews featuring doctors and experts who share their knowledge and experiences. Krishi Jagar provides information on the latest agricultural technologies and helps farmers overcome challenges in agriculture, with the participation of agriculture and allied services personnel.
Innovations in format or any other way: Radio MGIRI 90.4 FM has been innovative in its formats to engage and connect with its listeners. Radio MGIRI 90.4 FM conducts interviews with experts in various fields such as agriculture, health, education, and entrepreneurship. These interviews provide valuable insights and information to listeners on a range of topics.

The CRS actively engages with the community members in the remote areas to understand their needs and concerns, and focuses on designing interventions that address their needs and solve their problems. Radio MGIRI is also active on all major social media platforms.

Core Team: Radio MGIRI boasts of a strong and robust team. There are eight CRMC members on its board, and the core team is constituted of the Station Coordinator and Co-Coordinator.

Major Projects Undertaken: Radio MGIRI has been a key participant in major regional and national projects, and has partnered with organisations like UNICEF, CRA, and SBC3. In addition to this, the CRS constantly works on developing its internal initiatives that target the welfare of the community.

Sustainable Strategies: Radio MGIRI is funded by its parent organisation, Mahatma Gandhi Institute for Rural Industrialization. The CRS also generates revenue through externally funded collaborations with leading organisations and government agencies.

Number of listeners and Potential Outreach: The tehsils Wardha, Seloo, Deoli, and Hinganghat, fall within the broadcast range of Radio MGIRI. The area has a population of nearly 3,50,000 people and the CRS has an active listener base of nearly 45,000 listeners.

Major concerns in the Community: Lack of employment opportunities, lack of adequate healthcare and educational infrastructure, along with the lack of awareness about public welfare schemes affect the community. Radio MGIRI constantly strives to create initiatives that inform and educate society.
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Broadcasting Language: Marathi

**Genesis:** Hon. Dr. Padmasinhaji Patil, a man with golden dreams & enthusiasm of converting dreams into reality, is the Founder President of the Terna Public Charitable Trust. He is associated with a large number of educational, social and medical activities in Maharashtra. Dr. Patil, a renowned personality, has devoted his life to the cause of Education and social activities. Terna Trust was established on 30th September 1980, with a primary goal to provide educational and health services to all sections of society. Terna Public Charitable Trust continuously organises various social & medical programs in different parts of the state. Radio Terna is the communication and media ancillary of the TPCT and aims to transform the society through initiatives and interventions that address the needs and concerns of the target community, and ensure their well-being.

**Thematic Focus:** Taking into account the mythological, historical, and geographical context of Osmanabad city, along with the needs of the local people, Radio Terna has directed its attention towards implementing remedial schemes for agriculture, health, women, education, and economic development. The CRS’ focus lies in creating programmes centred around this theme and effectively communicating information about the government’s diverse initiatives through expert voices.

**Sustainable Development Goals:** Radio Terna is primarily focusing on the following SDGs:
- SDG 3: Good Health and Well-Being
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 10: Reduced Inequalities
- SDG 11: Sustainable Cities and Communities
- SDG 12: Responsible Consumption and Production

**Primetime Programmes:** The primetime programmes broadcast on Radio Terna include Ternechi Prerna, Shivarwarta, Mi Swamini, Yuvaspanadan, Mi Udyojak, Aapla Paisa, Vyavsthan, Sahitya Sahvas, Vishesh Athiti, Arogyamantra, Din Vishesh, and Vicharpushpa. These programmes focus on a variety of areas which include social concerns, health, current affairs, special events of the day, news, literature and art, etc. The programmes at Radio Terna also feature distinguished personalities who share their experience and knowledge with the listeners.
Innovations in format or any other way: Radio Terna disseminates information regarding the different social initiatives of its parent organisation, which often include medical camps and other community welfare events. Many eminent personalities from different fields often feature in the programmes of the CRS and this helps the CRS reach a larger number of audience. The CRS also highlights the skill, struggles and success of the marginalised in the society and pays special attention to their specific needs.

Osmanabad ranks 3rd in the country among NITI Aayog’s aspirational districts. The aim of the radio station is to reach out to the people and empower them with information about the work done by the government and society to uplift the standard of living of the common people through its programmes.

Core Team: The core team at Radio Terna is headed by the Station Director, and also includes the Station Manager, team of radio jockeys and student volunteers. Working with the CRS gives the students a chance to understand the basic problems in the community and be involved in actively finding solutions to these problems.

Major Projects Undertaken: Radio Terna has been a part of the UNICEF-SBC3 Amchi Urmila Season 3, and the Arambh initiative in association with UNICEF. The CRS has also created radio drama and community events on subjects including child marriage, gender equality, sexual harrassment and gender-based violence.

Sustainable Strategies: Radio Terna is sustained by financial support from its parent organisation, Terna Public Charitable Trust. The CRS also generates revenue through the means of funded projects with external organisations.

Number of listeners and Potential Outreach: Radio Terna has an active listener base of around five lakh listeners within its broadcast range.

Major concerns in the Community: As mentioned earlier, Osmanabad is an aspirational district that lags behind on several fronts and needs effective interventions both from government and private organisations to improve the living conditions of the target society. The absence of major industries and businesses in the district poses challenges in generating employment opportunities and revenue.
Genesis: Radio Wardha was established on 1ST December, 2019 by Nisarga Mitra Gram Vikas Shikshan Sanstha, Wardha. The CRS was established with a mission to address the needs of the target community, and also help the farmers in the community in many ways and guide them towards economic growth. The CRS is a platform for the community members to connect with each other, express their concerns and opinions, and showcase their talents, while also being a source of entertainment. The CRS aspires to transform the lives of its target community through its committed initiatives.

Thematic Focus: The major thematic focus areas of Radio Wardha are agriculture, health, and education. Through designing initiatives in these core focus areas, the CRS actively contributes to helping the community members lead better lives. The CRS adopts a community-first approach and all its programmes aim to promote the welfare and growth of the community. The farmers in the community benefit from the regular updates and the programmes that disseminate information on farming techniques and other topics related to agricultural practices.

Sustainable Development Goals: Radio Wardha focuses on these SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 13: Climate Action

Primetime Programmes: Gandha Maticha is a popular programme among farmers. The programme introduces farmers to the latest technology and farming techniques, and helps them harness the best out of these.

Aarogya War Bolu Kahi is another programme that is popular amongst the community members. This programme focuses on addressing different health issues in the rural and urban communities, which are often quite different. The programme also focuses on mental health issues. The programme features medical experts and doctors from various disciplines.
**Innovations in format or any other way:** Radio Wardha Ki Pathshala is a unique flagship programme that was developed by Radio Wardha. During the COVID-19 pandemic, when all the educational institutions were shut down, students were badly affected. They faced issues like knowledge gaps and often failed to comprehend the concepts well. In such a scenario, the programme Radio Wardha Ki Pathshala was developed to help students; local trainers and educators were invited to the studio to take classes and hold discussions on different topics. This programme helped the students significantly and was widely appreciated in the community.

The CRS is active on all major social media platforms and regularly interacts with its audience.

**Core Team:** The core team at Radio Wardha is constituted by nine members and is led by the Station Director. The team also includes the Station Manager and other core members who handle different responsibilities to ensure the seamless functioning of the CRS.

**Major Projects Undertaken:** Radio Wardha has been a part of several major projects with leading organisations like UNICEF, SBC, and CRA. The projects include Aarambh, Swastha Sankalpa, Gender Equality, 1000 Diwas Badache, Sahi Poshan Desh Roshan, which focus on different areas like healthcare, nutrition, education, and gender equality.

**Sustainable Strategies:** Forty percent of Radio Wardha's annual expenses are met through financial support from its parent organisation, Nisarga Mitra Gram Vikas Shikshan Sanstha. The remaining funds are raised through externally funded projects with different organisations and government agencies.

**Number of listeners and Potential Outreach:** 105 villages fall within the broadcast range of Radio Wardha, and the area has a total population of 13,60,000 people. The CRS estimates that it has an active listener base of five lakh listeners.

**Major concerns in the Community:** Lack of adequate educational and healthcare infrastructure is a matter of concern in the community. They need to be educated about different social problems. The community members also suffer from different health issues. Radio Wardha focuses on addressing these issues and strives to resolve them through its programmes and initiatives.
Genesis: Radio 90.4 Cotton City was established in 2019, by Vidharbha Vikas Mahila va Balkalyan Shikshan Sanstha, Akola. The mission of the CRS is to empower the rural community, especially the women, as the rural community forms the backbone of the county. The CRS strongly believes that a better society can be built on only the foundation of educated and empowered youth. Radio Cotton City had a humble beginning but has grown into a strong force of influence in the target community. The CRS continues to impact the lives of the community members through its programmes and aspires to pave a path for the society to prosper.

Thematic Focus: The primary focus areas of Radio Cotton City have been education and employment. Children need to be educated and the youth need to be guided to better career prospects and opportunities of employment to promote the growth of the society and improve its economic conditions. The CRS also focuses on areas such as women empowerment, and aims to foster a gender equal society through its different initiatives.

Sustainable Development Goals: The SDGs that the CRS focusses on are:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth

Primetime Programmes: Radio Cotton City has a large pool of programmes on a variety of subjects, and it aspires to entertain, educate and empower its target community through these programmes. The programmes are broadcast in many formats like discussions, interactive sessions, pre-recorded jingles and talks, expert talks, dramas, recitals, etc. Aarogya Dakshata and College Katta are two of the primetime programmes that are broadcast by the CRS. Aarogya Dakshata is a health programme that features doctors and healthcare experts who discuss different health issues related to people of all age groups. College Katta is a programme for the youth where they can interact with experts from different fields and clarify their queries about different courses, universities, admission procedures etc.
Innovations in format or any other way: Along with broadcasting, Radio Cotton City organises regular workshops for students and youth in the society and informs them about different opportunities. The CRS also collaborates with different educational institutions in the region for initiatives, social awareness campaigns, and other events to bolster community participation.

Core Team: The core team at Radio Cotton City is constituted of twelve members that include the Station Director, Station Manager, and other members. The CRS is also supported by an expert panel with members from different fields such as education and healthcare. This panel provides regular reviews about the programmes and helps curate community-oriented content.

Major Projects Undertaken: Radio Cotton City has partnered with leading organisations for several initiatives. It was a part of the International Day of Yoga campaigns in 2021 and 2022, in association with the Ministry of Ayush, and CEMCA. In addition to this, the CRS also works on developing its own internal initiatives for the welfare of the community.

Sustainable Strategies: Radio Cotton City is supported financially by its parent organisation Vidharbha Vikas Mahila va Balkalyan Shikshan Sanstha. The CRS aspires to be a self-sustaining entity by partnering with different agencies and organisations for funded projects.

Number of listeners and Potential Outreach: Many villages such as Shivani, Shivar, Gaygaon, Vyala, Borgaon, Ugva, Babhulgaon, Kanshivani fall in the broadcast range of Radio Cotton City. The area has a population of 3,50,000 people and a listener base of at least 2,50,000 listeners.

Major concerns in the Community: Farmers in the community face several issues and often suffer from local income. They require guidance in many areas including weather, soil, crops, and pesticides. The CRS tries to voice their concerns to the administrative bodies to help the farmers with new initiatives and welfare schemes. Children’s nutrition is another area that needs attention. Women in the community need to be educated and empowered to create a just and equal society.
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Website: Puneriawaz.in
Broadcast Timing: 6 AM to 10 PM for 16 hours a day
Broadcasting Language: Marathi, Hindi, English

Genesis: Radio Puneri Awaz was established in 2017 by the World Renewal Spiritual Trust (WRST). The community radio is based in Pune, Maharashtra and works for the development and welfare of the local community by giving them a platform to voice their concerns, and share their knowledge and experience with one another. The mission of Radio Puneri Awaz is to serve people of all ages and sections equally and make their lives better.

Thematic Focus: The main focus areas of Radio Puneri Awaz lie in language, literature and culture, women empowerment, health, education, and youth. The CRS works on programmes based on these themes to empower and educate its target society.

Sustainable Development Goals: The SDGs that the CRS focusses on are:
SDG 3: Good Health
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth

Primetime Programmes: The primetime programmes that feature in Radio Puneri Awaz are Let’s Meditate, Gharonda, Nanhe Shehzad, Ek Mulakat, among many others, Let’s Meditate is a programme that focuses on mental health and emphasises its importance in today’s times. Gharonda is a women empowerment programme that promotes their self-confidence, upliftment, and importance in society. Nanhe Shehzad is a programme for children which focuses on skill development and education, while Ek Mulakat which aims to give a platform for community members to come forward and share their struggles, experience, concerns and opinions, and inspire others the community.
Innovations in format or any other way: Radio PuneriAwaz believes that a CRS can be a force of change in society and therefore does much more than broadcasting. It organises camps, events and interactive sessions with the community members. The CRS makes an effort to interact with people across all ages and register opinions and concerns on different matters.

Core Team: The staff at Radio Puneri Awaz has ten members which include the Station Head, Production Manager, Social Media Manager, four sound staff and two coordinators. The CRS also promotes participation from community members in all aspects of running the radio station.

Major Projects Undertaken: Radio Puneri Awaz has been a part of three funded, partner projects so far. The CRS has collaborated with Factshala for an awareness campaign on fake news and cybersafety. It also worked on Poshan ki Potli, which was an awareness campaign on nutrition for all ages, and also on campaigns promoting the International Day of Yoga.

Sustainable Strategies: Radio Puneri Awaz raises almost sixty percent of its annual budget through paid collaborative projects with other organisations, and another ten percent from advertisements. The remaining thirty percent of its annual budget is met by support from its parent organisation, WRST.

Number of listeners and Potential Outreach: The CRS covers at least forty villages in the region and has an active listener base of at least fifty thousand listeners.

Major concerns in the Community: The major concerns in the community are mental health, education and healthcare. Climate change has also been a concern in recent times, as it has been around the world. Radio Puneri Awaz addresses these issues by organising events and awareness campaigns on these topics.
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Broadcast Timing: 7 AM to 7 PM for 12 hours a day  

**Genesis:** Apna Nagpur was established in 2022 by the Tirpude College of Social Work, Nagpur. The CRS was founded by the parent organisation with an aim to promote the well-being of the target community through its social work intervention and create a positive impact.

**Thematic Focus:** The major focus areas of Apna Nagpur CRS are youth, education, knowledge management and dissemination, support to the unorganised labour and agricultural community.

**Sustainable Development Goals:** Radio Apna Nagpur is primarily working towards achieving the following SDGs:  
SDG 2: Zero Hunger  
SDG 4: Quality Education  
SDG11: Sustainable Cities and Communities

**Primetime Programmes:** The primetime programmes at Apna Nagpur CRS feature several shows that include Niramaya, Krishidhara and Samajkalyan. Niramaya is a programme on mental & physical health, healthy diet, exercise & fitness, etc. Krishidhara is an agriculture-related programme that emphasises on sericulture, poultry farming, dairy business, fertilisers, etc. Samajkalyan includes programmes on different communities residing in Nagpur & Vidarbha.
Innovations in format or any other way: The CRS effectively uses narrowcasting to engage with the community members, especially the farmers. The CRS also has its own social media handles on Facebook and Instagram.

**Core Team:** The core team at Apna Nagpur Radio has 13 members that include the Station Director, Station Manager, a panel of teachers, and other core members. The Station Director looks after fundraising and collaborations while the Station Manager focuses on coordination, programme conceptualization and production.

**Major Projects Undertaken:** Apna Nagpur CRS presently focuses on its internal projects and initiatives designed exclusively for the betterment of the target community and aspires to be a part of externally funded projects in the future.

**Sustainable Strategies:** The CRS is fully funded by its parent organisation. It designs interventions and frequently pitches them to different government agencies and other private bodies for raising funds.

**Number of listeners and Potential Outreach:** Six thickly populated villages fall within the broadcast range of Apna Nagpur Radio. The area has a total population of more than two lakh people. The exact number of active listeners is yet to be determined.

**Major concerns in the Community:** Many schools in the area have shut down due to the dearth of student enrolments. Other major needs/areas of concern within the community are lack of awareness about environmental pollution, lack of awareness about agricultural and social welfare schemes.
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Website: https://radiomanbhavan.kces.in/  
Broadcast Timing: 7:00 AM to 7:00 PM for 12 hours a day  
Broadcasting Language: Marathi

**Genesis:** Radio Manabhavan is managed by KCES M.J. College Jalgaon. The community radio station was established on 14th April 2022, with the vision to develop programmes that suit the most needy sections of the society and promote their substantial development. The tagline of the CRS is 'always heart-touching'. Despite being a young CRS, it has been able to influence the target community in ways that educate and empower them.

**Thematic Focus:** The major focus areas of Radio Manbhavan are education, livelihood, industries and entrepreneurial ventures, rural development, women empowerment, and legal literacy. The CRS aims to develop educational and technical content that support industries, small business enterprises and entrepreneurial ventures. The CRS focuses on uplifting the lives of women in the cottage industry by making them socially aware and educating them in legal literacy. The CRS aims to reduce dropout rates in the local schools and undeveloped areas by producing educational content in the local language. The CRS promotes local culture, art and traditions with the help of local art groups.

**Sustainable Development Goals:** Radio Manbhavan is focussed towards working on:
- SDG 3: Good Health and Well-Being
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 10: Reduced Inequalities

**Primetime Programmes:** The primetime programmes of Radio Manbhavan are MJ Katta, Swamini, Sahity Darbar, Krushi Mitri, Hel-Doctor, Yashoga, and Gost Gava Gachi. These programmes are produced in various formats like recorded talks, phone-in conversations, expert advice, etc, and designed to both entertain and educate the listeners. They touch upon various fields like education, health, literature and art, local updates, and news. The CRS also serves as a platform for the community members, especially the artists, to express their views, concerns, as well as showcase their talents.
Innovations in format or any other way: Radio Manbhavan concentrates on developing content in different and engaging formats so that it remains relevant to the audience and is able to make an impact on them. Dramas, interviews, magazines, talks, etc. are some of the innovative formats that the CRS adopts. The CRS connects with its listeners through social media platforms and shares regular updates about its initiatives and events.

Core Team: There are seven CRMC members on the board of Radio Manbhavan. Four team members including the Station Director/Incharge, transmitter operator, and two radio jockeys form the core team of the CRS. They operate with a small team and aim to draw the maximum output out of minimal resources.

Major Projects Undertaken: Radio Manbhavan was a part of the Arambh campaign in association with UNICEF and SMART. The CRS featured in the COVID-19 vaccination campaign in association with UNICEF and CRA, and the Amchi Urmila project in association with UNICEF and SBC3. The CRS has also regularly been a part of the International Day of Yoga campaigns in association with the Ministry of Ayush and CEMCA.

Sustainable Strategies: Radio Manbhavan is presently funded by its parent organisation, KCES M.J. College. The CRS also generates revenue through the externally funded collaborative ventures that it participates in.

Number of listeners and Potential Outreach: The CRS’ broadcast covers almost 170 villages and has an outreach potential of nearly five lakh people.

Major concerns in the Community: Lack of education in the rural communities affect them in many ways including unemployment, lack of awareness about fundamental rights, and inability to harness the best out of welfare schemes etc. The community should also be made aware of various health concerns.
Genesis: Savitribai Phule Mahila Ekatma Samja Mandal established Radio Deogiri in 2022. The CRS was founded with the goal of uplifting the underprivileged segments of society through various programmes run by its parent organisation. The CRS’ programmes for entertainment and education are intended to aid in the preservation of folk culture and folk art.

Thematic Focus: The major themes that Radio Deogiri focuses on are art, culture, education, environment and health. The CRS believes that, through these focus areas, it can build a healthy and educated community that is socially, economically and politically aware.

Sustainable Development Goals: Radio Deogiri focuses on the following SDGs:
- SDG 2: Zero Hunger
- SDG 3: Good Health
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 6: Clean Water and Sanitation
- SDG 8: Decent Work and Economic Growth
- SDG 15: Life on Land

Primetime Programmes: The primetime programmes that Radio Deogiri broadcasts are Vichardhan, Aarogym Dhanasampada, Nisargayan, Krida Jagat, Swatantrate Bhagawate, Bhetigathi, and Vishwatmak Sanskar.

Vichardhan is a philosophical programme based on the ideas and philosophies of the great saints of the country. Aarogym Dhanasampada is an interactive health-based programme that features doctors from different departments and addresses topics related to diseases, prevention and cure. Nisargayan is a programme on nature and environment which advocates water conservation, soil afforestation etc. Krida Jagat is a sport-based programme that features interviews with players and coaches where they share their experiences. Swatantrate Bhagawate is narrative programmes about the great freedom fighters of the nation. Bhetigathi is a programme that features interviews with eminent personalities from different fields, and Vishwatmak Sanskar is a programme that sheds light on Indian culture and traditions.
Innovations in format or any other way: Radio Deogiri provides a platform for the local folk artists in the community through its programme series called Kaladarshan. It features poems, stories, songs and other art forms from the local folk tradition. The CRS is active on all major social media platforms, and also has a YouTube channel and mobile application of its own.

Core Team: The core team at Radio Deogiri includes the Station Director, Station Manager, a panel of experts and radio jockeys. The CRS firmly believes in community participation and invites the community members to be active contributors in content creation, programme planning, production and presentation.

Major Projects Undertaken: Radio Deogiri has been part of a number of significant projects. The CRS has collaborated with UNICEF to promote vaccination against COVID-19, good nutrition, personal hygiene, and support for lactating mothers, among other things. It also collaborated with SAFU to execute a campaign that was centred on the health of women from underprivileged socio-economic backgrounds. Radio Deogiri organised Science Week events in the community in collaboration with Vidnyan Bharati and Swami Vivekanand College, Sambhajinagar. There are several projects in which the CRS has partnered with groups like Jan Kalyan Samiti, Dattaji Bhale Blood Bank, Purnam Eco Vision Foundation, and Jal Samwad.

Sustainable Strategies: The parent organisation Sawitribai Fule Mahila Ekatma Samaj Mandal provides a certain amount of Radio Deogiri’s annual budget. The sustainable strategy at the CRS calls for obtaining the remaining funds through collaborations with leading NGOs and government agencies.

Number of listeners and Potential Outreach: Radio Deogiri has a large potential outreach of nearly 1,55,000 people. Out of this potential outreach, the CRS gathers an active listener base of nearly 55,000 people through its broadcast and Web Radio.

Major concerns in the Community: A study on women’s health from the underprivileged sections of the society revealed that only 28% of the women in the community have normal haemoglobin levels, and the remaining 72% have counts that are below the recommended levels. The primary needs/areas of concern in the community are inadequate knowledge on women’s health, education, unemployment, and poverty. Women’s health standards in the community are subpar. It is critical to continue to improve health conditions in order to raise living standards.
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Broadcast Timing: 06.00 AM to 11.00 PM for 17 hours a day  
Broadcasting Language: Marathi  

Genesis: Radio Sugar is the community radio station of Kasegaon Education Society, which is an initiative of RIT. The broadcast of Radio Sugar started on 20 August 2021. The CRS broadcasts educational and entertaining content for young people, kids, women, seniors, teachers, farmers, etc. Additionally, Radio Sugar invites regional artists to take part in and contribute to its programmes. The motto of Radio Sugar is to encourage community members by celebrating their accomplishments and promoting their well-being. As a result, Radio Sugar has become very popular in the community in a short span of time.  

Thematic Focus: Though Radio Sugar is run by an educational institute, it is the only radio station in the city, and therefore the programmes produced are focused not only on students but all sections of the community, i.e. women, youth, farmers, senior citizens, children etc.  

One of Radio Sugar’s main areas of focus is agriculture. The primary agricultural product of the area is sugarcane, and there are numerous sugar factories in the area. However, cultivating sugarcane requires a lot of water. Water conservation is therefore a key focus area. By introducing farmers to modern irrigation methods, Radio Sugar encourages them to adopt environmental-friendly practices in their farming.  

Sustainable Development Goals: Radio Sugar broadly focuses its work on the following SDGs:  
SDG 4: Quality Education  
SDG 13: Climate Action  

Primetime Programmes: Some of the primetime programmes of Radio Sugar are Meethi Morning, Maitrin.com and Nammo Annadata. Meeti Morning is a daily talk show where the radio jockey discusses the latest news, developments, motivational messages and stories with the community. Maitrin.com is a women-oriented programme that discusses many topics like beauty, healthcare, career etc. The show also provides a platform for female community members to share their experiences with the community. Nammo Annadata is an agricultural programme that informs farmers about the most recent irrigation and cultivation methods as well as weather predictions. The farming community has found this programme to be of great help.
Innovations in format or any other way: Along with conventional broadcasting and narrowcasting, Radio Sugar makes a special effort to connect with the community and maintain that connection. For this, a number of activities like quiz contests, social gatherings, live shows, and competitions are organised. As the CRS is an ancillary of an educational institution, it organises a variety of activities for the student community as well, such as essay-writing competitions, drawing contests, etc., and maintains contact with them through online or in-person activities.

Core Team: Radio Sugar has a strong team that helps it function efficiently and cater to the needs of the community. It has five staff which include the Station Manager, Programme Manager, Sales Manager and two radio jockeys, and they are assisted by a team of 9 volunteers.

Major Projects Undertaken: Radio Sugar has worked on numerous national and regional projects with UNICEF, CRA, SMART, and CEMCA in the areas of fact-checking, addressing climate change, and celebrating International Yoga Day.

Sustainable Strategies: At present, Radio Sugar is completely funded by its parent organisation. The CRS also derives revenues from the externally funded projects that it engages in.

Number of listeners and Potential Outreach: The active listener base of Radio Sugar is nearly 10,000 people and more than a thousand people tune into the programmes through the means of Web Radio.

Major concerns in the Community: Most of the people in the region belong to the farming community. They require regular, accurate weather forecasts and other information. The CRS tries its best to offer all the information they require.

Women listeners are very enthusiastic and always eager to participate in programmes, but the lack of radio sets becomes a barrier to reaching the community.
Radio Namkeen @ 91.2 FM
9 Omkar, Samrat Society, kathe lane, opp Swami Samarth Mandir, Ganesh Nagar, Nashik, Maharashtra- 422003

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Website: www.radionamkeen.com
Broadcast Languages: Hindi, English, and Marathi
Broadcast Hours: 24 hours

Genesis: Midway through 2021, JRSPS, Nashik, and its technological partner Riggro Digital launched Radio Namkeen. Radio Namkeen is a community radio station dedicated to promoting women empowerment, education, and community development. Through its programmes, initiatives, and community engagement, the station strives to inspire, educate, and empower individuals, while fostering a sense of unity and positive social change within the community.

Thematic Focus: Radio Namkeen is a community radio station that focuses on several themes to create a positive impact on the community. These themes include women empowerment, education, community development, health and wellness, culture and entertainment, and cultural exchange. Radio Namkeen seeks to have a significant impact on the community through the adoption of these thematic focuses.

Sustainable Development Goals: Radio Namkeen broadly focuses on achieving the following SDGs:
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 10: Reduced Inequalities
SDG 16: Peace, Justice, and Strong Institutions
SDG 17: Partnerships for the SDGs

Primetime Programmes: A compelling schedule of primetime programming on Radio Namkeen is intended to educate, amuse, and empower the neighbourhood. Namkeen Talks, Rhythms of Life, Education Hour, Women’s Voice, and Healthy Living are a few of these programmes. Namkeen Talks explores a variety of subjects, and Rhythms of Life honours the vibrant cultural heritage of the community. Education Hour features interactive educational material, while the Women’s Voice programme emphasises gender equality and women’s empowerment. The programme Healthy Living encourages listeners to take charge of their well-being.
Innovations in format or any other way: Radio Namkeen uses innovative techniques to reach out to its audience and maximise community engagement. These include interactive social media presence, mobile apps and podcasts, community outreach programs, collaborative storytelling, mobile broadcasting units, and language inclusion. An interactive social media presence allows listeners to engage with the station, provide feedback, and contribute to content creation. Mobile apps and podcasts allow listeners to access the station's content on their smartphones, while community outreach programs involve conducting live broadcasts from community events, organising interactive workshops and seminars, and participating in local festivals.

Core Team: Radio Namkeen operates with a dedicated core team, staff members, and volunteers who work together to run the community radio station and bring its programs to life. The core team consists of experienced professionals who oversee the overall management, strategy, and direction of the station. The station manager is responsible for overseeing the day-to-day operations and liaising with external stakeholders. The program producers are responsible for conceptualising, developing, and producing the content for Radio Namkeen’s various programs. The technical staff handles the equipment, sound engineering, and broadcasting aspects of the station. The marketing and outreach team is responsible for promoting Radio Namkeen within the community and attracting a wider audience. The volunteers assist in various roles, such as hosting programs, conducting interviews, providing technical support, and assisting with administrative tasks.

Major Projects Undertaken: Radio Namkeen has undertaken several projects to make a significant impact on the community. These include a Women Empowerment Campaign, a Community Health Initiative, and an Education for All project. The Women Empowerment Campaign focused on raising awareness about women’s rights and promoting gender equality, while the Community Health Initiative focused on promoting health and well-being. Radio Namkeen collaborated with local schools and educational institutions to organise workshops, provide educational resources, and support educational initiatives in underserved areas. It also initiated projects focused on community dialogue and peacebuilding, and an environmental sustainability campaign to raise awareness about environmental issues and promote sustainable practices. These initiatives demonstrate the station’s commitment to addressing social issues, empowering the community, and fostering positive change. The CRS has been a part of the UNICEF-SMART initiative ‘Aarambh’ and the UNICEF-CRA initiative ‘Swasthya Sankalpa’.

Sustainable Strategies: Radio Namkeen implements sustainable strategies for funding its operations and community initiatives, such as sponsoring and advertising, seeking grants and funding opportunities, forming partnerships and collaborations, and providing value-added services. These strategies generate revenue and contribute to the station’s financial sustainability.

Number of listeners and Potential Outreach: The city of Nashik falls within the broadcast of Radio Namkeen and the outreach potential is estimated to be approximately 15 lakh people, out of which the CRS has an active listener base of at least 2.5 lakh people.

Major Concerns in the Community: Nashik city faces several major concerns that require attention and concentrated efforts for their resolution. These include infrastructure and urban development, unemployment and skill development, education and quality of schools, healthcare access and quality, environmental conservation and pollution, women empowerment and gender equality, traffic congestion and road safety, etc. Multiple intervention strategies and initiatives are the need of the hour to address the pressing issues that affect the community.
Contact Person: Mr. Amol Deshmukh  
Contact Number: +91-9922337361 
Email: manbhavanradio@gmail.com  
Website: https://radiomanbhavan.kces.in/  
Broadcast Timing: 7:00 AM to 7:00 PM for 12 hours a day  
Broadcasting Language: Marathi

Genesis: Radio Manabhavan is managed by KCES M.J. College Jalgaon. The community radio station was established on 14th April 2022, with the vision to develop programmes that suit the most needy sections of the society and promote their substantial development. The tagline of the CRS is 'always heart-touching'. Despite being a young CRS, it has been able to influence the target community in ways that educate and empower them.

Thematic Focus: The major focus areas of Radio Manbhavan are education, livelihood, industries and entrepreneurial ventures, rural development, women empowerment, and legal literacy. The CRS aims to develop educational and technical content that support industries, small business enterprises and entrepreneurial ventures. The CRS focuses on uplifting the lives of women in the cottage industry by making them socially aware and educating them in legal literacy. The CRS aims to reduce dropout rates in the local schools and undeveloped areas by producing educational content in the local language. The CRS promotes local culture, art and traditions with the help of local art groups.

Sustainable Development Goals: Radio Manbhavan is focussed towards working on:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 10: Reduced Inequalities

Primetime Programmes: The primetime programmes of Radio Manbhavan are MJ Katta, Swami-ni, Sahity Darbar, Krushi Mitri, Hello Doctor, Yashoga, and Gost Gava Gachi. These programmes are produced in various formats like recorded talks, phone-in conversations, expert advice, etc, and designed to both entertain and educate the listeners. They touch upon various fields like education, health, literature and art, local updates, and news. The CRS also serves as a platform for the community members, especially the artists, to express their views, concerns, as well as showcase their talents.
Innovations in format or any other way: Radio Manbhavan concentrates on developing content in different and engaging formats so that it remains relevant to the audience and is able to make an impact on them. Dramas, interviews, magazines, talks, etc. are some of the innovative formats that the CRS adopts. The CRS connects with its listeners through social media platforms and shares regular updates about its initiatives and events.

Core Team: There are seven CRMC members on the board of Radio Manbhavan. Four team members including the Station Director/Incharge, transmitter operator, and two radio jockeys form the core team of the CRS. They operate with a small team and aim to draw the maximum output out of minimal resources.

Major Projects Undertaken: Radio Manbhavan was a part of the Arambh campaign in association with UNICEF and SMART. The CRS featured in the COVID-19 vaccination campaign in association with UNICEF and CRA, and the Amchi Urmila project in association with UNICEF and SBC3. The CRS has also regularly been a part of the International Day of Yoga campaigns in association with the Ministry of Ayush and CEMCA.

Sustainable Strategies: Radio Manbhavan is presently funded by its parent organisation, KCES M.J. College. The CRS also generates revenue through the externally funded collaborative ventures that it participates in.

Number of listeners and Potential Outreach: The CRS’ broadcast covers almost 170 villages and has an outreach potential of nearly five lakh people.

Major concerns in the Community: Lack of education in the rural communities affect them in many ways including unemployment, lack of awareness about fundamental rights, and inability to harness the best out of welfare schemes etc. The community should also be made aware of various health concerns.

Informat or any other way: Radio Namkeen uses innovative techniques to reach out to its audience and maximise community engagement. These include interactive social media presence, mobile apps and podcasts, community outreach programs, collaborative storytelling, mobile broadcasting units, and language inclusion. An interactive social media presence allows listeners to engage with the station, provide feedback, and contribute to content creation. Mobile apps and podcasts allow listeners to access the station’s content on their smartphones, while community outreach programs involve conducting live broadcasts from community events, organising interactive workshops and seminars, and participating in local festivals.

Core Team: Radio Namkeen operates with a dedicated core team, staff members, and volunteers who work together to run the community radio station and bring its programs to life. The core team consists of experienced professionals who oversee the overall management, strategy, and direction of the station. The station manager is responsible for overseeing the day-to-day operations and liaising with external stakeholders. The program producers are responsible for conceptualising, developing, and producing the content for Radio Namkeen’s various programs. The technical staff handles the equipment, sound engineering, and broadcasting aspects of the station. The marketing and outreach team is responsible for promoting Radio Namkeen within the community and attracting a wider audience. The volunteers assist in various roles, such as hosting programs, conducting interviews, providing technical support, and assisting with administrative tasks.

Major Projects Undertaken: Radio Namkeen has undertaken several projects to make a significant impact on the community. These include a Women Empowerment Campaign, a Community Health Initiative, and an Education for All project. The Women Empowerment Campaign focused on raising awareness about women’s rights and promoting gender equality, while the Community Health Initiative focused on promoting health and well-being. Radio Namkeen collaborated with local schools and educational institutions to organise workshops, provide educational resources, and support educational initiatives in underserved areas. It also initiated projects focused on community dialogue and peacebuilding, and an environmental sustainability campaign to raise awareness about environmental issues and promote sustainable practices. These initiatives demonstrate the station’s commitment to addressing social issues, empowering the community, and fostering positive change. The CRS has been a part of the UNICEF-SMART initiative ‘Aarambh’ and the UNICEF-CRA initiative ‘Swasthya Sankalpa’.
**Sustainable Strategies:** Radio Namkeen implements sustainable strategies for funding its operations and community initiatives, such as sponsoring and advertising, seeking grants and funding opportunities, forming partnerships and collaborations, and providing value-added services. These strategies generate revenue and contribute to the station’s financial sustainability.

**Number of listeners and Potential Outreach:** The city of Nashik falls within the broadcast of Radio Namkeen and the outreach potential is estimated to be approximately 15 lakh people, out of which the CRS has an active listener base of at least 2.5 lakh people.

**Major Concerns in the Community:** Nashik city faces several major concerns that require attention and concentrated efforts for their resolution. These include infrastructure and urban development, unemployment and skill development, education and quality of schools, healthcare access and quality, environmental conservation and pollution, women empowerment and gender equality, traffic congestion and road safety, etc. Multiple intervention strategies and initiatives are the need of the hour to address the pressing issues that affect the community.
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Website: www.infinityfm.pcet.org.in
Broadcast Timing: 10 hours a day
Broadcasting Language: Marathi, Hindi, English

Genesis: Infinity Community Radio is run by Pimpri Chinchwad Education Trust, a renowned educational institution in India. The radio was launched on 29 August, 2022. Pimpri Chinchwad is a region which is known as Mini India. The CRS strives to get all community members, experts, and common people to express and explore themselves through the means of the radio. The tagline of Infinity CRS is ‘Reflecting You’, as the CRS works as a mirror to the society.

Thematic Focus: Health and women empowerment are among the primary focus areas of Infinity CRS. It also works on all areas that have a direct influence on the well-being of the target community.

Sustainable Development Goals: Infinity Radio is committed to realising the following goals:
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality

Primetime Programmes: The primetime programmes of Infinity CRS are listed below:
Shivaranjani – It’s a musical log performed by one of the college professors, based on retro singers.
Aadhi Kelechi Pahije – A programme that tells the stories of people who worked for the welfare of the society
Khulke Muskurale Tu – A programme on mental health, stress relief and happy living. It is co-hosted by the well-known counsellors in Pune.
Sarmisal – A comic storytelling show programme based on the common man’s daily routine.
Becoming The Icon – A programme through which students share stories about their icons and role models
Aanandach Vidnyan – A programme that encourages scientific temper
Innovations in format or any other way: Infinity CRS reaches out to community members through the means of narrowcasting activities.

Core Team: Infinity CRS operates with a small and dedicated team of three members that include the Production Manager, Programme Executive, and Programme Assistant.

Major Projects Undertaken: Being in its early days, Infinity CRS is yet to be part of a major collaborative project. It has a lot of internal initiatives in the pipeline for the welfare of different groups like ASHA workers, retired army personnel etc.

Sustainable Strategies: Infinity CRS strives to collaborate with local NGOs, and also attract advertisements from local enterprises.

Number of listeners and Potential Outreach: Infinity CRS has a strong outreach potential, and an active listener base of six thousand listeners.

Major concerns in the Community: Environmental problems like pollution and its aftermaths like climate change are bringing irreparable damage to ecosystems and its repercussions have been felt all across the world. Awareness about such concerns should be created to sensitise the local community about the harmful effects and the irreversible damage caused by these environmental problems.
Genesis: Khamgaon had no radio network access prior to the launch of Radio Silvercity in 2022 by Dnyangangana Shikshan Prasarak Mandal. The CRS was established with the goal of educating the local population about agriculture and its technical facets. Additionally, Radio Silvercity also educates the local population on health-related topics.

Thematic Focus: Radio Silvercity works on educating young people about career, educational, and self-employment opportunities that will help them develop their careers. Since health-related issues are also a matter of concern these days, the CRS also produces a variety of programmes related to diet, primary care, health improvement, etc. that will eventually help raise awareness and improve health standards in the community.

Sustainable Development Goals: The SDGs that Radio Silvercity focuses on are listed below
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 15: Life on Land

Primetime Programmes: On Radio Silvercity, the primetime programming includes shows like Kitabwala, which adopts a storytelling method to cover the primary and pre-primary curriculum. A programme called Career Guidance concentrates on assisting students in passing entrance exams. The CRS hosts a talk show called “Hello, Doctor!” where they invite medical experts. Dhwantri is another health-related programme based on Ayurveda. A programme called Yashogatha features the success stories of entrepreneurs and other accomplished people. The show Kichan Katta is about nutrition.
In 1969, Hon. Late Vasantrao Bappurao Deshmukh established the Dnyanganga Shikshan Prasarak Mandal in the rural district of Akola. Since then, the organisation has carried out its initiatives and interventions in accordance with the ideals of its late founder and president, Mr. Vasantrao Bappurao Deshmukh. Akola and Buldhana districts’ high school programme for students from rural areas has been a significant initiative. Other social initiatives include tree planting, blood donation, health camps, mask distribution, and awareness campaigns about the importance of social distancing.

Core Team: The station manager, an agricultural scientist, and two radio jockeys make up the current team of four. The station incharge is a doctor and is responsible for health-related programmes and the agricultural scientist is in charge of the agricultural programmes. The educational programmes’ content is created by the Radio Jockeys.

Major Projects Undertaken: Radio Silvercity is collaborating with the state government to raise awareness on various schemes such as those pertaining to agriculture, health, and education.

Sustainable Strategies: The parent organisation contributes about 30% of the annual budget in terms of both technical and financial support. In addition, the sustainable strategy of the CRS aims to be self-sufficient and to obtain the remaining 70% of the budget through joint ventures with top NGOs and other government agencies.

Number of listeners and Potential Outreach: Around ten villages and a large city fall in Radio Silvercity’s coverage area. Though the number of active listeners has not yet been determined, the potential outreach is thought to be around 1,90,000.

Major concerns in the Community: Educating young people about career, educational, and self-employment opportunities will help them develop their careers.

The community lacks tools but has a lot of latent artistic potential. The mobile network hasn’t spread widely yet, there aren’t any radio stations within 70 km, the roads aren’t adequate, and the farmers don’t have access to cutting-edge technology. In general, this field is still in a very early stage of development. The majority of the population relies primarily on agriculture as a source of income, but the area experiences low productivity, which is primarily due to a lack of technical knowledge regarding production technology and post-harvest management.
Contact Person: Mr. Shrinivas Trimbakrao Solanke
Contact Number: +91-8805014535, 9767908908
Email: radioparbhani@gmail.com
Broadcast Timing: 8 hours a day
Broadcasting Language: Marathi and Hindi

Genesis: Radio Parbhani was launched on 25th June, 2020 with the sole aim to create awareness in various critical areas that have a direct bearing on the well-being and development of the local community. The CRS is truly the voice of the common folk, and is committed to making their lives better through its programmes and initiatives.

Thematic Focus: Agriculture, education, health, and fundamental rights and legal awareness are the primary focus areas of the community. The CRS focuses on creating opportunities to ensure sustainable livelihood for all community members, and thereby building a strong, independent and equal society.

Sustainable Development Goals: Radio Parbhani is committed to achieve these goals:
SDG 4: Quality Education
SDG 12: Responsible Consumption and Production

Primetime Programmes: The primetime programmes that are broadcast by Radio Parbhani include Aaradhana, Thodi Coffee Thodi Baatein, and Raat Abhi Baaki Hai. Aaradhana is a spiritual programme. Thodi Coffee Thodi Baatein is an interactive show with the local community, including farmers, shopkeepers, and street vendors. Raat Abhi Baaki Hai is a programme that discusses the concerns faced by the youth in the community. In addition to these programmes, the CRS also invites lawyers to the studio to interact with the community members and promote legal awareness.
Innovations in format or any other way: Radio Parbhani regularly interacts with the local community through the means of narrowcasting to gauge their problems, and encourages the community to address these concerns through collective efforts.

Core Team: Six team members form the core team of Radio Parbhani. This includes the Director, Station Coordinator, and a group of four radio jockeys who also help in programme conceptualisation, production and delivery.

Major Projects Undertaken: Radio Parbhani has majorly focused on developing internal initiatives for the specific needs and concerns of the community, and is yet to be part of an major external project. The CRS works to bridge the gap between the community and the local administration, advocates women empowerment, and also focuses on helping the local community enhance their communication skills in English (in association with the local education department).

Sustainable Strategies: Radio Prabhani is able to generate some revenue through the means of local advertising, and is actively seeking collaborations with leading government agencies, NGOs and private organisations to boost its revenue streams.

Number of listeners and Potential Outreach: Radio Prabhani has an active listener base of nearly 30,000 listeners, and working on expanding the same to one lakh.

Major concerns in the Community: Major concerns in the community include gender disparity, low income, unemployment, and lack of sustainable livelihood options. Better educational as well as healthcare infrastructure can help improve the condition of the community members.
Genesis: Radio Kokan was established in 2022 by the Janniva organisation. The CRS was established with a vision to improve the chances of education, farming, dalit-women empowerment and provide guidance to youth in the community. The CRS focuses on issues that concern the local community to bring about crucial policy changes to ensure the well-being of the community.

Thematic Focus: The focus area of intervention of the CRS has majorly been quality education, dalit-women empowerment, self-employment, agriculture, sustainable livelihood, and professional growth.

Sustainable Development Goals: Radio Kokan is dedicated to achieving the following goals:
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 11: Sustainable Cities and Communities
SDG 13: Climate Action

Primetime Programmes: The primetime programmes of Radio Kokan are Great-Bhet, Abhyas Varg, PeekPani, Nave Prayog, Samvidhan Shala, Mahila Manch, Tarunai and Prabodhan. Great-Bhet are interviews with important personalities from various fields and their success stories. Abhyas Varg and Tarunai are educational programmes for school children, developed in various formats to make academic subjects and concepts interesting. PeekPani is an agricultural programme that focuses on organic methods, new farming techniques, and government welfare schemes for farmers.
**Innovations in format or any other way:** The CRS partners with social and cultural groups for narrow-casting programmes and sharing critical information with the community. The CRS also runs awareness campaigns and organises social events in the community.

**Core Team:** The staff at Radio Kokan is presently five strong; it includes the Station Director, Station Manager, Organiser, and technical personnel. The CRS also has a panel of nine members to review the programmes. The CRS hires anchors and resource persons for the development and delivery of its programmes. The CRS organises youth camps on personality development and career guidance. It is also partnering with local organisations to improve the state of schools in the area.

**Major Projects Undertaken:** After frequent instances of floods and landslides in the area, the CRS has worked on many initiatives to raise awareness on environmental issues, with the Forest Department and NGOs.

**Sustainable Strategies:** Radio Kokan is financially and technically supported by its parent organisation, Janniva. It also tries to generate revenue through the means of paid collaborative ventures with other organisations.

**Number of listeners and Potential Outreach:** The CRS covers 26 villages and a town within its broadcast limits. The area has a total population of nearly 1,25,000 people.

**Major concerns in the Community:** Illiteracy or lack of educational facilities, health concerns and lack of adequate healthcare infrastructure, and unemployment are major concerns in the community. The community members are unable to draw benefits out of social welfare schemes due to lack of awareness. New schemes are needed to support farmers and the agricultural sector. Lack of environment-friendly industrial policies pose a serious threat to ecological balance.
Genesis: Padmashree Dr. D.Y. Patil University embarked on a mission to spread awareness and education among the masses in its neighbouring community; thus, the satellite city Navi Mumbai got its first Community Radio Station in the form of Dnyanvani Radio on September 3, 2017. The initiative is sometimes also identified as DY Radio, a moniker fondly given by the students and the community locale. The station’s broadcasts reach approximately 12 to 15 km, covering areas from Airoli to Panvel, thus connecting two extreme ends of Navi Mumbai.

Thematic Focus: The main focus areas of Dnyanvani lie in the fields of education, health and well-being, sports, spirituality, and women in leadership. The Radio explores these themes broadly in its programmes and formulates the content accordingly to promote the interests of the community. With strong ties rooted in the community, the station primarily highlights the nuances of the broader themes that are pertinent within the community.

Sustainable Development Goals: The focus areas of intervention for the CRS are:
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 16: Peace, Justice and Strong Institutions

Primetime Programmes: The programmes that the radio station broadcasts are curated by the students for the community. Dnyanvani prides itself on generating more than half of its content through the direct participation of the community for which the station has been functioning. Being in constant touch with the youth of the area, the programmes reflect versatility as they cover topics ranging from the promotion of martial arts among women for self-defence to organising musical evenings for the old age homes across Navi Mumbai.
Innovations in format or any other way: Apart from broadcasting content on radio, the station actively carries out activities on the ground to directly reach community members. These activities include reaching out to the villages in the vicinity to make them aware of the facilities, like health check-up camps, or conducting and covering local sports events.

Core Team: The station is supported by the administrative members of its parent organisation. A core team of 6 members brings decades of experience to the table to manage the radio station efficiently.

Major Projects Undertaken: The station has primarily carried out internal projects to support the radio station and community in general. Several of its programmes carried out in the last 5 years were designed to impart the technical skills required to run a radio station. With consequent success, the station has also expanded its outreach to include covering sports events and organising awareness drives.

Sustainable Strategies: Dnyanvani is largely supported by its parent organisation, D. Y. Patil University. The university responsibly takes care of the resource provisions in terms of the financial and technical aspects of running a radio station. Its long term sustenance strategy relies on the creation of quality content that allows community members to actively participate in its programmes and events and thus support the radio station.

Number of listeners and Potential Outreach: Dnyanvani almost entirely covers the city of Navi Mumbai and is popular among its locals. Although the active listener base is yet to be ascertained, the radio station definitely holds a healthy outreach.

Major concerns in the Community: The major concern in the community is a lack of awareness about the basic amenities and facilities. The socio-economically backward areas within the vicinity of the radio station are predominantly plagued by the issue.
Contact Person: Ms. Shilpi Goswami
Contact Number: +91-9887252888, 0141-2781154
Email: fmradio7@icfia.org
Website: www.icfia.org
Broadcast Timing: 6:30 AM - 6:30 PM
Broadcasting Language: Hindi and Rajasthani

Genesis: Radio 7 Community Radio was launched on 7th March 2015, under the aegis of IIS deemed-to-be University, a pioneer educational institution. Dr. Ashok Gupta is the one who conceptualised the idea of establishing the community radio with a vision of sensitising the youth, promoting the welfare of the under-privileged in the community, bridging socio-economic gaps, and enhancing the community participation. The CRS has succeeded in carrying out its mission and create a positive impact in the community.

Thematic Focus: The major thematic focus area of Radio 7 is promoting the welfare of the community by catering to their educational needs. The CRS also focuses on promoting, preserving and celebrating the local culture and traditions. Other areas of focus include health, social harmony, girl child protection, women empowerment, and promoting economic growth by supporting entrepreneurial ventures.

Sustainable Development Goals: Radio-7 is currently focussing on two SDGs primarily and intends to expand the area in future apart form the goals given below
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 16: Peace, Justice and Strong Institution

Primetime Programmes: The popular primetime programmes that feature on Radio 7 are Mati Ri Mahak, and Radio 7 ki Class. Mati Ri Mahak is a programme that focuses on the local culture and sensitises the listeners about their rich heritage. The programme also functions as a platform for local artists to showcase their talents in front of the community. Radio 7 ki Class is an educational programme that focuses on adolescents and youth to educate them and make them aware of various social issues, and nurture them into becoming responsible citizens. The CRS also believes that it is important to enhance the knowledge of the community members through the means of educational and entertaining content.
Innovations in format or any other way: Radio 7 has recently started a podcast where it invites experts from different fields to address the concerns of the target community. The listeners are given a chance to interact with the guests, express their opinions, and clarify their doubts. The CRS also shares its contents and updates on major social media platforms.

Core Team: The core team at the CRS is led by the Station manager who is assisted by a small but dedicated team. The CRS encourages students to be active volunteers in the conceptualisation, packaging and delivery of the programmes.

Major Projects Undertaken: Radio 7 has been a key partner in several regional and national initiatives. The CRS has partnered with leading organisations like UNICEF, BBC, Prasar Bharti, CRA, and CEMCA for projects in various fields like education, health and hygiene, women empowerment, and social welfare.

Sustainable Strategies: Radio 7 often finds it difficult to secure the funding required to ensure its smooth operation. The CRS rents out its studio to external parties for the purpose of recording and tries to generate revenue through it.

Number of listeners and Potential Outreach: Radio 7 has an active listener base of nearly 20,000 listeners.

Major concerns in the Community: The community has a lack of adequate hygiene and sanitation facilities. Better healthcare and educational infrastructure is also the need of the hour. The community members struggle with lack of employment opportunities and low income.
Contact Person: Prof. Alpana Bishnoi  
Contact Number: +91-8619113639, 7597675249  
Email: radioalwar@gmail.com  
Broadcast Timing: 8.00 AM to 9.00 PM for 13 hours a day  
Broadcasting Language: Hindi, Rajasthani and English

Genesis: Alwar ki Awaz community Radio Station was launched on 1st January, 2013. It is located in the campus of IET Group of Institutions situated on the outskirts of Alwar city in Matasya Industrial Area. Alwar ki Awaz was conceived as a platform for diverse communities of rural and urban areas including students, industrial workers, labourers, farmers, office-goers, and entrepreneurs.

Thematic Focus: Alwar ki Awaz CRS motivates the local community to improve their lives through interventions in the fields of education, health, and agriculture. The CRS aims to empower women, preserve the cultural heritage of the region, and address prevalent social problems. Through its infotainment programmes, the CRS hopes to drive a positive change and transform the society.

Sustainable Development Goals: The CRS aspires to bring social change for betterment of society through the following SDGs:  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 8: Decent Work and Economic Growth  
SDG 9: Industry, Innovation and Infrastructure

Primetime Programmes: The primetime programmes that are broadcast on Alwar ki Awaz CRS are Aaj ka Paigam, Campus Masti, Vikas ki Aur, and Ek Mulaqat. These programmes have been developed in diverse formats to cater to different groups within the community. There are many educational and infotainment programmes that focus solely on the student community of the institution. Other programmes focus on the needs of the rural and urban communities and address different social concerns that require immediate attention.
Innovations in format or any other way: Outdoor broadcasting and narrowcasting are effectively used. The CRS has a career guidance helpline, skill development programme, and a radio tutorial facility. The CRS hosts a live phone-in programme and helps the community members connect with the district administration. In addition to this, activities like nukkad natak (street plays) are also carried out to create awareness and convey vital messages for the larger benefit of the community.

Core Team: Four members form the core team of Alwar ki Awaz who essay unique responsibilities to ensure the seamless operation of the CRS. There are twelve CRMC members on the board of the CRS, including four students, four community members from the rural area, and two community members from the urban areas.

Major Projects Undertaken: The following are the major projects undertaken by Alwar ki Awaz.
- Mission Corona and Swashthya Sankalp in association with UNICEF and CRA
- Poshan ki Potli in association with SMART
- International Day of Yoga campaigns in association with CEMCA
- Vikaspedia in association with NSDC
- Har Ghar Tiranga in association with Government of India
- COVID-19 Vaccination for All in association with CRA
- COVID-19 Campaign in association with SMART

Sustainable Strategies: The CRS is funded by its parent organisation. It works with NGOs and the district administration for collaborative projects. The CRS also leverages the advice of experts from different fields to develop sustainable strategies for effective cost-cutting and revenue generation.

Number of listeners and Potential Outreach: Alwar ki Awaz CRS has an active listener base of approximately 1,25,000 listeners within its broadcast range.

Major concerns in the Community: Health concerns, and lack of adequate educational and healthcare infrastructure are the major concerns within the community.
Contact Person: Mr. Yashwant Patil  
Contact Number: +91- 9414154343, 02974-228888  
Email: info@radiomadhuban.in  
Website: www.radiomadhuban.in  
Broadcast Timing: 24 hours  
Broadcasting Language: Hindi, English, Gujarati, Marwari and a few different tribal languages

Genesis: Radio Madhuban 90.4 FM was launched on 14th March, 2011 with a small team of volunteers who shared a common vision to develop the villages in and around Abu. Licensed by the Ministry of Information and Broadcasting, Government of India, Radio Madhuban is India’s first value-based community radio station. The many village outreach programmes organised on several occasions throughout the year attract huge local crowds. The team strives to promote a sense of amity and unity in the community by celebrating local festivals and events with them. Radio Madhuban 90.4 FM also undertakes development projects from time to time, focused on effecting a significant change in the region by tackling prevalent challenges and issues.

Thematic Focus: In its journey so far, Radio Madhuban has worked on strengthening democracy, skill development, social reform, education, health, women, youth, children, sustainable development and preservation of local culture. The CRS’ efforts had a great impact and connected many new listeners to the radio station. The initiatives have together propelled a wave of development in the region.

Sustainable Development Goals: The SDGs that the CRS focuses on and aspires to achieve are:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 11: Sustainable Cities and Communities

Primetime Programmes: The primetime programmes that are broadcast on Radio Madhuban include Nayi Duniya, Ham Rahi, Vande Mataram, Aashiyana, and Yashaswi Bharat. Nayi Duniya is a programme that features interactions with experts on different sustainable living habits. Ham Rahi is a programme that advocates a change in the social perspective towards the differently-abled. Vande Mataram is an interview programme which features women from the local community. Aashiyana is another women-centric programme which discusses the concerns and issues that women face in their daily lives, and their future aspirations. Yashaswi Bharat is an interactive programme that features President awardees.
Innovations in format or any other way: The innovative techniques adopted by the CRS to reach out to the audience are:
- Puppet Shows: Educating the local community with local character puppets.
- Indoor and outdoor games: Conceptualising activities that promote specific learnings and using traditional games to help the community members enjoy some light time.
- Drama/Nukkad Natak: This involves preparing short skits or nukkad nataks to create awareness on topics like child marriage, child abuse, girl child education etc.

Core Team: Madhuban CR has a unique feature to its team. All the members are volunteers who contribute to the cause of upliftment of the community. The team currently has seven members each essay unique responsibilities at the CRS, and it also has nine CRMC members on its board.

Major Projects Undertaken: The following is a list of the major projects and initiatives that the CRS has been a part of. The specific themes/focus areas are mentioned in the brackets.
- Hinsa Ko No (Awareness on Domestic Violence)
- Choti Badi Batein (Holistic Development of Children)
- Choose the Right Course (Educational Information for various courses)
- Tarang Singing Competition (Platform for upcoming singers)
- Factshala (Fake News Awareness)
- Bachpan Express (Awareness about Child Rights)
- Sunhera Bachpan (Nutrition of Children)
- Amrut Mahotsav (Episodes with outreach in more than 75 villages)

Sustainable Strategies: Radio Madhuban adopts certain strategies to sustain itself. The CRS promotes active volunteering from community members to develop content with minimal cost. The CRS generates revenue through different collaborations and advertisements. The CRS networks with local administration, media professionals, and community members to contribute to different aspects of the CRS’ functioning.

Number of listeners and Potential Outreach: The area in which the CRS is situated has an outreach potential of nearly three lakh people, and the CRS estimates to have an active listener base of 1,80,000 listeners.

Major concerns in the Community: Major community concerns include addictions, child marriage, illiteracy, domestic violence, child labor, anaemia, TB, malnutrition, and lack of awareness of proper farming techniques. Specific interventions are the need of the hour to improve the situation.
Genesis: Kamalvani CRS was established in 2012 by Kamalnishtha Sansthan. This CRS advocates for peace, social and environmental justice through independent media and programmes neglected by the mainstream. The CRS embraces diversity, tolerance for others’ opinions and freedom of expression. Kamalvani celebrates and promotes the creative, cultural and educational vitality of the local community.

Kamalvani is committed to the values expressed by its mission, and relates to issues involving the various ethnic groups living in the community, and people including women, the economically disadvantaged or challenged, and other groups who may be disenfranchised in the society. The CRS offers a safe haven for expression to the members of these groups, regardless of their social status, race, gender, or sexual orientation. Through its activities, the CRS hopes to promote peace, goodwill and a sense of community belonging.

Thematic Focus: The major focus areas of Kamalvani CRS include skill development, sanitation & cleanliness, sustainability of society, diversity of nature, family welfare system, child and maternal health, social evils, cultural values, traditional customs of the society and its welfare aspect, tobacco-free society, and fresco paintings and folk culture of Shekhawati area.

Sustainable Development Goals: The major focus is on the SDGs given below:
SDG 1: No Poverty
SDG 2: Zero Hunger
SDG 4: Quality Education
SDG 6: Clean Water and Sanitation

Primetime Programmes: The primetime programmes that are broadcast on Kamalvani CRS are Apni Dharti Apna Log Maru Ras, Aavo Kaam Kare, and Gaon ne Sambhalo. Through these programmes, Kamalvani CRS takes initiatives to promote the local culture, the well-being of the community, and improve their livelihoods and living standards. The CRS also curates programmes that take care of health, environment, education, skill development, career prospects and guidance, and women empowerment, among many others.
Innovations in format or any other way: Kamalvani CRS is based in Rajasthan, a state known for its rich cultural heritage, folklore, and artistic endeavours. The CRS believes it is crucial to preserve the rich history of these cultural components and artistic expressions in today's rapidly changing world, lest they get lost in the din of popular culture. The CRS promotes these ideas and gives local artists a platform to perform and talk about their art, which is frequently overlooked by mainstream media.

Core Team: Kamalvani CRS has four core members and a team of seven volunteers. The CRS sources the content for its programmes through community mobilisation and inputs from the community members, who also actively essay different responsibilities at the CRS.

Major Projects Undertaken: Radio Kamalvani has undertaken several projects for the benefit of rural masses within its catchment area. The CRS partnered with Sesame Workshop India for a programme called Chhoti-Badi Batein. It also collaborated for FactShala with DataLEADS, and UNICEF Jaipur for different projects. The CRS collaborated with Khadi & Village Industries Commission, MSME, Govt of India. SANGINI is the CRS’ pan-India awareness and donation initiative that promotes the use of eco-friendly and sustainable menstrual products and eliminating the use of plastic sanitary pads.

Sustainable Strategies: Kamalvani CR is sustained through financial support from its parent organisation, Kamalnishtha Sansthan, and its sister organisations which include schools and colleges. The CRS receives philanthropic grants from individuals in the area, while also generating revenue from different collaborative ventures.

Number of listeners and Potential Outreach: The broadcast limit of the CRS encompasses as many as 250 villages that together have a population of fifteen lakh people. The CRS estimates that it has an active listener base of one percent of this outreach potential, ie, fifteen thousand listeners.

Major concerns in the Community: Poverty, lack of employment opportunities, lack of awareness about welfare schemes are all concerns that affect the well-being of the community. The area also needs better educational and health infrastructure for an overall improvement in living standards.
Genesis: Kisanvani Deeg was established on 18th January, 2018 by Dayal Foundation For Agriculture & Rural Development with the vision to help the farming community in the surrounding areas, and aid them in various aspects related to agriculture. The CRS was established to effectively use radio as a tool to promote sustainable development among the local farming community. The CRS also aims to help the local farming community voice their concerns and be heard.

Thematic Focus: The primary focus of Kisanvani Deeg is sustainable agriculture. The CRS also works on education and healthcare, water and sanitation, gender and education, biodiversity, delivery of government welfare programmes, accountability in local governance, and regional music, art and culture.

Sustainable Development Goals: Kisanvani Deeg primarily focuses on:
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth
SDG 12: Responsible Consumption and Production

Primetime Programmes: The primetime programmes that are broadcast on Kisanvani Deeg are Full on Nikki, Watan ka Raag, Agrin Expert, Live Doctor and Class on Mobile.

Full on Nikki is an entertainment programme that broadcasts the favourite songs of the audience and also engages with them in a funny banter, providing them with updates of events around them. Watan ka Raag is a programme that plays patriotic songs to invoke a sense of pride in the listeners; the programme also recounts the valuable contributions of the freedom fighters. Agri Expert is an agricultural programme exclusively for the farmers of the local community.
The programme features agricultural experts and progressive farmers who share their knowledge so that the local farmers can benefit from them. Live Doctor is a health-based show that features healthcare experts and doctors who address the health-related concerns of the local community through discussions. Class on Mobile is a programme for students which focuses on helping them gain clarity on different subjects. Teachers from the local schools address the doubts of the students and help them do better. Innovations in format or any other way: Most of the people in the local community are farmers who seldom get time to tune-in to radio programmes as they spend most of their time on fields. Therefore, it becomes important to reach out to them, and carry the information to them. This is done effectively by Kisanvani Deeg through the means of narrowcasting.

Core Team: The core team at Kisanvani Deeg presently has seven members who are supported by a team of experts from different fields including agriculture, health, education. The CRS seeks inputs from this panel of experts before conceptualising the programmes. This helps in creating better programmes that concern-oriented and community-specific.

Major Projects Undertaken: Kisanvani Deeg is an active participant in regional and national initiatives for the welfare of the community, while also developing its own intervention strategies internally. The key partners and collaborators of the CRS include SMART, CEMCA, Vagdhara, and several national, state, and local government bodies.

Sustainable Strategies: Kisanvani Deeg is funded by its parent organisation, Dayal Foundation For Agriculture & Rural Development. The CRS also generates revenue through external funded collaborations. Number of listeners and Potential Outreach: The area that falls within the broadcast limits of Kisanvani Deeg has a population of at least two lakh people. The actual listener base of the CRS is yet to be ascertained.

Major concerns in the Community: The major concerns in the target community are poverty, unemployment, low income, lack of adequate educational and healthcare infrastructure, and a lack of awareness regarding welfare schemes and policies of the government.
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Email: chetnaradio@gmail.com, sangari-avoice@gmail.com
Broadcast Timing: 6 AM to 10 PM for 16 hours a day
Broadcasting Language: Hindi and Punjabi

Genesis: Chetna Radio is the broadcasting arm of the Social Common Cause Evolutionary and Education Society, and was founded on August 22, 2021, with the mission of empowering society and providing the voiceless a voice. The CRS had a humble beginning but has slowly expanded into an influential entity in the area. Chetna Radio promotes the empowerment of the various community groups through its programmes and initiatives.

Despite being a young organisation, Chetna Radio has been able to establish a connection with its target audience and create ripples of positive impact in their lives.

Thematic Focus: Chetna Radio mainly focuses on the areas of health, education, agriculture, legal assistance, fundamental rights, public policy and welfare schemes, and problems of the elderly. The CRS also focuses on promoting the local art, culture and traditions through its programmes.

Sustainable Development Goals: Chetna Radio focuses its work on achieving the SDGs given below:
SDG 2: Zero Hunger
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality
SDG 12: Responsible Consumption and Production

Primetime Programmes: The primetime programmes that are broadcast at Chetna Radio are Jagruk Upbhokta Surakshit Upbhokta, Swasth Tann Swasth Mann, Kisan Chopal, Sahitya Ke Rang and Baal Sabha. In Jagruk Upbhokta Surakshit Upbhokta, experts educate the listeners about consumer rights, and make them aware of fraudulent practices in the digital space. Swasth Tann Swasth Mann is health programme for all age groups regarding seasonal diseases, precautions, sanitation, healthy diet etc. In Kisan Chaupal, farmers are given information about the seasonal farming, procedures, and precautions. The programme also promotes organic farming and kitchen gardens. In Baal Sabha, inspirational stories are broadcasted through which children can learn about the environment, animals, birds, and moral values.
Innovations in format or any other way: Chetna Radio engages in narrowcasting in addition to broad-casting. To instil moral values in children and get the best out of them, the CRS works with educational institutions to create programmes in a play-way method. The CRS staff also visit colleges where the youth are being made aware of consumer rights, rights of girls, etc. The CRS works with experts from the field of agriculture to help farmers understand the best practices and ideal weather for their crops. The CRS encourages listeners to clarify their doubts and queries during programmes that feature experts from different fields.

Core Team: The core team at Chetna Radio is constituted by the Station Director, Station Manager, and three support staff. The CRS also has a dedicated and enthusiastic group of at least 35 volunteers from the community who contribute to the activities at the station.

Major Projects Undertaken: Chetna Radio partnered with DataLEADS in a project for FactShala, with support from Google.org and the Google News Initiative with the aim to help people assess and critically evaluate information. The CRS worked with Sesame Workshop India for the project ‘Choti Badi Baatein’ which was designed for children who missed going to school because of the outbreak of the COVID-19 pandemic. The CRS partnered with UNICEF for several campaigns for the welfare of the community.

Sustainable Strategies: Chetna Radio receives almost half of its funding from its parent organisation, Social Common Cause and Evolutionary Education Society. The remaining funds are raised through paid collaborations with other organisations.

Number of listeners and Potential Outreach: The broadcast range of the CRS covers areas that include Rantapura, Nagrana, Chautala, Bolanwali, Dhaban, Nathwana, Morjand, Jandwala, and Pillianwali. These areas have an outreach potential of more than one lakh people, and the CRS has an active listener base of fifty thousand people.

Major concerns in the Community: The youth are prone to drug addictions and substance abuse, and this is a serious threat to society. The government agencies and other organisations intervene in the situation before it is too late. Excessive use of pesticides in agriculture leads to serious health problems in the society, and needs to be regulated.
Genesis: Aapano Radio 91.2 Jhunjhunu was established in Jhunjhunu district of Rajasthan on 10th October 2022 by ZPSS. The CRS was set up with the mission to promote community welfare and contribute to the wholesome development of the target community by addressing different issues using the powerful tool of community radio.

Thematic Focus: The major areas in which Aapano Radio focuses its programmes and interventions are gender equality, girl child welfare, education, economic growth and social harmony.

Sustainable Development Goals: Aapano Radio Jhunjhunu aspires to achieve the following SDGs:
- SDG 4: Quality Education
- SDG 8: Decent Work and Economic Growth
- SDG 12: Responsible Consumption and Production
- SDG 16: Peace Justice and Strong Institution

Primetime Programmes: The primetime programmes at Aapano Radio include popular shows like Yangistan, Ek Mulakat, Shoryagatha, and City Heroes.

Yangistan is a programme that focuses on youth and discusses their role in building the foundation of a strong society and nation. The programme intends to motivate the youth to become responsible citizens. Shoryagatha is a programme that recounts the valuable contributions of great personalities to our nation. Ek Mulakat is a musical phone-in programme where the favourite songs of listeners are played on request, and City Heroes is a community participation programme that features members from the target community where they get to share their experience, knowledge and opinions with others.
Innovations in format or any other way: Aapano Radio adopts the practice of narrowcasting in order to reach out to the community members in the remote pockets of the area, and also organises interactive programmes with them to address their concerns.

Core Team: The core team at Aapano Radio is constituted by the Station Manager, Programme Head, radio jockeys, technical staff and a panel of experts. The panel of experts are successful people who belong to different fields like academics, agriculture, entrepreneurship etc.

Major Projects Undertaken: The CRS has partnered with other organisations to improve facilities in schools of the nearby area. The CRS also works on its internal, community-specific projects.

Sustainable Strategies: ZPSS provides the necessary financial support for Aapano Radio to sustain and function seamlessly.

Number of listeners and Potential Outreach: The CRS has a potential outreach of nearly two lakh people in its coverage range and has a listener base of around 50,000 active listeners.

Major concerns in the Community: The target community of Aapano Radio struggles with several issues such as health concerns, illiteracy, lack of awareness of fundamental rights and government welfare schemes, etc. More initiatives to educate and empower the community are the need of the hour.
Contact Person: Mr. Satender Singh  
Contact number: +91-8875010031  
Email: radioginni@dknmu.org  
Website: https://dknmu.org/pages/RadioGinni.php  
Broadcast Timing: 5 AM to 10 PM for 15 hours a day  
Broadcasting Language: Hindi, English, and local language

Genesis: Radio Ginni was inaugurated on 11 March 2022 by Prof. (Dr.) D. K. Modi, Hon’ble Chairman of Dr. K. N. Modi University, Newai, Rajasthan. The CRS was established by the university to cater to the needs of its target community while giving them a platform to voice their concerns, and share their stories and experiences.

Thematic Focus: The main focus of Radio Ginni is providing quality education across different stages and types of learning which include primary, higher education, and distance learning. The CRS also advocates learning across different aspects like digital, financial, cultural etc. In addition to education, the CRS also makes efforts towards women empowerment, social inclusion, and gender equality.

Sustainable Development Goals: Radio Ginni focuses on the following SDGs:  
SDG 3: Good Health and Well-Being  
SDG 5: Gender Equality  
SDG 11: Sustainable Cities and Communities  
SDG 16: Peace Justice and Strong Institution

Primetime Programmes: The primetime programmes that feature on Radio Ginni’s broadcast are Kheti Kisani, Sarkar Apke Dwar, College Canteen, Morning Mantra, and certain other women-centric programmes. Kheti Kisani is a conversational programme that discusses issues related to farming and often has an expert on air. Apke ke Dwar is a programme that is curated to educate the common masses about different government schemes in place for their welfare, Morning mantra, as the name suggests, is the morning primetime show through which the listeners get their daily share of news, entertainment, other updates and positivity.
Innovations in format or any other way: Radio Ginni marks its presence in the digital space; the CRS is active on different social media platforms and actively engages with its crop of young listeners. The CRS also hosts different events and competitions for the community.

Core Team: The core team at Radio Ginni has eight staff members which include the Station Director, Station Manager, and a panel of experts who provide their insights on various aspects of running the CRS.

Major Projects Undertaken: As the CRS is still in its early stages, Radio Ginni has only worked on its internal projects until now.

Sustainable Strategies: The CRS is entirely dependent on its parent organisation for financial assistance and technical support, but to be financially independent through collaborations with different parties.

Number of listeners and Potential Outreach: The broadcast area of Radio Ginni covers as many as 10 villages and has a potential outreach of approximately 43,000 people. As a young CRS, Radio Ginni has a listener base of 5,000 listeners and is gradually expanding its reach.

Major concerns in the Community: The major concerns in the community are crop diseases and low yield of crops. The farming community struggles due to these problems and they need to be addressed immediately. There is also a lack of awareness about various matters like government schemes and initiatives. Social and economic gaps also need to be bridged to help develop a better society.
Contact Person: Dr. Amit Mathur  
Contact number: +91-9460168736  
Email: 89.6fmsikar@gmail.com  
Website: www.fmsikar.com  
Broadcast Timing: 6 AM to 6 AM for 24 hours a day  
Broadcasting Language: Hindi and Marwari  

Genesis: FM Sikar is the first community radio station to be established in the Sikar district of Rajasthan. The CRS is situated in a place where it has to cater to the needs of both the urban and rural communities.  

FM Sikar promotes the holistic development of the community through its broadcast programmes and other initiatives. The CRS caters to the likes of people from all demographic sections of the community.  

Thematic Focus: Since FM Sikar’s prime motive is the holistic development of its target community, it focuses on a broad range of themes which include health and sanitation, education, environment, social issues, agriculture, and government policies and welfare schemes. All of these factors can contribute to building a strong, independent, healthy and educated society.  

Sustainable Development Goals: The SDGs that FM Sikar focuses on and aspires to achieve are:  
SDG 1: No Poverty  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 8: Decent Work and Economic Growth  

Primetime Programmes: Amongst all the primetime programmes broadcast by FM Sikar, Happy Mornings and Sikar Talkies are the most famous. Happy Mornings is a programme which cuts across health, news and updates, government schemes, motivational stories etc., whereas Sikar Talkies is a fun show based on Bollywood updates, movie reviews, gossip and much more.
Innovations in format or any other way: Along with both broadcasting and narrowcasting, FM Sikar is currently on boosting its social media presence where it addresses a variety of topics that concern the target community, and discusses local issues. FM Sikar is active on social media and engages with its audience.

Core Team: There are fourteen members on the staff of FM Sikar which include the Station Director, Station Manager, marketing team, and a group of six radio jockeys. The marketing team also takes care of FM Sikar’s public relations and promotions.

Major Projects Undertaken: FM Sikar has been an active partner in many regional and national projects in which the CRS collaborates with organisations like CEMCA.

The CRS is currently focused on an internal project on skill development called Communication Vidya.

Sustainable Strategies: FM Sikar is supported by its parent organisation Nainaditya Media Private Limited which funds the CRS entirely. The CRS also works on externally funded projects with other leading organisations.

Number of listeners and Potential Outreach: Based in Sikar, FM Sikar has a large active listener base of approximately five lakh listeners.

Major concerns in the Community: The major concerns in the target community include illiteracy, women’s health and hygiene, unemployment, and need for better infrastructure and sanitation facilities, amongst many others.
Contact Person: Chitra Sharma, Station Head
Contact number: +91-9871976844
Email: fmbhiwadi@gmail.com
Broadcast Timing: 7 AM to 10 PM for 15 hours a day
Broadcasting Language: Hindi

Genesis: Radio FM 24 Bhiwadi was set-up in January 2021 by Manav Mangal Vikas Samiti. The CRS was established with the aim to promote awareness of social problems, education of women, and provide guidance to children and youth in the community. Since its inception, the CRS has been successful in influencing its target community in a positive way.

Thematic Focus: Although FM 24 Bhiwadi focuses on a broad spectrum of themes, its main focus areas include health, education for children, girl child welfare, career opportunities for youth, and economic growth of the target community.

Sustainable Development Goals: Radio FM 24 Bhiwadi is expanding its focus area and is currently working on
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth
SDG 10: Reduced Inequalities

Primetime Programmes: The primetime programmes that feature in FM 24 Bhiwadi are Bhakti Sagar, Good Morning Bhiwadi, Krishi pe Charcha, Khana Khazana, Poshan Ghar, Siksha Aap ke Dwar, Tandrusti Maju Mast, Kanoon Aap ke Dwar, and Maari Matti Maro Kalakar. Good Morning Bhiwadi is the morning show that provides the listeners with news, latest updates in different fields, and positive thoughts. Krishi pe Charcha is an expert-advice programme for the farming community, Poshan Ghar is a programme on nutrition that focuses on pregnant women, Siksha Aap ke Dwar is an educational programme on career prospects, Kanoon Aap ke Dwar is a programme that educates the listeners about their legal rights, Tandrusti aur Maju Masti is a health programme, and Maari Matti Maro Kalakar is a programme that provides a platform to local artists to showcase their talent.
Innovations in format or any other way: FM 24 Bhiwadi is closely connected with its local community through the means of narrowcasting which is an essential tool in areas where either there are not enough radio sets or people do not tune in to listen to the radio.

Core Team: The staff at FM 24 Bhiwadi is a team of 6 dedicated members which include the Station Director, Station Manager, two radio jockeys, two narrowcast staff. The CRS also considers the community members as an integral part and invites them to contribute to the programmes.

Major Projects Undertaken: FM 24 Bhiwadi is one of the major community radio stations in its region and has partnered with a number of leading organisations on regional and national projects. Some of the key partners of FM 24 Bhiwadi include UNICEF, WHO, CRA, SMART and CEMCA.

Sustainable Strategies: FM 24 Bhiwadi’s primary source of sustenance are the externally funded projects that it engages in.

Number of listeners and Potential Outreach: 60 wards fall within the broadcast range of FM 24 Bhiwadi and has a strong potential outreach of more than 4,50,000 people. The CRS has an active listener base of approximately one lakh listeners.

Major concerns in the Community: The community is affected by lack of awareness and opportunities. The healthcare and educational infrastructure need to be improved. The community members need to be made aware of their rights and the schemes that are in for their welfare. Government agencies and NGOs must take initiatives to improve the living standards of the community.
Genesis: 89.6 Radio JNU was launched in the year 2021 by Jaipur National University, Jaipur. The CRS was established with the aim to provide quality education and information for the well-being of the community people living in the nearby areas of the University. It also aims to provide career guidance to the youth and teenage children in the community. The CRS is consistent in designing strategies for the development of the target community.

Thematic Focus: Radio JNU has been consistently working on delivering quality content to the target community right from providing quality education to creating various programmes on awareness related to health and hygiene. It primarily focuses on female education and healthcare.

Sustainable Development Goals: Radio JNU has designed its programmes to achieve the following SDGs:
- SDG 3: Good Health and Well-Being
- SDG 4: Quality Education
- SDG 8: Decent Work and Economic Growth

Primetime Programmes: The primetime programmes of Radio JNU are Career Corner, Sanjeevani and special shows based on the State and Central Govt. Development Schemes, for example - Ayushman Bharat, Koushal Vikas Yojana etc. In Career Corner, various career aspects and options are explored. It is a programme where academicians and faculty members from different streams of education are invited to provide insights on a particular stream and its varied career prospects. The CRS also invites professionals from various fields in order to highlight the industry trends. Sanjeevani, as the name suggests, is a complete health and wellness programme that highlights the importance of good health and well-being in individuals. In this programme, home remedies to cure various diseases are discussed. The CRS invites doctors and health experts from JNU hospital to render their expert advice in order to enlighten the target community.
Innovations in format or any other way: In addition to conventional broadcasting, Radio JNU is planning to make its programmes available as podcasts on different streaming platforms.

Core Team: The CRS has a large team that includes the Director, Programmers, and technical support personnel. The production team has two faculty members who take care of content production. The core team is also supported by student volunteers who essay the roles of radio jockeys, script writers, and VO artists.

Major Projects Undertaken: Radio JNU is in the process of broadcasting a programme in collaboration with Vigyan Prasar, New Delhi. Along with external projects, the CRS is also actively involved in developing specific internal initiatives as per the needs of the community.

Sustainable Strategies: The CRS is technically and financially funded by parent organisation, Jaipur National University.

Number of listeners and Potential Outreach: The broadcast limits of the CRS covers the areas of Kho-Nagoriyan, Ghati Karloin, Looniyawas, Indira Gandhi Nagar and Bandiya ki Dhani, and has an outreach potential of 15,000 people.

Major concerns in the Community: The prominent area of concern within the community is a lack of awareness about health and hygiene. The community members also have no information about various new career domains and aspects. The living standards of the people in these areas are quite basic. There is an urgent need to provide quality educational and healthcare infrastructure.
Contact Person: Dr Sourabh Sharma  
Contact Number: +91-9950289710  
Email: vedagrani1@gmail.com  
Broadcast Timing: Several hours in a day  
Broadcasting Language: Hindi

Genesis: V1 community radio station is based in Jalore, Rajasthan and is known as the 'Voice of Jalore'. It was launched by Vedagrani Kalaa Ewam Sanskritik Sansthan with the aim to be an effective medium of communication with the local communities in the vicinity, and be a platform for them to come together, and voice their concerns and opinions.

Thematic Focus: The primary focus areas of V1 Radio are art, culture, literature, folk artist upliftment, documentation of folk performances, education, health, rural development, and legal awareness. The CRS works on all areas that can contribute to a holistic development of the community; the CRS also strives to promote and preserve the rich local culture, folk arts, and traditions through its programmes.

Sustainable Development Goals: V1 Radio has curated its programmes to achieve the following SDGs:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 16: Peace, Justice and Strong Institution

Primetime Programmes: The primetime programmes that are broadcast on Radio V1 are We Love Desi, Humare Gaon Mein, Vocal for Local, Humare Kalakar, Udaan Hosle ki, Zindagi ka Safar, Bharat ki Beti, Parwarish, Jarurat Hain, Kadam Kadam Badhayein Ja, and Aaj ki Baatien.  
These programmes are based on health, nutrition, contemporary affairs, local concerns, women empowerment etc., and are developed in various formats. The CRS also provides a platform for the community members to showcase their talents through its programmes.
Innovations in format or any other way: V1 Radio interacts with the community members and is enthusiastic about promoting the local art forms and culture. It interviews poets, singers, and artists from the region, and organises social events for them to showcase their talent in front of the community members. The CRS also telecasts some of its programmes live through social media and platforms like YouTube.

Core Team: There are seven members in the core team of V1 Radio. This includes the Chairman, Station Director, two Station Managers, and three radio jockeys. The CRS encourages community participation and invites community members to be a part of the activities of the station.

Major Projects Undertaken: V1 Radio was a part of the TB Campaign in association with the Government of Rajasthan. It worked in association with DataLEADS for the FactShala project on media literacy. It was also a part of the Vidhik Nyaaya Chetna Shivir initiative in association with the District Court.

Sustainable Strategies: The CRS is financially and technically supported by its parent organisation, Vedagrani Kalaa Ewam Sanskritik Sansthan. It also generates revenue through other streams including externally funded projects.

Number of listeners and Potential Outreach: V1 Radio has an outreach potential of nearly two lakh people and have as many as five thousand active listeners in the area.

Major concerns in the Community: The community members are not aware of their fundamental rights, and their legal as well as social entitlements. This lack of awareness often leads to exploitation. Skill-development and capacity-building workshops can help instil necessary skills in the community members and improve the chances of employment.
Contact Person: Vikash Kumar
Contact Number: +91-9636009863
Email id: srkpsijn@gmail.com fmjunhunu90.0@gmail.com
Website: www.fmjunhunu.com www.srkps.org
Broadcast Languages: Hindi
Broadcast Hours: 24 hours a day.

Genesis: 90.0 Radio Jhunjhunu was launched on September 1, 2022, in the city of Jhunjhunu, Rajasthan. Shikshit Rojgar Kendra Prabhandhak Samiti (SRKPS) in Jhunjhunu is the parent organisation that runs Radio Jhunjhunu. The organisation has a rich legacy of tackling different social issues in the target community since the last 35 years.

Thematic Focus: Radio Jhunjhunu primarily focuses on educating its listeners about state government programmes, different schemes launched under the Government of India as well as issues pertaining to children’s and women’s health, and agriculture.

Sustainable Development Goals: Radio Jhunjhunu works on achieving the given SDGs:
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 16: Peace, Justice and Strong Institutions

Primetime Programmes: The primetime programme Morning Mantra features uplifting short stories as well as details on health, technology, and education. A social awareness programme called Ek Kadam Badlav Ki informs the public about issues like the perils of the dowry system, women’s empowerment, child labour, and human rights. The audience is also entertained and educated through daily programmes like Kheti Kisani, Sarkar Aapke Dwar, and Health Corner. The CRS also invites district administrative officials for interactive discussions during primetime broadcasts.
Innovations in format or any other way: Radio Jhunjhunu adopts a unique approach and hosts a number of events to make the community radio station open to the general public in which interns, students, and social workers, etc. are regular participants. The CRS goes beyond conventional broadcasting to interact with the community members through the means of narrowcasting and field visits. Social media platforms like YouTube, Twitter, Facebook, Instagram, etc. and other online forums are spaces where the CRS engages with the youth of the community.

Core Team: The team at Radio Jhunjhunu comprises 13 members, which includes two core members and eleven support staff who assist the core team in different tasks such as content ideation, development and production, narrowcasting, and technical support. The support staff includes four radio jockeys, two field workers, a reporter, two technical staff and other personnel.

Major Projects Undertaken: Radio Jhunjhunu has been an active partner in many projects and initiatives, apart from its own internal projects. The CRS was part of UNICEF’s Poshan Abhiyan which focused on child rights and welfare. Radio Jhunjhunu was also a key partner in TechSakhi’s social awareness campaign for women, and another initiative on media literacy through Factshala project.

Sustainable Strategies: Radio Jhunjhunu aspires to be a CRS that engages in national-level projects on social issues, education, health, agriculture, livelihood etc. with leading organisations from around the country. The CRS devises strategies to achieve complete financial independence and become a self-sustained entity that raises funds through its different projects and collaborations.

Number of listeners and Potential Outreach: Radio Jhunjhunu encompasses the city of Jhunjhunu within its broadcast range, and estimates an active listener base of approximately two lakh people.

Major concerns in the Community: There is a significant lack of awareness among the general population regarding issues like education, health, livelihood, etc. Therefore, it is crucial to educate the community on a variety of issues through the means of community radio. Apart from community radio and other media, different intervention techniques must be devised in coordination with the local bodies to create awareness on various topics and address the pressing needs of the community.
Contact Person: Mr. Girish Nagar  
Contact Number: +91-9460051234, 9829991512  
Email: radio@vaagdhara.org  
Website: https://vagadradio.com  
Broadcast Timing: 6.00 AM to 01.00 PM and 5.00 PM to 10.00 PM (repeat) for 11 hours a day  
Broadcasting Language: Hindi and the local dialect Vaagdi  

Genesis: Vaaghara is a non-governmental organisation working towards the holistic development of tribal communities in the tri-junction of Rajasthan, Gujarat, and Madhya Pradesh. Vaagdhara has evolved to be a medium for bringing qualitative communication and change through its community radio station, Vagad Radio, which has been operational since 1st August 2017. The CRS aims at increasing community engagement through a dialogic process for content creation, programme designing, and broadcasting at a wider level. The CRS focuses on issues that are of concern to local communities to bring about policy changes, and thus make them heard, actually and metaphorically. It acts as a process of public and private dialogue through which people define who they are, what they want, and how they can get it.  

Thematic Focus: Child rights, youth development, health and nutrition, sustainable livelihoods and agriculture, and tribal knowledge and culture are the primary focus areas of Radio Vagad. The CRS works to preserve the rich culture, literature and identities of the local community through its programmes.  

Sustainable Development Goals: Vagad Radio focuses its work on the following SDGs:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 8: Decent Work and Economic Growth  
SDG 12: Responsible Consumption and Production  

Primetime Programmes: The primetime programmes that are broadcast by Radio Vagad are Kheti Wadi, Sachha Bachpan, Yuvaon ki Awaj, Sachha Swaraj, and Hamara Swasthya. The programmes broadly focus on agriculture, youth, health, and topics related to the well-being of the community. The CRS also produces entertainment programmes for children. Through its programmes, the CRS aims to entertain as well as educate the community.
Contact Person: Mr. Girish Nagar
Contact Number: +91-9460051234, 9829991512
Email: radio@vaagdhara.org
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Thematic Focus: Child rights, youth development, health and nutrition, sustainable livelihoods and agriculture, and tribal knowledge and culture are the primary focus areas of Radio Vagad. The CRS works to preserve the rich culture, literature and identities of the local community through its programmes.

Sustainable Development Goals: Vagad Radio focuses its work on the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 8: Decent Work and Economic Growth
SDG 12: Responsible Consumption and Production

Primetime Programmes: The primetime programmes that are broadcast by Radio Vagad are Kheti Wadi, Sachha Bachpan, Yuvaon ki Awaj, Sachha Swaraj, and Hamara Swasthya. The programmes broadly focus on agriculture, youth, health, and topics related to the well-being of the community. The CRS also produces entertainment programmes for children. Through its programmes, the CRS aims to entertain as well as educate the community.

Innovations in format or any other way: The CRS have Radio Mitras within the community who volunteer to link the CRS, community, government officials, PRI, and key stakeholders. This innovative technique helps the CRS reach out to community members at the grassroot level. The CRS maintains contact with different government departments and civic bodies to support campaigns and awareness initiatives.

Core Team: The core team of Radio Vagad is formed by seven members which include the Station Director, Radio Station Manager, technical support staff, and four radio facilitators.

Major Projects Undertaken: Radio Vagad has been a part of several campaigns and initiatives that at the regional and national level. The initiatives focused on child rights, COVID-19, health and nutrition, sanitation and hygiene, and yoga. The CRS was part of the Har Ghar Tiranga campaign in association with the Ministry of Culture. Other key partners include UNICEF, CEMCA, and CRA.

Sustainable Strategies: Vaagdhara has a skilled technical team and the CRS ensures routine capacity building of its radio teams and community-based radio volunteers to enhance their effectiveness in developing radio programmes. Another important aspect is that Vaagdhara has forged strong partnerships with different organisations and is able to meet the management and maintenance costs of the radio station through funded projects with these organisations.

Number of listeners and Potential Outreach: The outreach potential of Radio Vagad is 3,91,000 people and the CRs has an active listener base of 1,47,000 people.

Major concerns in the Community: The community faces several challenges like malnutrition, health concerns, and social disparities. The involvement of the youth in agriculture is decreasing and lack of education facilities resulting in other problems like early marriage, child labour, migration, etc. The community needs to be strengthened so that it can resolve such issues, and the CRS can prove to be an effective medium to address these challenges.
Genesis: Kisanvani Kota Digod was established on 14th April 2016 by Rajasthan Takniki Prashikshan Sansthan with the vision to improve the status of farmers in the local community and guide the youth towards a better future through skill development. The CRS represents the voice of the marginalised in the local community and is a platform that addresses their concerns.

Thematic Focus: Agriculture, livelihood, health, education and women empowerment are among the primary focus areas of Kisanvani Kota. The CRS works on bridging socio-economic gaps through its efforts to empower the weaker sections of the society.

Sustainable Development Goals: Kisanvani Kota Digod focuses on the following SDGs.
- SDG 3: Good Health and Well-Being
- SDG 5: Gender Equality
- SDG 6: Clean Water and Sanitation

Primetime Programmes: The primetime programmes that are broadcast by Radio Kisanvani are Morning Health, News, and Skill Education. These programmes help create awareness, pass on crucial information to the listeners, and empower the community through skill development initiatives. The listeners are made aware of the latest events in the region and the world, and are also entertained through the programmes of the CRS.
Innovations in format or any other way: Kisanvani’s programmes related to child nutrition and women have helped the community substantially. The CRS also does regular outreach activities to connect with the community members and understand the different concerns in the society.

Core Team: Kisavani functions with a small but dedicated team of three members who handle multiple responsibilities at the CRS to ensure its seamless functioning.

Major Projects Undertaken: The CRS has developed many programmes internally which directly address the needs and prevalent social problems in the community. The CRS also broadcasts a weekly programme in collaboration with UNICEF.

Sustainable Strategies: Rajasthan Takniki Prashikshan Sansthan, the parent organisation of Kisanvani Kota Digod, fully funds the CRS. It is also able to generate some revenue through externally funded projects.

Number of listeners and Potential Outreach: Kisanvani Digod has an active listener base of around 20,000 listeners within its broadcast limits.

Major concerns in the Community: The major needs/areas of concern within the community are the need for better healthcare facilities, and lack of awareness regarding skill development and employment opportunities. The community needs support in the form of government interventions and schemes to overcome these challenges.
Contact Person: Mr. Aditya Biyani
Contact Number: +91-8000481361
Email: radioselfie@biyanicolleges.org
Website: https://radioselfie.in/
Broadcast Timing: 7 AM to 9 PM for 14 hours a day
Broadcasting Language: Hindi, English, Marwari

Genesis: Radio Selfie is based in Jaipur, the capital city of Rajasthan. The CRS was established with the aim to cater to diverse communities within the region and address their different needs. The CRS serves as a perfect blend of entertainment and information to the semi-urban and urban communities.

Thematic Focus: Education, health, and gender equality are among the primary focus areas of Radio Selfie. The CRS also promotes the rich local culture and traditions. The CRS focuses on all critical areas that are related to the well-being of the community while also striving to be an excellent source of entertainment.

Sustainable Development Goals: Radio Selfie focuses on the given SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality

Primetime Programmes: The primetime programmes that are broadcast by Radio Selfie include Morning Mantra, College Canteen, and Sunset Tea. Morning Mantra is a programme that updates the listeners about the latest events in the region and around the world. It includes news, music, motivational talks and much more for a perfect start to the listeners’ day. College canteen focuses on youth by making them aware of different opportunities around them. Sunset Tea is an educational programme that also stresses on women empowerment by discussing issues and concerns that women in the community face.
Innovations in format or any other way: Radio Selfie adopts methods such as interviewing distinguished personalities and inviting experts to join its primetime programmes. The CRS also organises events in places such as old age homes to reach out to the last of members in the community and make them feel included. The CRS also shares updates about its different initiatives through its social media handles.

Core Team: There are eight members in the core team of Radio Selfie, which is led by the Station Manager. The CRS has a dedicated group of radio jockeys and support staff who essay various responsibilities to ensure the seamless operation of the CRS.

Major Projects Undertaken: Radio Aravali mainly focuses on developing internal initiatives are focus on addressing the specific needs and concerns in the community. The CRS has organised several blood donation camps, youth meets, creativity events, inter-college youth fests, and donation drives for social causes.

Sustainable Strategies: Radio Selfie is supported financially and technically by the Biyani Group of Colleges.

Number of listeners and Potential Outreach: The CRS has an active listener base of nearly 20,000 listeners within the limits of its broadcast range and a strong outreach potential in the city of Jaipur.

Major concerns in the Community: The major concerns in the community include health concerns, unhealthy dietary habits, and sedentary lifestyle. Many people, especially from the lower strata of the community, are not aware of the welfare schemes and fundamental rights they are entitled, and therefore they are unable to draw any benefits out of the same.
Contact Person: Ms. Aarti Devi  
Contact Number: +91- 6375119209  
Email: radio@swrtilonia.org  
Broadcast Timing: 7 hours a day  
Broadcasting Language: Marwari, English and Hindi  

Genesis: Radio Tilonia came into existence in 2009. With a small but dedicated staff and good outreach, the station started with the aim of betterment of the community. To serve the purpose, it curated its programmes to cater to the interests of the locals, and continues to do so after running efficiently for over a decade.

Thematic Focus: The programmes of Tilonia Radio focus on themes like women’s rights, education, health, malnutrition, child rights, sex ratio, discrimination on the basis of background, agriculture, financial assistance options available to children, the constitution and its importance, etc. The station devises programmes to work on different issues.

Sustainable Development Goals: Shyamalavani Community Radio  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 12: Responsible Consumption and Production  

Primetime Programmes: The community radio station has shaped its programmes keeping in mind the existing socio-economic conditions of the society it operates in. Most of its programmes primarily focus on malnutrition and women’s health. The programme on malnutrition offers guidance on how a child affected by the ailment should be taken care of. Similarly, women, especially pregnant women, are guided in the know-how of maintaining their health. It also covers topics like vaccination, breast-feeding, and neonatal care. Another such programme offers career guidance to the kids after they complete the 10th grade.
Innovations in format or any other way: To increase its outreach among listeners, the radio station has adopted both a virtual and an on-ground approach. The station promotes its programmes on local news, and its volunteers connect with the people on the ground to spread awareness about the upcoming events and programmes.

Core Team: The radio station’s broadcasting team consists of 5 dedicated members. These members are responsible for various activities, from programme management to on-the-ground knowledge dissemination. The staff carries out its duties, which are fluent in nature, efficiently.

Major Projects Undertaken: The station often collaborates with the governing bodies in order to spread awareness about the policies and services being offered. Since the radio station also acts as a primary source of information for the locals, it maintains close contact with government officials and works towards creating awareness.

Sustainable Strategies: The CRS sustains itself by generating revenue through running advertisements and offering different modes of promotions. The rest of the funding is received from executing different projects at the grassroots level.

Number of listeners and Potential Outreach: The radio station’s frequency reaches up to 30 villages directly and covers a population of 60,000 to 70,000. The estimated number of listeners is between 35,000 and 40,000.

Major concerns in the Community: The major concern of the local population is unemployment and the lack of institutions providing technical training. Having limited to no financial assistance also prevents able-bodied youth from pursuing higher education, while the lack of job opportunities impacts even the trained ones.
Genesis: SVFM was established in 2007 by Tirumala Tirupati Devasthanams through Sri Venkateswara Oriental College, Tirupati. SVFM is dedicated to the concerns and needs of the local community, and focuses on bringing social and long-term changes in the community through its interventions.

Thematic Focus: The primary focus areas of SVFM are education, child welfare, gender equality, local culture and traditions, and skill-based growth of the community. The CRS strives to build an ethical and just society with strong moral values.

Sustainable Development Goals: SVFM focuses on the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality

Primetime Programmes: The primetime programmes of SVFM are:
Manchi Mata: The programme focuses on life goals, and ways to live a stress-free life. It also includes Vedic hymns to lend a spiritual experience to the listeners.
Sangeeth: It is a classical-music based programme in which trained musicians discuss and teach music.
Personality Development: A programme that features personality development trainers, saints, and distinguished personalities who discuss different aspects of personality development.
Culture: The programme discusses the rich regional culture and traditions. It also sheds light on the kingdoms, kings and history of the country to make the listeners aware of the rich heritage of the nation.

In addition to these programmes, the CRS broadcasts programmes related to health, women and children, social issues etc.
Innovations in format or any other way: SVFM runs a flagship programme on skill development for the community members to help them find better livelihood options. The CRS also focuses on creating more educational opportunities for girls in the community with the help of local girls colleges.

Core Team: The Principal of SVFM serves as the Director of the station. The team includes the Station Manager, technicians, announcers, and support staff.

Major Projects Undertaken: SVFM majorly focuses on internal initiatives and develops programmes for the specific needs of the community.

Sustainable Strategies: SVFM is sustained by the parent organisation, Tirumala Tirupati Devasthanams, through Sri Venkateswara Oriental College.

Number of listeners and Potential Outreach: SVFM has an active listener base of approximately 25,000 listeners within its broadcast range.

Major concerns in the Community: Unemployment, lack of awareness about welfare policies and entitlements, and gender-based discrimination against women are major concerns in the community.
Radio Vishnu 90.4 CR
Shri Vishnu Engineering College for Women,
Vishnupur, Bhimavaram, Andhra Pradesh - 534202

Contact Person: Dr. S. Hanumatha Rao
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Email: radiovishnu@gmail.com
Website: http://radiovishnu.com
Broadcast Timing: 6.00 AM to 10.00 AM and 12.00 PM to 8.00 PM for 12 hours a day
Broadcasting Language: Telugu

Genesis: Sri Vishnu Educational Society realised the crucial role of community radio can play in the social upliftment of rural communities.
Radio Vishnu 90.4 CR is the first campus-based community radio in Andhra Pradesh and was launched on 15th April, 2007. The CRS broadcast its programmes from the most compact, completely digital, tapeless, and multipurpose studio from the campus of Vishnu Educational Society to the areas of Bhimavaram. Radio Vishnu has been successful in driving a positive change in community through its programmes.

Thematic Focus: Radio Vishnu 90.4 CR strives to provide radio programmes that are innovative and reflect the diverse voices of the local community. The primary focus areas of the CRS are health and nutrition, women empowerment, agriculture, education, and social justice.

Sustainable Development Goals: Radio Vishnu focuses its work on achieving the given SDGs:
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 8: Decent Work and Economic Growth

Primetime Programmes: Radio Vishnu has a large pool of programmes that focus on areas including education, health, agriculture and its allied sectors, and science and technology. The CRS also broadcasts programmes that promote women empowerment. The rich culture and art of the region are also a part of the programmes at Radio Vishnu. The programmes are developed in formats like skits, discussion, live phone-in interactions, and interviews, to intrigue as well as educate the listeners.
Innovations in format or any other way: Radio Vishnu encourages a participatory approach in the community, and therefore involves the community members in all its activities and programmes. The CRS collaborates with organisations like My Choices Foundation, M S Swaminathan Research Foundation, Access Agriculture, Department of Science & Technology, Krishi Vigyan Kendra, and Rice Research Station, to organise events and campaigns in the community.

Core Team: Radio Vishnu has six CRMC members. The core team has five members who each handle a unique responsibility to ensure the seamless operation of the CRS.

Major Projects Undertaken: Radio Vishnu has been a part of many initiatives with organisations like UNICEF, CRA, CEMCA, My Choices Foundation, M S Swaminathan Research Foundation, Access Agriculture, Department of Science & Technology, Krishi Vigyan Kendra, and Rice Research Station, for campaigns and initiatives across areas like agriculture, health and nutrition, COVID-19, and education.

Sustainable Strategies: Around seventy five percent of the annual expenses of Radio Vishnu are met by the parent organisation, Sri Vishnu Engineering College for Women. The CRS also generates revenue through the means of externally funded collaborations.

Number of listeners and Potential Outreach: Radio Vishnu has an active listener base of nearly 95,000 people. The programmes of the CRS are also available through Web Radio.

Major concerns in the Community: The major problems in the community are poverty, unemployment, migration, delinquency, drug abuse, crime against women and children, corruption, family and health problems, education, economic, cultural and environment issues, and human rights violation.
Genesis: GMR Radio was established with an aim to meet the informational needs of the communities in Rajam, Andhra Pradesh, and is based in the GMRIT campus. The CRS focuses on building a socially aware and inclusive community through its programmes and interventions. The CRS has been a catalyst of change in the target community since its inception.

Thematic Focus: The primary focus areas of Radio GMR are education, health, agriculture, employment, women empowerment, environment, and culture. The CRS also addresses prevalent social problems through its programmes.

Sustainable Development Goals: The SDGs that the CRS focusses on and aspires to achieve are:
- SDG 3: Good Health and Well-Being
- SDG 5: Gender Equality
- SDG 8: Decent Work and Economic Growth
- SDG 12: Responsible Consumption and Production

Primetime Programmes: The primetime programmes of GMR Radio are:
- Employment News: The faculty of the institution designs the content to inform the community about employment opportunities listed in newspapers and employment magazines.
- Radio Vidya: An educational programme for students from classes 5-12. The programme also educates them about social responsibilities.
Communication Skills: Srikakulam being one of the backward districts of AP, the communities need help in improving their communication skills, especially in the English language.

Today’s Technology: This content is prepared by the Engineering faculty to update the youth about the latest developments in technology.

Doctor Advices: Doctors from GMR Varalakshmi Care Hospital advice the communities on matters pertaining to seasonal diseases, nutrition etc., and also promote a healthy lifestyle.

Agriculture: The economy of the region is primarily dependent upon agriculture. Information related to agriculture is provided by Agricultural College, Naira, Srikakulam. This includes information related to soil testing, seasonal crops, yielding, types of diseases, and agri-farming.

Rangastalam: The Rajam region is famous for stage artists, and the CRS provides them a platform to exhibit their talents.

Innovations in format or any other way: GMR Radio helps the local communities by connecting them with experts from different fields. This helps them gather knowledge and seek expert opinions on various matters. GMR Radio gets doctors from its sister concern GMR Varalakshmi Care Hospital to address different health issues in the community. The CRS also hosts programmes that connect the community directly with civic bodies and police. The CRS organises several health camps, awareness campaigns, and participatory events for the benefit of the community.

Core Team: 11 members form the core team of Radio GMR. The Principal of GMRIT acts as the Station Director, and a professor of the institution acts as the Station Incharge. The core team also includes faculty members from the institution and teachers from schools. The CRS is supported by more than 100 volunteers who contribute as editors, script writers, radio jockeys, and also help in programme recording and mixing.

Major Projects Undertaken: Radio GMR has been an active part of several initiatives. The CRS collaborated with DST for a project on health and nutrition for women and children from the weaker sections of the society. The CRS has developed many programmes and interventions that focus on topics/issues like girl child education, drinking water and hygiene, breastfeeding, agriculture, waste management, career guidance, and welfare schemes. All these initiatives have succeeded in creating an awareness in these areas and have had a significant impact on the community.

Sustainable Strategies: GMR Radio meets almost sixty percent of its expenses through funds from the parent organisation, GMRIT. The rest of the funds are raised through collaborative ventures with other organisations.

Number of listeners and Potential Outreach: There are 78 villages within the broadcast range of the GMR Radio. The CRS has an active listener base of 18,000 listeners.

Major concerns in the Community: The community is primarily dependent on agriculture. Lack of awareness about the appropriate crops for the season and adequate usage of fertiliser often result in crop failure.
Genesis: Karshakavani is owned by the farming community, promoted by the Punganur Mandala Vayalaga Rythula Samakhya. The CRS was established on 20th September 2015, in Chittoor district of Andhra Pradesh. The main objective of the CRS is to strengthen the farming community by educating them in the fields of agriculture and its allied sectors, and improving their livelihood. The CRS is also committed to the holistic development of the local community.

Thematic Focus: The primary thematic focus area of Karshakavani is agriculture. The CRS also focuses on skill development and capacity building, alternative and sustainable livelihood, environment, health, education, and guiding the youth in the community. The CRS encourages the community to preserve its culture and traditions.

Sustainable Development Goals: The SDGs that the CRS focusses on are:
- SDG 1: No Poverty
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 10: Reduced Inequalities
- SDG 12: Responsible Consumption and Production

Primetime Programmes: The primetime programmes of Karshakavani are Arogayyama Mahabagyam (health-based programme), Bala Vikasam (programme for children), Rythu Bharatham (agriculture-based programme), Yuva Chaitanyam (youth empowerment programme), Mahila Sadikarata (women empowerment programme), and Pale Patalu (songs related to agriculture, like harvest songs).
Innovations in format or any other way: Karshakavani engages with the local community through on-field interactions, which help create a network with the farmers and share critical information. It also helps in registering the local concerns in the community, and addressing them.

Core Team: Karshakavani has seven members in its Management Committee in addition to Station Manager. The CRMC members of the community meet once a month to review the programmes of the CRS. The leaders of the farmers associations take the responsibility to produce programmes as well as promote listenership.

Major Projects Undertaken: Karshakavani has collaborated with organisations like UNICEF, SMART, and NABARD for various initiatives in the community. The CRS was an active participant in many COVID-19 and vaccination campaigns.

Sustainable Strategies: Karshakavani is owned and supported by the farming community through its parent organisation.

Number of listeners and Potential Outreach: Karshakavani has an active listener base of approximately 61,000 listeners from 122 hamlets in 22 panchayats.

Major concerns in the Community: The farming community faces many problems like crop failure, pests, lack of adequate equipment, low income, and lack of knowledge about the latest agricultural practices. The changing climatic patterns and other environmental problems also add to their misery.
Contact Person: Mr. K. Sathyavathi, Mr. MVR Phaneendra
Contact Number: +91-9248040968, 7794982345
Email: radioala90.8fm@gmail.com
Broadcast Timing: 5 AM to 11 PM
Broadcasting Language: Hindi and English

Genesis: Radio Ala 90.8 FM was established in 2013 by Malireddy Charitable Trust. ‘Ala’ means tides; Radio Ala is ‘tide of information’ for the local community. The tagline of Radio Ala is ‘Mana Ooru, Mana Radio’ which means ‘Our City, Our Radio’. Radio Ala primarily caters to fishing communities who have a constant need for reliable weather information. The CRS continuously strives to change the lives of the poor and weaker sections of the community. It addresses the problems at the grassroot levels and focuses on solving them for the better of the community. The CRS is a force of influence and an important source of information in the area.

Thematic Focus: The primary focus areas of Radio Ala are education, environment, health, bridging socio-economic inequalities, and skill development. The CRS works in all areas that directly have a bearing on the well-being of the target communities. Its initiatives are community-centric that focus on resolving issues at the grassroot level and upwards.

Sustainable Development Goals: Radio Ala ensures a responsive and accountable administration through its focus on these SDGs:
SDG 1: No Poverty
SDG 2: Zero Hunger
SDG 3: Good Health and Well-Being
SDG 10: Reduced Inequalities

Primetime Programmes: Radio Ala is bridging the gap between the government and the public by providing opportunities for the poor to speak directly to concerned officers. The programme Doctor’s Special addresses health hazards and provides medical solutions. ‘Classroom’ is a unique programme launched by Radio Ala which aims for the upliftment of blind students by helping them in academic matters to guide them towards a better future.
Innovations in format or any other way: Radio Ala has launched a programme called ‘Soukaryam’ to provide livelihood to skilled unemployed men and women in the state. Radio Ala has played a crucial role in helping the fishermen community during Cyclone Hud-Hud and Cyclone Titee. The INCOIS weather updates have been helpful to the fishing communities and the public, as they relied on Radio Ala’s credible information on low-pressure areas in the Bay. The CRS has developed many initiatives that are tailored for the benefit of the community, and these initiatives have had a huge impact on the community.

Core Team: There are six CRMC members on the board of Radio Ala. Six members form the core team at Radio Ala. The radio also has a dedicated group of community volunteers.

Major Projects Undertaken: Radio Ala was a part of the International Day of Yoga campaigns in 2021 and 2022 in association with the Ministry of Ayush and CEMCA. It has been a part of campaigns of digital media literacy and fake news. The CRS has also been associated with UNICEF for several initiatives. In addition to these projects, Radio Ala has constantly worked on developing internal programmes/interventions that cater to the specific needs of the community, which are often not covered under regional or national initiatives.

Sustainable Strategies: Radio Ala is funded by its parent organisation Malireddy Charitable Trust. The CRS also generates revenue through externally funded collaborations.

Number of listeners and Potential Outreach: Radio Ala is based in an area with a population of nearly five lakh people. The CRS has an active listener base of nearly 1,50,000 people.

Major concerns in the Community: The community is based in an SEZ and they have to abide by many restrictions. Environmental concerns like pollution and inadequate waste management strategies pose a threat to the livelihood of the community. Sustainable livelihoods and better income can help the community do better.
Radio Ranjan @ 90.4 FM
PO Box No. 309, 26-45-16/78, Santosh Nagar, Guntur District, Andhra Pradesh–522004

Contact Person: Mr. M. Satyavani
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Email: info@radioranjancards.org, director@radioranjancards.org, radioranjan90.4@gmail.com
Website: www.radioranjancards.org
Broadcast Timing: 6.00 AM TO 10 PM
Broadcasting Language: Telugu

Genesis: Radio Ranjan 90.4 FM is a community radio station, promoted by Community and Rural Development Society (CARDS), approved and licensed by the Ministry of Information and Broadcasting, Government of India. It was established on 11th December 2017. CARDS is a pioneer NGO promoting various developmental activities for marginalised communities since 1979. During these four decades, CARDS have been appreciated and recognized by various governments of different states and also the Government of India.

Thematic Focus: The main thrust areas of Radio Ranjan are formal and non-formal education, women and youth empowerment programmes, health programmes, emergency relief programmes, environmental protection programmes and various programmes based on the need of the hour.

Sustainable Development Goals: The SDGs that the CRS focuses on are:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 8: Decent Work and Economic Growth
SDG 12: Responsible Consumption and Production

Prime Time Programmes: The primetime programmes that are broadcast on Radio Ranjan include Vidya Mitra (educational programme), Arogya Mitra and Doctor’s Time (health programmes), Randi Maar (programme based on government schemes), Swarna Mahila Maarg (programme that promotes women empowerment), Kisan Mitra (agricultural programmes), Mana Ooru (programme based on villages and rural areas), Bala Bata (children's programme), Prerana (motivational talks), Mana Vantillu (cookery programmes), Chirunavvulatho Subhakankshalu, Meeku Telusa, Navvul-Puvvul, and numerous other programmes.
Innovations in format or any other way: The CRS broadcasts content in Telugu language to establish a strong connection with the local community. The CRS has community volunteers at the field level who focus on specific thematic areas.

Core Team: The core team at Radio Ranjan is constituted by the Director, Deputy Director, Chief Advisor of Programmes, four system operators, four female radio jockeys, and four field staff.

Major Projects Undertaken: Radio Ranjan has been a part of the COVID Suraksha programme in association with UNICEF and CRA. The CRS was part of the International Day of Yoga campaign in 2022. Radio Ranjan actively contributed to relief activities among slum dwellers in the Guntur region during the pandemic. It was also part of several other regional and national initiatives and campaigns with leading organisations and government agencies.

Sustainable Strategies
Radio Ranjan 90.4 FM is supported by its parent organisation, Community and Rural Development Society (CARDS), and also generates revenue through the means of externally funded projects.

Number of listeners and Potential Outreach: The CRS has as many two lakh active listeners through broadcast and its online radio platform.

Major concerns in the Community: Disseminating information on agriculture-related concerns faced by the farmers in the target area is important. An inclusive attitude towards transgender and differently-abled community members should be promoted. Protection of the environment, especially the mangroves near the sea coast, has to be improved. The community must be educated in terms of digital and financial literacies, legal awareness, and government policies and entitlements. Gender discrimination, child abuse, child marriage, and drug intake are among the other major concerns in the community.
Contact Person: Mr. S. A. Subhan, Station Manager
Contact number: +91- 8712655126, 08571-220388.
Email: mitsradio90.8cr@mits.ac.in
Website: https://mits.ac.in/radio-90
Broadcast Timing: 12 PM to 2 PM for 2 hours a day
Broadcasting Language: Telugu and English
Genesis: MITS Radio 90.8 FM was established in January 2023, under the aegis of Madanapalle Institute of Technology & Science. It is the first community radio in Madanapalle and aims to uplift its target community through the means of effective interventions across different areas that affect the community.
Thematic Focus: MITS Radio focuses on several themes which include education, health, youth empowerment, women's welfare, life skills, environment, culture, and social harmony. The programmes are designed to accommodate these themes and promote the welfare of the community members.
Sustainable Development Goals: MITS Radio is working on achieving the following SDGs:

SDG 2: Zero hunger,
SDG 3: Good health and Well-Being,
SDG 4: Quality Education,
SDG 5: Gender Equality,
SDG 8: Decent Work and Economic Growth,
SDG 13: Climate Action
Primetime Programmes: The primetime programmes are Pallelu Panta Seemalu, Udyoga Varthalu, Chinnarula Karyakramam, Sastra Vignanam, Sandhya Samayam, Yuvata-mata manthi, Mahilavani, and Matha-Sishu Karyakramam.
Pallelu Panta Seemalu is a program where local agricultural officers are interviewed to increase farmers’ awareness and knowledge. The program covers topics such as horticulture, animal husbandry, and poultry.

In Udyoga Varthalu, experts from the field of education discuss career opportunities, scholarships, and other information that can guide youth towards a better future.
In Udyoga Varthalu, experts from the field of education discuss career opportunities, scholarships, and other information that can guide youth towards a better future.

Chinnarula Karyakramam is a program where teachers from local schools host language classes.

Sastra Vignanam is a phone-in program that features interviews with researchers and faculty members on various scientific topics, as well as news and updates on ongoing research projects. The program also includes discussions on the societal impacts of science. This would help bridge the gap between the scientific community and the general public, promoting scientific literacy and appreciation among listeners.

Sandhya Samayam focuses on the experiences of senior citizens, providing a valuable platform for members of the community to connect, share their experiences, and learn from one another.

Yuvata-mata Manthi focuses on youth, while Mahilavani aims to empower women, and Matha-Sishu Karyakramam focuses on women and child health.

Innovations in format or any other way: Effective narrowcasting and engaging with listeners on all the major social media platforms are innovative ways in which the CRS stays connected with its audience.

Core Team: The staff at MITS Radio includes the Station Coordinator, Station Manager, and AV Technician. The Station Coordinator handles program management, volunteer coordination, budgeting and fundraising, and manages the day-to-day operations of the station to ensure that it runs smoothly. The Station Manager is responsible for programmes and production, while the AV Technician provides technical support, including recording post-production, and sound mixing.

Major Projects Undertaken: Since the CRS was established just recently, it is yet to be part of a major project or collaborative intervention and has so far focused on its internal projects.

Sustainable Strategies: MITS Radio is funded and supported by its parent organisation Madanapalle Institute of Technology & Science.

Number of listeners and Potential Outreach: Within a short span, the CRS has become popular and harbours a healthy listener base. Surveys are underway to determine the potential outreach and listener base.

Major concerns in the Community: Community members need guidance on a variety of matters pertaining to government schemes and welfare policies, healthcare schemes, employment opportunities etc.
Annamacharya Radio @ 89.6 FM
Annamacharya Institute of Technology & Sciences, Rajampet, New Boyanapalli, Tallapaka (Panchayat), Rajampet (Mandal), Anamaya (Dist), Andhra Pradesh - 5161216

Contact Person: Dr. K. Prasad, Station Director
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Email: aitsradio89.6@gmail.com
Website: www.aitsrajampet.ac.in
Broadcast Languages: Telugu and English
Broadcast Hours: 11 AM to 12:00 PM and 3:00 PM to 5:00 PM for 3 hours a day

Genesis: The Annamacharya Institute of Technology & Sciences, Rajampet, founded Annamacharya Radio. The CRS began its broadcast on 24th August, 2022. It was established with the intention of assisting and guiding the target community, with special emphasis on children and young individuals. The CRS continues to have a big impact on the target community through a number of initiatives and effective intervention strategies.

Thematic Focus: The CRS has primarily focused its intervention efforts on providing children in the target community with better education. The CRS also focuses on the welfare of young girls, gender equality, good health, and personal and professional development.

Sustainable Development Goals: Annamacharya Radio mainly follows these SDGs:
SDG 4: Quality Education,
SDG 5: Gender Equality,
SDG 8: Decent Work and Economic Growth

Primetime Programmes: The talk shows and discussions on Annamacharya Radio’s primetime archive explore various facets of the CRS’ focus areas and interventions. The programmes are the result of careful planning and have been meticulously curated to meet the requirements of the target community.

Innovations in format or any other way: The CRS successfully combines narrowcasting and broadcasting. Additionally, they play an integral part in the TTD Annamacharya Project, which carries out community-based social, ethical, educational, and intervention projects in Tirumala Tirupathi, Andhra Pradesh.

Core Team: Annamacharya Radio has a small staff of just two people, and it develops its programmes with input from the neighbourhood. By encouraging participation from members of all demographic groups, the CRS promotes an inclusive attitude.
Major Projects Undertaken: As it is still in its early stages, Radio Annamacharya has focused mainly on its internal projects while making constant efforts to become part of a larger project with other organisations and government bodies.

Sustainable Strategies: The administration of the Annamacharya Institute of Technology & Sciences, Rajampet is presently providing the necessary funding to ensure the smooth functioning of the CRS. The CRS intends to become financially independent by raising funds through various projects and collaborations.

Number of listeners and Potential Outreach: The broadcast range covers the following villages: Rajampet, Tallapaka, Nandalur, Pullampet, Balijaplli, and Poli. According to census data gathered from the local authorities, the population of these villages is approximately 72,000. From this potential outreach, the CRS has a listener base of 20,000 active listeners.

Major concerns in the Community: Unemployment, education, health concerns, agriculture, and irrigation are the community’s top needs and concerns. The community’s economic condition can be drastically improved through skill development and youth empowerment. More state government programmes and interventions from local organisations would be very beneficial.
Genesis: Radio Sphoorty was launched on 23rd June, 2022 in Kurnool, Andhra Pradesh with the aim to bring desired positive changes in the lives of the target community. Radio Sphoorty is committed to bridging socio-economic gaps, and building a strong and equal community. Even though the CRS is still in its early days, it has been able to make a place for itself in the community and be a part of their daily lives.

Thematic Focus: The primary thematic focus areas of Radio Sphoorty include education, health, and women empowerment. The CRS delves into other areas that require attention and are critical to the well-being of the community. The CRS also promotes and preserves the local culture, art, and traditions.

Sustainable Development Goals: Radio Sphoorty has created its programmes to achieve the given SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality

Primetime Programmes: Radio Sphoorty's primetime programmes are Morning Health, News, and various phone-in programmes. The programmes are developed in formats that encourage the community members to step forward, connect with each other, voice their concerns and opinions, share their knowledge and experience, and showcase their talents.
Innovations in format or any other way: The CRS strives to forge strong relationships with the community through the means of narrowcasting and interacting with the last of community members. This helps nurture an inclusive attitude and promotes better connections within the community. The CRS also broadcasts its programmes through its mobile application.

Core Team: Radio Sphoorty has a small and dedicated team of four members who each essay unique responsibilities to ensure the seamless operation of the CRS.

Major Projects Undertaken: Radio Sphoorty was part of a six-month programme in association with UNICEF. The CRS is still in its early days and is yet to bag major projects with other leading organisations.

Sustainable Strategies: Radio Sphoorty is actively devising plans to generate revenue through different streams and become a self-sustaining entity in the near future.

Number of listeners and Potential Outreach: Radio Sphoorty has an active listener base of nearly one lakh listeners despite being a young CRS.

Major concerns in the Community: Unemployment, low income, and lack of sustainable livelihood options affect the community, especially the youth and women. Vocational training and skill-building workshops can help address these concerns and create opportunities, resulting in economic growth and professional development.
Genesis: Krishi Community Radio is the first community radio station in India under a state agricultural university and the first in Karnataka state. It was established at the Dharwad campus of University of Agricultural Sciences, on 17th May, 2007 and was inaugurated by Sri Bandeppa Kashempur, the former Minister of Agriculture, Government of Karnataka. The journey of Krishi Community Radio Station has completed sixteen years and it continues to be a guiding force as well as influential voice in the region.

Thematic Focus: Krishi Community Radio primarily focuses on the empowerment of the farming community in the region. The CRS has developed several programmes related to agriculture to address different needs and concerns of farmers. The CRS also assumes the responsibility of passing crucial information to the farmers about weather, crop prices, government policies etc.

Sustainable Development Goals: Krishi Community Radio Station focuses on these goals:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth
SDG 12: Responsible Consumption and Production

Primetime Programmes: Most of the programmes of KCRS is based exclusively on agriculture. Some of them are Krishi Chintana, and Krishi Kutumba. The programmes often feature interviews with scientists, agriculture experts, agriculturists, and progressive farmers. This ensures knowledge dissemination and exchange which further results in better yield, fair prices and ultimately, better income for the farmers.
Innovations in format or any other way: KCRS has developed a unique programme called ‘Gram Darshan’ in which the community members come together and create programmes about agricultural activities and practices in the villages. These programmes are created and presented entirely by the community members, and is also a space for them to express their concerns.

Core Team: The core team at KCRS has five members that include the Programme Officer, Technician, announcer, field facilitator, and transmission assistant. The CRS boasts of an large advisory panel that includes the administrative and executive staff of the university, scientists, agricultural officers, progressive farmers, women representatives, and representatives of NGOs.

Major Projects Undertaken: NABARD (Farmers’ voice), REACH (TB), DST (Women nutrition), Agriculture department (Food security), DST (our earth is for women & children), AIDs prevention society, Bangalore (HIV AIDS), SRP project, UAS, Dharwad (Dramas on agriculture), UNICEF 9COVID-19), SVEEP, Dharwad district (Awareness about voting)

KCRS collaborated with NABARD for a programme called Farmers’ Voice. It partnered with DST for campaigns on women’s nutrition and environment. The CRS collaborated with the Agriculture Department for a project on Food Security. It has also collaborated with organisations like AIDS Prevention Society, Bangalore for awareness of HIV-AIDS. UAS Dharwad, UNICEF, and SVEEP Dharwad are among the other key partners on initiatives pertaining to COVID-19, agriculture, and voting awareness.

Sustainable Strategies: KCRS is completely funded by its parent organisation, University of Agricultural Sciences, Dharwad. KCRS also generates revenue through different externally funded projects.

Number of listeners and Potential Outreach: KCRS covers as many as 41 villages within its broadcast limits.

Major concerns in the Community: The farmers need access to the latest technology and agricultural practices to produce better yield. Financial and digital literacies should also be promoted to further enhance their condition and ensure better income.
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Broadcast Timing: 12 PM to 3 PM and 4 PM to 7 PM for 6 hours a day  
Broadcasting Language: Kannada, Tulu, Konkani & English

Genesis: Radio Manipal was established on 12th September 2008 by Manipal Academy of Higher Education (MAHE). Manipal Academy of Higher Education (MAHE) is one of India’s leading academic and research institutions. It has been granted institution-of-eminence status by the Ministry of Education, Government of India. MAHE with its more than 29 constituent institutions has implemented a number of outreach and extension programmes for which radio is a supporting medium. The vision of Radio Manipal is to inform, educate, entertain and empower people with information, and develop a just and humane society that is socially aware and responsible.

Thematic Focus: Civic sense, human values, citizens’ rights and legal awareness, health awareness, education employment and entrepreneurship, and self-sustenance in agriculture and other activities are the main thematic areas of Radio Manipal.

Sustainable Development Goals: Radio Manipal is actively working towards achieving the following SDGs:
SDG 3: Good Health and Well-Being  
SDG 5: Gender Equality  
SDG 6: Clean Water and Sanitation  
SDG 8: Decent Work and Economic Growth

Primetime Programmes: The primetime programmes that are broadcast on Radio Manipal are Darpana, Vikasa, Kathe Kelona, Puranamrutha, Arogya Darshana, Krushi Loka, Yakshagana. These programmes have been prepared in different engaging formats and are based on social issues, health, agriculture, education, and also promote the local culture and folk art. The CRS becomes a platform for discussion, knowledge exchange, and collective efforts in the direction of problem resolution.
Innovations in format or any other way: Along with broadcasting, Radio Manipal effectively uses narrow-casting. The CRS collaborate with leading NGOs like SKDRDP, and literary organisations like Kannada Sahitya Parishath, Panchavarna Yuvaka Mandal, Swachh Karkala Brigade run campaigns and intervention projects in the community.

The CRS is active on all major social media platforms and engages with its audience, especially the youth, and shares updates on events and programmes.

Core Team: There are eleven CRMC members on the board of Radio Manipal, and two people constitute the core team. The CRS has an active team of volunteers, mainly students, who contribute to the different stages of programme development and delivery.

Major Projects Undertaken: Radio Manipal was part of the UNICEF-CRA initiative to create awareness on COVID-19 and vaccination. The CRS also partnered with the Rural Drinking Water and Sanitation Department of the Government of Karnataka for an awareness campaign on conserving water. The CRS has been a part of several other initiatives in the regions throughout its fifteen years of service to the community.

Sustainable Strategies: All aspects from the infrastructure to the daily maintenance of Radio Manipal is borne financially by the parent organisation, Manipal Academy of Higher Education (MAHE).

Number of listeners and Potential Outreach: Thirty three villages including Kotathattu, Kota, Billadi, Avarse, Kokkarne, Cherkiadi, Perdoor, Kukkehalli, Bairampalli, Upporu, Handadi, Neelavara, Arooru, Kalyanapura, Kemmannu, Thenkanidiyoor, Badanidiyoor, Ambalpadi, Kadekar, Udyavara, 80 Badagabettu, Athradi, Kodibettu, Bommarabettu, Manipura, Alevoor, Belle, Katapadi, Kote, Thenka, Padubidri, and Hejamadi fall within the broadcast limits of Radio Manipal. The CRS has an outreach potential of nearly 65,000 people within its vicinity and has an estimated active listener base of 25,000 listeners.

Major concerns in the Community: Lack of effective waste management strategies and lack of awareness regarding environment conservation affect the community. These issues are serious threats to the already deteriorating environmental conditions and must be addressed immediately.
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hwanicmr@gmail.com, shivashankarmyra-
da@gmail.com
Website: www.myrada.org
Broadcast Timing: 7.00 AM to 9.00 AM, 12.00
PM to 2.00 PM and 5.00 PM to 9.00 PM
Broadcasting Language: Kannada and Telugu

Genesis: The concept of Namma Dhwanı
Community Radio was conceived by MYRADA
and VOICES NGO, in 2008. During the two
years of waiting for clearance of the licence,
the initiatives of the CRS were narrowcast in
two villages. Namma Dhwanı was established
with support from UNESCO and grants from
the MP Fund, during the initial phases. The
CRS later managed to secure its own resourc-
es through the Community Managed Resource
Centre (CMRC) approach. The CRS aims to
create a just and humane society with equal
access to knowledge, power, justice and rights,
through its interventions.

Thematic Focus: The major focus area of Radio Namma Dhwanı is to develop sustainable livelihood opportunities for
the rural community through its different initiatives. The CRS also focuses on areas like education, agriculture, women
empowerment, environment, etc. that have a direct and lasting impact on the target community.

Sustainable Development Goals: Namma Dhwanı aspires to achieve the given SDGs:
SDG 1: No Poverty
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 13: Climate Action
SDG 16: Peace, Justice and Strong Institution

Primetime Programmes: The primetime programmes of
Namma Dhwanı are Arogya Sanjeevani, Krushi Salahe,
Gnana Degula, Yeshogaathe, Grama Darshana, Mobile
Messages, and Kaanoonu Spandane.
Arogya Sanjeevani is a health-based programme. Krushi Salahe is an agricultural programme that features an expert who discusses various things like crops, seasonality issues, mixed crop patterns, productivity enhancements techniques etc. Gnana Degula is an educational programme featuring subject experts. Yeshogaathe is a programme where women for SHGs in rural areas share their experience and livelihood activities. Grama Darshana is a programme on the developmental activities in villages with the support of the gram panchayats. Mobile Messages is a programme where the audience share their concerns through the means of messages or letters. This programme also functions as an excellent feedback mechanism. Natural Resources Management is a programme that focuses on the environment and issues like climate change and global warming. Kaanoonu Spandane provides legal awareness to the listeners and covers a variety of rights and entitlements.

Innovations in format or any other way: Namma Dhwani CRS reaches out to the community members in the rural areas to understand their concerns through routine interactions. This also helps in taking the initiatives of the CRS to the community members.

Core Team: There are nine members who constitute the core team of Namma Dhwani CRS, and it includes the Station Manager, Programme Officer, radio jockey, and the field team.

Major Projects Undertaken: Radio Namma Dhwani has been a part of several major initiatives in the region which include awareness campaign on water conservation and sanitation, awareness campaigns on COVID-19 and the subsequent vaccination drives, Poshan ki Potli (campaign on nutrition), and an awareness campaign on fake news. The key partners and collaborators of Namma Dhwani CRS include UNICEF, CRA, SMART, Factshala, and Rural Drinking Water and Sanitation Department (Government of Karnataka).

Sustainable Strategies: MYRADA, the parent organisation of Namma Dhwani CRS financially supports the CRS through different fund mobilisation strategies.

Number of listeners and Potential Outreach: Namma Dhwani’s broadcast range covers nearly 152 villages with around 13,000 families. The CRS estimates that at least 8,000 families are active listeners of the CRS’ programmes. The CRS also clocks nearly 9,000 listeners on its mobile radio application.

Major concerns in the Community: Awareness programmes on employment opportunities can help many in the community. The women in SHGs and marginal farmers require support to improve their livelihood. The local educational and healthcare infrastructure needs to be improved, along with sanitation facilities in the region.
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Email: antarvanicrs@gmail.com  
Broadcast Timing: 10 hours a day  
Broadcasting Language: Kannada

Genesis: Antarvani CRS is the first and the only community radio station in the Kalyana Karnataka region, and it was launched in December 2008. The CRS was established with the mission to serve the local community, be a source of entertainment, and also serve as a platform for the community to voice their concerns. The CRS has relentlessly made efforts to ensure the well-being of the target community and has been able to drive a positive change in their lives.

Thematic Focus: The primary focus areas of Antarvani CRS are health, women empowerment, and culture. The CRS produces programmes based on these themes and strives for the welfare of the community. The CRS aims to preserve and celebrate the local culture and its traditions by encouraging performances from community members, who narrate the local folklore or sing folk songs.

Sustainable Development Goals: Antarvani CRS focuses on the following SDGs:  
SDG 3: Good Health and Well-Being  
SDG 5: Gender Equality  
SDG 10: Reduced Inequalities

Primetime Programmes: The broadcast of the CRS starts with the morning prayer programme Harane Sathyavu Satheve Haranu, which means truth is god and god is truth. This programme is followed by the devotional programme Sharanabasaveshwarr Suprabath. The CRS broadcasts health-based programmes that feature doctors who discuss different health concerns, their remedies and treatments. Programmes based on the local culture feature the local folklore and folk songs. The CRS also produces different programmes on agriculture, and the environment.
Arogya Sanjeevani is a health-based programme. Krushi Salahe is an agricultural programme that features an expert who discusses various things like crops, seasonality issues, mixed crop patterns, productivity enhancements techniques etc. Gnana Degula is an educational programme featuring subject experts. Yeshogaathe is a programme where women for SHGs in rural areas share their experience and livelihood activities. Grama Darshana is a programme on the developmental activities in villages with the support of the grama panchayats. Mobile Messages is a programme where the audience share their concerns through the means of messages or letters. This programme also functions as an excellent feedback mechanism. Natural Resources Management is a programme that focuses on the environment and issues like climate change and global warming. Kaanoonu Spandane provides legal awareness to the listeners and covers a variety of rights and entitlements.

Innovations in format or any other way: Namma Dhwani CRS reaches out to the community members in the rural areas to understand their concerns through routine interactions. This also helps in taking the initiatives of the CRS to the community members.

Core Team: There are nine members who constitute the core team of Namma Dhwani CRS, and it includes the Station Manager, Programme Officer, radio jockey, and the field team.

Major Projects Undertaken: Radio Namma Dhwani has been a part of several major initiatives in the region which include awareness campaign on water conservation and sanitation, awareness campaigns on COVID-19 and the subsequent vaccination drives, Poshan ki Potli (campaign on nutrition), and an awareness campaign on fake news. The key partners and collaborators of Namma Dhwani CRS include UNICEF, CRA, SMART, Factshala, and Rural Drinking Water and Sanitation Department (Government of Karnataka).

Sustainable Strategies: MYRADA, the parent organisation of Namma Dhwani CRS financially supports the CRS through different fund mobilisation strategies.

Number of listeners and Potential Outreach: Namma Dhwani’s broadcast range covers nearly 152 villages with around 13,000 families. The CRS estimates that at least 8,000 families are active listeners of the CRS’ programmes. The CRS also clocks nearly 9,000 listeners on its mobile radio application.

Major concerns in the Community: Awareness programmes on employment opportunities can help many in the community. The women in SHGs and marginal farmers require support to improve their livelihood. The local educational and healthcare infrastructure needs to be improved, along with sanitation facilities in the region.
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Broadcast Timing: 6 AM to 10 PM for 16 hours a day
Broadcasting Language: Kannada

Genesis: Radio Sarang was established in September 2009 by St. Aloysius College (Autonomous), Mangalore, Karnataka. It is broadcast in four local languages – Kannada, Tulu, Beary, and Konkani, and addresses the needs of the diverse groups in the target community. A majority of the community members belong to the marginalised sections in the society and they struggle on various fronts; it is important to empower the marginalised sections of the society to ensure its overall development. The CRS serves a platform for every community member to come forth and voice their concerns.

Thematic Focus: Radio Sarang's primary area of focus is catering to the informational, educational, and entertainment needs of the local community. In order to achieve this, the CRS designs its programmes based on current affairs, local issues, legal aid, health, environment, and culture, among other themes.

Sustainable Development Goals: The SDGs that the Radio Sarang focuses on are:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 6: Clean Water and Sanitation
SDG 13: Climate Action

Primetime Programmes: The primetime programmes that are broadcast by Radio Sarang are Say No To Violence, Sutta Mutta, Hallo Wenlock, and an awareness programme on water conservation and sanitation. Say No To Violence is an awareness programme on domestic violence and exploitation of women. Sutta Mutta is a fortnightly feature series that highlights the contributions of local artists, organisations, and associations in the growth of the local communities. Hallo Wenlock is a weekly phone-in programme in which a doctor from district hospital interacts with the listeners to discuss various health issues.
Innovations in format or any other way: The CRS adopts a combination of live and recorded programmes to engage the listeners, along with feature and docu-drama formats. Field reporting is another method used by Radio Sarang to stay connected with the community members and understand their concerns. The CRS then creates programmes that suit the specific needs of the community.

Core Team: Radio Sarang eight full-time staff apart from the Station Director. Staff is allocated responsibilities to create content in each of the four languages in the region, and the field reporter is responsible for recording field programmes. Ten volunteers also contribute to programme production occasionally. The CRS also has two advisors who provide regular insights on the programmes produced by the station.

Major Projects Undertaken: Radio Sarang is working on the Water Conservation and Sanitation Awareness programme in association with the Rural Drinking Water Supply and Sanitation Department of the Karnataka State Government. The CRS has collaborated with SMART for an awareness campaign on violence against women, called ‘Say No To Violence’. The CRS also collaborated with DataLeads to spread awareness against fake news.

Sustainable Strategies: Radio Sarang meets almost half of its expenses through financial assistance from its parent organisation, St. Aloysius College. The rest of the expenses are met with the help of revenue generated from paid collaborations and advertisements with different government agencies and private organisations.

Number of listeners and Potential Outreach: At least, five lakh people live within the broadcast range of Radio Sarang. The active listener base could not be precisely determined.

Major concerns in the Community: Some of the major concerns in the community are health issues, unemployment, and environment pollution. Calamities such as natural disasters including seasonal floods, thunderstorms and cyclones affect the region. Sea erosion is another major concern that affects those living near the sea. The community also suffers from water scarcity during summers.
Genesis: Sarathi Jhalak is a community radio station based in Rural Bangalore, Karnataka and was launched on 23rd August 2012. The tagline of Sarathi Jhalak is ‘Kelrappo Kelieee’. The CRS aims to improve various aspects of the target community through its programmes and ensure the well-being of the community. The CRS serves as a source of information and entertainment for the listeners, while also empowering them to become better individuals and responsible citizens. Through its programmes and intervention, Sarathi Jhalak has been able to drive a positive change in its target community, and is an open platform for the local community to voice its concerns.

Thematic Focus: The primary focus area of Sarathi Jhalak is social inclusivity and empowerment through women’s education, better healthcare, and bridging social gaps created by several demarcation like social and economic background. The CRS also focuses on the preservation and celebration of the local culture and literature.

Sustainable Development Goals: Sarathi Jhalak touches upon all the goals but primarily focuses on:
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 10: Reduced Inequalities

Primetime Programmes: Sarathi Jhalak CRS draws from a large pool of programmes for its primetime slots. These programmes are often a mix of entertainment and information. The programmes are designed to meet and address the specific needs and concerns of the local community. The programmes feature the community members, who use the platform to discuss several issues, address the prevalent, share their experience and knowledge, and showcase their talents. Therefore, the CRS is a space for knowledge dissemination and exchange in the community. The programmes also feature distinguished personalities and experts from different fields.
Innovations in format or any other way: Most of the staff at Sarathi Jhalak CRS are neo-literates and belong to the local community. The CRS gives on-job training to its staff and upskills to become capable in handling different responsibilities. The CRS organises skill enhancement and capacity-building workshops for them.

The CRS aims to socially and financially empower the community, and programmes on financial literacy have been developed for the same. The CRS has established peer groups among students to enhance their interest in studies.

Core Team: The team at Sarathi Jhalak is led by a development media professional with experience in broadcasting, writing and editing, as well hands-on development experience. The team mostly consists of youth from the local community. The team also includes the Station Manager, two content producers, and a group of programmers.

Major Projects Undertaken: The CRS collaborates with different government agencies, civil society organisations, and NGOs to develop initiatives for the welfare of the community. Anubhav is a project that was designed for the welfare of senior citizens. The CRS also focuses on developing its own internal initiatives to impact changes in the target community.

Sustainable Strategies: Sarathi Jhalak CRS has several strategies in its pipeline to attract potential sponsors and collaborators. The CRS is one of the most popular ones in the region and hopes to leverage its popularity in creating revenue streams for its sustenance.

Number of listeners and Potential Outreach: The exact outreach potential and listener base is yet to be ascertained. The CRS conducted a survey in its local community and the results show nearly eighty percent of the local population tune in to its programmes.

Major concerns in the Community: Lack of adequate healthcare and educational infrastructure often hurt the prospects of the youth in the community. Various environmental concerns such as different types of pollution and lack of effective waste management strategies will prove to be fatal if neglected.
Genesis: The Community Radio Station Neladani, a Kannada word, meaning voice of the soil in English or Mitti ki Awaz in Hindi was started by Divyajyothi Vidya Kendra on 3rd September, 2011, by the reputed NGO working in the field of performing arts, culture, and social work, imparting livelihood skills and training for the rural masses. The organisation is involved in various welfare programmes and humanitarian response programmes which are also reflected in Neladani’s framework of functioning. The radio provides voice to the voiceless, and strives to transform their lives.

Thematic Focus: The primary focus is on education, youth and culture with particular emphasis on performing arts in the folk form. It also takes into consideration the dying musical instruments like Chowdike (one string instrument made of a tin and stock) flute and Shehnai (blown wind instrument). These are instruments which are endangered in the area, and focuses on the revival of these instruments which is the reflection of the community.

Sustainable Development Goals: The SDGs that the CRS focusses on are:
SDG 3: Good Health & Wellbeing
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 10: Reduced Inequalities
SDG 16: Peace Justice and Strong Institution

Primetime Programmes: The community representatives in the Programmes Committee of the radio station take inputs from the locals on a variety of subjects to create programmes for agriculture, horticulture, animal husbandry, watershed programme, sericulture, food and nutrition, general health care, yoga, education, medicine, folk songs, children’s programmes, bhajans (Prarthana), etc. Some of these programmes are:
- Chinnara Loka - It is mainly a programme for the youth aiming for total development from improvement in health to growth in cultural spheres.
- Sukakara Jeevanakke Sundara Suthragalu - This is an interactive programme. Each day a topic is taken by the anchor to elicit responses from the listeners. Such careful curation of the content makes it popular among the listeners.
- Rangadangala (Social dramas) - It is a programme which gives guidance to life and also the attitude towards society. Themes like equality among individuals and moral values, this programme also highlights the right attitude towards animals and birds.
Innovations in format or any other way: There is innovation in many programmes in the form of collecting listener response through letters and live phone calls. The Radio Station has given importance to legal awareness and aired programmes which are essential to the society and for the rural people such as legal awareness about property rights, women’s issues like dowry harassment and abuse, divorce, desertion and inequality between women and men and freedom for women.

Core Team: The core team consists of 6 members who actively run the radio station. The team consists of a Programme Committee comprising 2 members, which works in tandem with the 2 Community Representatives. These representatives are picked annually from the listening community. The teams are assisted by the 2 technical staff members who take care of the technicalities involved in running the station.

Major Projects Undertaken: Neladani has been working in sync with both government authorities and the community members alike to carry out work aimed at betterment of the general public. These collaborations have resulted in better outreach and an increase of awareness among the locals regarding the issues plaguing the society.

Sustainable Strategies: Neladani Community Radio Station primarily sustains itself through investments made by the parent organisation. Its popularity among the masses and the initial set up made entirely by the assistance of Ministry of Information and Broadcasting has enabled the station to function smoothly.

Number of listeners and Potential Outreach: The radio station has approximately 30,000 active listeners in the vicinity of 8 to 10 kms. Its potential outreach is expected to expand over the coming years.

Major Concerns in the Community: The radio station has identified lack of awareness on legal issues, women’s issues, poverty, loss of cultural knowledge, etc. to be the social evils plaguing the society.
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Email: ningarajucrs@svym.org.in, jan-adhwani@svym.org.in  
Broadcast Timing: 6:30 AM to 8:30 PM for 14 hours  
Broadcasting Language: Kannada

Genesis: Janadhwani CRS, a unit of the Swami Vivekananda Youth Movement (SVYM), was launched on February 24, 2012, and has since reached out to a potential population of 2.7 lakh people in 256 villages, comprising 39 Gram Panchayats in the HD Kote and Sarguru taluks, spanning a radius of about 35 kilometres. The inception of Janadhwani CRS aims to promote the welfare of the local community through interventions in different critical areas that deter their growth. The CRS strives to be a part of the daily lives of the community members and inspire positive change in their lives.

Thematic Focus: Janadhwani CRS' primary focus areas include water sanitation and hygiene, maternal and child health, tele-rehabilitation of PwDs, health, yoga, education, folk songs, counselling, youth empowerment, legal empowerment, spirituality and devotion, and women empowerment. The CRS aims to drive the overall growth of the community through efforts in these focus areas.

Sustainable Development Goals: Janadhwani Radio aspires to work on all the goals and primarily focuses on the following:
SDG 9: Industry, Innovation and Infrastructure  
SDG 11: Sustainable Cities and Communities  
SDG 14: Life Below Water

Primetime Programmes: Janadhwani CRS has a large pool of programmes for its primetime slots. These programmes are designed in a variety of formats and focus on different issues to keep the audiences entertained and informed. The programmes are based on health, education, legal assistance, agriculture, addictions and abuse, addressing women's struggles, among many others. The programmes include live phone-in interactions with government officials, doctors, and other experts, and also provide space for tele-rehabilitation. Different social and concurrent issues are also addressed through the programmes. Tribal communities also find a platform through the programmes to showcase their talent and voice their concerns.

Divyanga Deepthi, Nammura Vaibhava, Kanoonu Salahe, special programs like Kalarava, Mussanje, Samanya Jnana, Janadhwani Phalashruthi, and Maneye Modala Paata Shale are some of the primetime programmes.
Innovations in format or any other way: Janadhwani CRS organises phone-in programmes with government officials which are also telecast live through Facebook. The CRS organises concurrent radio programmes across different community radio stations and YouTube. The CRS also actively promotes community-based events like tree planting, rallies, and clean-up drives.

Core Team: The core team of Janadhwani CRS is constituted of five members that include the CEO, Director, Technical Advisor and Content Advisor, who are supported by the Programme Manager, M&E Officer, M&E Consultant, and a CRS production team of eight members.

Major Projects Undertaken: Janadhwani CRS was a partner in ‘Shudhha Jala Swachha Nela’ initiative in association with the Rural Drinking Water and Sanitation Department (RDWSD), Government of Karnataka (GoK), and ‘Lekkada Katte, Lekkada Padasale’ in association with Radio Mathematics Programme, Department of Science and Technology (DST), Government of India (GoI).

Sustainable Strategies: Janadhwani CRS looks out for supporting awareness activities of various projects of Government and Non-Governmental Organisations. Janadhwani CRS is also planning to expand into other forms of awareness media such as social media, exhibitions, street plays, etc.

Number of listeners and Potential Outreach: The outreach potential of Janadhwani CRS is nearly 2,70,000 and the CRS has an active listener base of approximately 54,000 listeners.

Major concerns in the Community: Janadhwani CRS strives to offer a voice to the unreached indigenous tribal communities. These communities have been deprived of adequate rehabilitation measures after they were shifted to the fringes of the forest. Hence, the CRS focuses on their health, education, women and youth empowerment, etc. In order to address the issues of tribal and rural communities, the CRS conducts a phone-in programme with government officials. The CRS undertakes various initiatives such as providing timely and appropriate information to the community, sharing knowledge modules part of the education sector, sharing timely inputs for agriculture, sharing information on governance and general issues, empowering youth socially and economically, empowering women to address inequality by offering necessary knowledge input, promoting tribal and non-tribal development through continuous engagement of stakeholders, and conserving local culture and encourage local talent.
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Broadcast Timing: 7 AM to 11 AM and 3 PM to 7 PM for 8 hours a day
Broadcasting Language: Kannada, Hindi, Marathi and English

Genesis: In line with KLE Society’s vision of serving the community in the region, KLE Dhwani-BVB 90.4 aims to provide information, education and entertainment for promoting the welfare and ensuring the well-being of the masses. The motto of the CRS is Samajada Samruddhigagi which means ‘for the betterment and development of the society’.

B. V. B. College of Engineering and Technology established the KLE Dhwani-BVB Community Radio Station on 21st September 2013. Through its programmes, the radio station reaches out to the people of Hubballi and the surrounding areas. KLE Dhwani-BVB 90.4 is the only community radio station in Hubballi and has completed ten successful years as a purposeful CRS. Through its initiatives, CRS has always strived hard to uphold the unity and integrity of society.

Thematic Focus: The primary thematic focus areas of KLE Dhwani-BVB are education, agriculture, environment, local art, traditions and culture, and social empowerment through gender equality and inclusivity. The CRS works on preserving the local culture and art by encouraging local artists to use the CRS as a platform to perform and showcase their talent. The CRS is a space for the community to come together, connect with each other, express themselves, address concerns, and collectively work towards the building of a better community. The CRS is a source of entertainment as well as a crucial knowledge dissemination tool for the community.

Sustainable Development Goals: KLE Dhwani–BVB Radio focuses its work on achieving the following SDGs:
SDG 4: Quality Education
SDG 11: Sustainable Cities and Communities
SDG 12: Responsible Consumption and Production
SDG 13: Climate Action

Primetime Programmes: The Primetime programmes are Yogadeepika, Kreedankana, Bharatamebya Veeraputraru, Balavatika, Taaraloka, Natya Surabhi, and Raaga Ranjani.

Yogadeepika is a programme that promotes the practice of Yoga as part of a healthy lifestyle. Dhyana is a spiritual and meditative programme. Kreedankana is a sports-related programme that covers events across different sports all around the world. Bharatamebya Veeraputraru is a patriotic programme that narrates the stories of freedom fighters. Balavatika is a programme for school children. Taaraloka is a programme related to film and film stars. Natya Surabhi and Raaga Ranjini are programmes based on Bharat Natyam and classical music.
Innovations in format or any other way: The CRS actively narrowcasts its programmes and initiatives among the local communities. The CRS also takes steps to organise different social events and celebrate traditional festivals to preserve the rich local culture.

Core Team: The CRS operates with a small and efficient team. In addition to the core team, the CRS also readily welcomes community members to be volunteers and actively contributes to the activities of the station.

Major Projects Undertaken: The CRS has been a part of many projects and collaborated with different organisations. The CRS also focuses on developing its own internal initiatives that aim to address different concerns of the local community.

Sustainable Strategies: The CRS is fully funded by its parent organisation, the KLE Society. It is also able to generate revenue occasionally through collaborative ventures.

Number of listeners and Potential Outreach: Regions Hubballi city, Gokul, Navanagar, Amaragol, Gamanagatti, Sattur, Navalur, and Varur are within the broadcast limits of the CRS, and it has an active listener base of nearly 50,000 listeners.

Major concerns in the Community: The major concerns in the community are lack of development and lack of proper education and healthcare infrastructure. More initiatives from government bodies and other organisations in the development sector can prove helpful in improving the condition of the community.
Namma Naadi @ 90.4 FM
6th Floor, Telemedicine Wing Narayana Institute of Cardiac Sciences, NH Health City, 258/A Bommasandra Industrial Area Anekal Taluk, Bengaluru, Karnataka-560099

Contact Person: Mr. Varun K. S.
Contact Number: +91-7899002700
Email: community.radio@narayanahealth.org, varuna.ks@narayanahealth.org
Website: https://www.narayanahealth.org/community-radioprogram
Broadcast Timing: 7 AM to 7 PM for 12 hours a day
Broadcasting Language: Kannada

Genesis: Namma Naadi 90.4 FM was established in January 2017 by Narayana Hrudayalaya Foundation. The CRS is a service-oriented entity of Narayana Health with the support of Narayana Hrudayalaya Foundation, and is a community radio initiative by the healthcare conglomerate serving the geographic areas in and around Anekal Taluk, Bengaluru Rural. Namma Naadi (meaning ‘Our Pulse’ in Kannada) focuses on broadcasting programmes that are for the people and by the people of Anekal, and to nurture a society with an equal and inclusive attitude.

Thematic Focus: Programmes of Namma Naadi range from awareness and education for youth to health, music, literature, culture, environment and employment-based issues. The objective of the station is to enable a platform for the community members to be heard by local institutions, communities of interest and Government stakeholders. Namma Naadi hopes to address larger issues of the community such as sanitation, crime, substance abuse, health, education and safety that impact its culture and day-to-day life. The broader objective would be to serve as a consensus building platform between communities, local governing bodies and civic authorities to communicate and collaborate on shared goals.

Sustainable Development Goals: The SDGs that the CRS focusses on are:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 10: Reduced Inequalities

Primetime Programmes: Namma Arogya, and Namma Sangeetha Shaale are among the primetime programmes that are broadcast on Namma Naadi. Namma Arogya is a health-awareness programme that features expert doctors who address different health concerns, suggest treatments, discuss nutrition, and healthy lifestyle practices, and also bust myths related to healthcare and treatments. Health-related programmes are the core programmes of Namma Naadi and are among the most popular ones. Namma Sangeetha Shaale is a programme that features musicians who teach classical music to the listeners through the radio.
Innovations in format or any other way: Namma Naadi Radio narrowcasts its programmes and initiatives for the benefit of the community. The CRS reaches out to the community members in the remote and media-dark areas and shares information related to health and other topics with them. This helps the community members in identifying different health conditions, and learning home remedies to cure conditions common cold, sore throat etc. The CRS has also been able to work closely with different SHGs. Such initiatives help the CRS to forge a strong relationship with the community and contribute to their well-being.

Core Team: The core team at Namma Naadi is constituted by the Station Director, Station Manager, and twelve core members. There are six members in the administrative committee. The Programme Advisory Committee looks after the content development responsibilities. The CRS is supported by an enthusiastic group of student volunteers.

Major Projects Undertaken: Namma Naadi was part of the Election Awareness campaign in association with the Election Commission of India and SMART. It has also regularly participated in different campaigns of the Ministry of Ayush, in association with CEMCA. The CRS also partnered with different NGOs for campaigns on COVID-19 and vaccination drives.

Sustainable Strategies: Namma Naadi Radio draws most of its budget from the CSR funding of its sister concern, Narayana Health. The CRS is a volunteer-based entity and a large share of the work of the CRS is done with the help of volunteers. This significantly helps in cost-cutting. The CRS aspires to be a self-sustaining entity by generating revenue through the means of externally funded collaborations.

Number of listeners and Potential Outreach: 160 villages of the Anekal taluk are within the broadcast range of the CRS. The area has an estimated potential of nearly 4,50,000 people, and the CRS has an active listener base of approximately 50,000 listeners.

Major concerns in the Community: The major concerns in the community include lack of employment opportunities, and a lack of awareness about public welfare schemes. The region also needs better health-care infrastructure, and the local community must be made aware of different health concerns and risks.
Thematic Focus: The Radio Station is focussed on converging attention to several issues through its programmes. These shows cater to the need of generating awareness on women and child development, rural development, health and environment and education.

Sustainable Development Goals: Nammur Banuli focuses its work on the following SDGs:
- SDG 3: Good Health and Well-Being
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 6: Clean Water and Sanitation
- SDG 15: Life on Land

Primetime Programmes: The Station has the following primetime programmes:

Bitton Beleyona Programme- The programme is related to the developments in the agricultural sector. It is formulated to create awareness and discuss the latest formulations within this sector to keep people updated.

Akka Kelakka – The programme focuses on women empowerment by creating and spreading issues related to gender disparity. It encourages dialogue which can help bridge the gap between opportunities provided to men and women.

Chinnar Loka- Chinnar Loka is a popular one among the listeners as it creates a space for children’s programmes on a platform that is majorly accessed by adults.

Namma Sarkar Nammagagi Karyakarma – Another popular programme in this list, it spreads awareness on government schemes and policies to help people access and utilise the resources better.

Swachate – One of the most important programmes in this list is Swachate as it targets a basic necessity within the community. The programme is aligned with the government’s schemes and helps in promoting awareness related to clean water and sanitation.
Innovations in format or any other way: Along with broadcasting, the station uses narrowcasting too. They also collaborate with several NGOs and educational institutes across the States to run campaigns and necessary intervention projects in the community.

Core Team: The staff is presently eight strong. It includes a Station Director, 4 RJs, 2 Technical Assistants and a support staff. The Station Director deals with the stakeholders and is the decision-maker on the projects the radio carries out, while the Station Manager looks after the content and technical assistance with the help of technical staff.

Major Projects Undertaken: The Radio Station has undertaken several projects such as:
Rural Drinking Water and Sanitation Department Radio Program from May 2020 to April 2023.
SMART-BMGF COVID Campaign from 21 Nov 2020 to 5 Dec 2020.
FactShala Campaign in December 2020.

In collaboration with Jana Dhwani and CRA for the COVID-19 awareness programmes in July 2021.
Sakhi Samay-A project for Empowering Adolescent Girls Awareness Program in collaboration with Vihan.
Collaboration with Unicef and CRA for Swastya Sankalpa Awareness programmes in July 2022.
Har Ghar Tiranga Campaign in the month of August 2022.

FactShala, a news and information literacy programme, run by DataLEADS with support from the Google News Initiative Awareness programme in May 2023.

Sustainable Strategies: Nmmur Banuli receives technical and financial support from its parent organisation The Women's Welfare Society, Belagavi, which is around 60 percent of its annual budget. Apart from this, the sustainable strategy is to be self-sufficient and draw the rest 40 percent of the budget by the means of collaborative projects with leading NGOs and government departments.

Number of listeners and Potential Outreach: More than 200 villages of Hukkeri, Belagavi, Gokak and Chikkodi Blocks fall in the broadcast range. As per the census reports collected from the local bodies, these villages have a total population of around 1.5 Lakhs. From this outreach potential, the radio has an active listener base of around 25,000 people.

Major Concerns in the Community: The major areas of concern within the community are social issues like child marriage, child abuse, trafficking, lack of awareness regarding the use of toilets, unemployment and poverty.
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Contact Number: +91-9686392283  
Email: radioninada@gmail.com, vkkadaba@sdmcujire.in  
Website: https://www.sdmcujire.in/community-radio-2/  
Broadcast Timing: 7 AM to 9 AM and Evening  
5 PM to 7 PM for 4 hours a day  
Broadcasting Language: Kannada, Tulu, Konkani and English

Genesis: Radio Ninada 90.4 FM is a campus-based community radio, which has been an innovative communication tool for education, information and social empowerment of the local communities near Shri Dharmasthala Manjunatheshwara College, Ujire. The CRS was established on 28th December, 2015. The CRS started with just an hour of daily broadcast and has now expanded to four hours of daily broadcast. It is known as the voice of Belthangady. Radio Ninada is a strong influence in the region and has created a positive impact on its target community.

Thematic Focus: Radio Ninada has become an avenue for people who are marginalised due to lack of exposure. The CRS promotes a plethora of local cultures and also helps the community in matters related to health and legal awareness. Citizens’ rights, education, employment and entrepreneurship, and self-sustenance in agriculture and other activities are the main thematic areas of the community radio station.

Sustainable Development Goals: The SDGs that the CRS focuses on and aspires to achieve are:
SDG 3: Good Health and Well-Being  
SDG 5: Gender Equality  
SDG 6: Clean Water and Sanitation  
SDG 16: Peace, Justice and Strong Institution

Primetime Programmes: The primetime programmes of Radio Ninada are Radio Engineers, Jnanamrutha, Kruishi Sampada, Yuva Ninada, Yakshagana, Gana Majusha, Tuluvere Koota. These programmes broadly focus on areas like health, education, and social concerns. The CRS also broadcasts entertainment and cultural programmes during primetime, and contributes to preserving folk treasures like Yakshagana.
Innovations in format or any other way: Radio Ninada collaborates with educational and health institutions in the area for interventions to create awareness, educate and empower the community. These interventions help the community members make significant and positive changes in their lives, while establishing a strong bond with the CRS.

The CRS also leverages the expertise of doctors and healthcare professionals from its sister concern, SDM hospital, for the well-being of the community.

Core Team: The core team of Radio Ninada is constituted by the Director, Programme Head, Programme Coordinator, and six other team members. The principal of the parent organisation acts as the Director of the CRS.

Major Projects Undertaken: Radio Ninada was part of the COVID-19 awareness campaigns in association with CRA and UNICEF. The CRS worked on the election awareness campaign in association with SMART. Radio Ninada also develops internal initiatives that focus on addressing specific concerns in the target community.

Sustainable Strategies: Everything from daily expenses to infrastructure of Radio Ninanda is borne by the parent organisation, SDM Educational Society. Radio Ninada is also able to generate some revenue through the means of external projects.

Number of listeners and Potential Outreach: Forty two villages including Kokkada, Nelyadi, Uppinagady, Vamapadapadavau, Venoor, Charmady, Mundaje, Guruvayanakere, Shishila, Nala, Aladangady, Bethnagday, and Kaniyoor Nere fall within the broadcast range of Radio Ninada. These villages have a total population of 45,000 people and the CRS has an active listener base of nearly 30,000 listeners.

Major concerns in the Community: Lack of unemployment is a problem in the community. Lack of proper waste management strategies and inadequate sanitation facilities lead to health problems and environmental concerns.
Genesis: BEC Dhwani was established by Basaveshwar Engineering College (established 1963). It is the first radio station in Bagalkot and was inaugurated on 29th February, 2020. It was established with the objective to cater to the needs of the student community as well as the local community members in the nearby areas.

Thematic Focus: The broadcast content of BEC Dhwani mainly consists of community based themes like education, health awareness, food and nutrition, agriculture, and art, traditions and culture. The CRS disseminates information related to agriculture and allied sectors for the farming community, and preserves local folk culture and traditions through its programmes.

Sustainable Development Goals: BEC Dhwani focuses its work on the following:
- SDG 3: Good Health and Well-Being
- SDG 4: Quality Education
- SDG 7: Affordable and Clean Energy

Primetime Programmes: The primetime programmes that are broadcast by BEC Dhwani are Raita Mitra (agriculture), Namma Arogya (health awareness), Yuva Shakti (youth empowerment), Mahila Vedike (women empowerment), Kanunu Salahe (legal awareness), folk songs, Spoortiya Sele (motivational talk), Araluva Manasugalu (children’s programme) Mahiti Mane (information-based programme), and Vinana Sujnana (science).

Innovations in format or any other way: The CRS is managed and supported by the students for the welfare of the student as well as the local community. The CRS designs unique and community-specific programmes that focus on addressing the prevalent social problems in the community. Solutions to these problems are sought through the collective involvement of the community.
Core Team: BEC Dhwani has a small and efficient team which is headed by the Principal of the institution. The other team members include the Station Manager, Production Manager, Production Assistants as well as the radio jockey.

Major Projects Undertaken: The following are the major projects undertaken by the CRS so far:
COVID-19 awareness and as promotion of vaccination, in association with CRA
COVID-19 appropriate behaviour as well as the efficiency of vaccines, in association with SMART
Programmes series on National Education Policy
Swasthya Sankalp in association with UNICEF
Awareness on Lymphatic Filaria in association with SMART

Sustainable Strategies: BEC Dhwani is financially and technically supported by the parent organisation, Basaveshwar Engineering College. The CRS is also able to generate some revenue through externally funded collaborations with other organisations.

Number of listeners and Potential Outreach: The CRS has an active listeners of more than twenty five thousand listeners within its broadcast limits.

Major concerns in the Community: Despite a wide range of reformatory initiatives in agricultural extension in India, the access to and quality of information provided to farmers is not adequate. B.E.C. Dhwani CRS has made efforts to create awareness on seeds, water, fertilisers, and modern techniques that can produce better results. The CRS has also worked on raising awareness on different facilities, schemes, and benefits available for farmers through different departments. Hence, the CR strives to ensure that farmers have easy access to timely and cost-effective information to ensure better agricultural production and food security.
Contact Person: Shri. Janardhana GL  
Contact number: +91- 9480 431983, 08182 276279  
Email: radioshivamogga@gmail.com & janna. janni@gmail.com  
Website: www.radioshivamogga.in  
Broadcast Timing: 14 Hours of Terrestrial & Mobile App Broadcasting. 24 Hours of Broadcasting through Mobile Application  
Broadcasting Language: Kannada, English, Hindi, Tulu, Kodava, Konkani, Lambani, Tamil, Telugu, Marathi, Malayalam & Urdu  

Genesis: Kodachadri Integrated Development Society established Radio Shivamogga in 2022 as the first community radio station in the Malenadu region. The station focuses on primary and higher education, and empowering communities to address their needs. The CRS aims to be the voice of every community member and provide them a platform to express their concerns and aspirations.

Thematic Focus: The major focus area of Radio Shivamogga is education, which the CRS broadly categorised into primary, higher education and community-level education; the CRS also emphasises the importance of traditional learning systems. The other focus areas include environment, health, promoting local languages, culture and art.

Sustainable Development Goals: Radio Shivamogga broadly focuses its work on the following SDGs:  
SDG 2: Zero Hunger  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 6: Clean Water & Sanitation  
SDG-7: Affordable & Clean Energy  
SDG-8: Decent Work & Economic Growth  
SDG-13: Climate Action  
SDG-16: Peace, Justice & Strong Institutions

Primetime Programmes: Pramila Prapancha, Kalika Samaya, Gandhi Oodu, and Dr. Ambedkar Literature are some of the primetime programmes at Radio Shivamogga. Pramila Prapancha is a phone-in programme where women participants talk about their issues and share their experiences and suggestions to one another. Kalika Samaya is a programme that discusses contemporary issues at different stages of education. Gandhi Oodu and Dr. Ambedkar Literature are programmes based on the thoughts and philosophies of these stalwarts of the nation.
Innovations in format or any other way: The CRS has designed a special intervention programme known as College Katte where it visits nearby educational institutions and interacts with students, faculty and staff to discuss their concerns and aspirations.

The CRS also has its own web radio application which helps it engage with its young listeners.

Core Team: The core team at Radio Shivamogga is constituted by the Station Director, Station Coordinator, Station Manager, Technical Coordinator and radio jockeys. The core team is supported by an expert panel of professionals from different areas such as finance, healthcare, education, journalism etc. This panel regularly shares inputs that help programme conceptualisation at the CRS.

Major Projects Undertaken: The CRS has engaged in many projects in collaboration with different organisations and some of them are listed here - COVID-19 Awareness programme in collaboration with CRA, New Delhi; Amrutha Arogya programme for Gram Panchayats in collaboration with the Government of Karnataka; and, Nali Kali Vidhya Pravesha - a programme for teachers to prepare them for the upcoming academic year in association with DIET.

Sustainable Strategies: Radio Shivamogga is funded by its parent organisation and the CRS also creates its own revenue through the different partner projects it engages in. The CRS aspires to be a self-sustained entity in the near future.

Number of listeners and Potential Outreach: With a potential outreach of more than 5 lakh people, the CRS caters to more than 50,000 people through its broadcast services and another 20,000 listeners through its web radio app.

Major concerns in the Community: The major needs in the community are skill development and training programmes that will boost the employment prospects of the community members, knowledge dissemination of welfare schemes, and better health and educational infrastructure.
Contact Person: Dr. H.S. Kumara (Acting Station Director)
Contact number: 0821-2419905, 91-9901794737
Email id: radiomanasacrs@uni-mysore.ac.in
Broadcast Languages: Kannada and English,
Broadcast Hours: 7 AM to 9 AM for 02 hours a day, 12 PM to 2 PM and 4 PM to 6 PM (repeat)

Genesis: The University of Mysore, Mysuru, established Radio Manasa 89.6FM in 2021. The CRS was founded with the goal of enhancing and directing socio-cultural and educational activities through radio programmes, with a focus on educational programmes that would benefit both students and the local community. Through its various programmes and successful intervention strategies, the CRS continues to make an impact in the daily lives of its target community.

Thematic Focus: Radio Manasa's intervention has primarily focused on education-based programmes that would benefit both students and the community. The CRS also works on a wide range of areas including water conservation, gender equality, career guidance and life skills, and healthcare and treatment.

Sustainable Development Goals: Radio Manasa is working to expand its focus on SDGs but primarily focuses on the following:
SDG 3 : Good Health and Well-being
SDG 4: Quality Education
SDG 5: Gender Equality

Primetime Programmes: Health is Wealth, Nadedu Bandha Hadhi (special programme), Head of Department Interaction programme, student-participatory programmes, community development programmes, and educational programmes involving students and teachers are among the primetime programmes on Radio Manasa. The CRS also hosts special talk shows and phone-in sessions with well-known doctors, litterateurs, influencers, and experts from various fields.
Innovations in format or any other way: Broadcasting through Web Radio and connecting with the youth on social media platforms are the innovative techniques that Radio Manasa employs to expand its reach and influence. The CRS also leverages the University’s digital resources for the purposes. The CRS has been able to enhance student participation in different activities and improve their overall performance by helping them develop different skills.

Core Team: The staff at Radio Manasa has eight members. It includes the Programme Coordinator, three technical assistance staff and four other support staff. The governing council, programme coordination committee and panel of experts provide their inputs on different subjects. The CRS is supported by student volunteers who are actively involved in all phases of content creation and design.

Major Projects Undertaken: Radio Manasa has established a Memorandum of Understanding and is collaborating with the All India Institute of Speech & Hearing (AIISH), Mysuru and Excel Soft Technologies Pvt. Ltd., Mysuru, to deliver content related to educational programmes.

Sustainable Strategies: At present, Radio Manasa is fully funded by its parent organisation, the University of Mysore. The CRS has made attempts to procure grants for newly established community radio stations from the Ministry of Information & Broadcasting. Radio Manasa plans to raise at least forty percent of its budget by creating its own revenue streams in the future.

Number of listeners and Potential Outreach: The University of Mysore has at least 1,25,000 students and Radio Manasa has an active listener base of more than 25,000 from this potential outreach capacity. Major Concerns in the Community: The primary needs within the community are to create a platform for information exchange, networking of groups for capacity-building activities, providing academic guidance and solutions to the student community by involving faculty members and subject experts, creating a platform for intellectual discussion among stakeholders, and promoting local talent and culture through various programmes.
Contact Person: Dr. Sudha V. Mankani
Contact Number: +91-9480552339
Email: kvkhulkoti@gmail.com
Broadcast Timing: 4 hours a day
Broadcasting Language: Kannada

Genesis: Sahakar community radio station was established in Gadag, Karnataka, with the objective of serving the community in critical areas that contribute to their well-being. The CRS aims to be a source of credible information as well as entertainment for the target community. The CRS believes in involving the community members in all its activities and creating programmes that cater to their specific needs.

Thematic Focus: The primary thematic focus areas of the CRS are agriculture and its allied sectors, youth empowerment, rural development, livelihood, education, and health. The CRS strives for social empowerment of the community members by enhancing their knowledge and abilities across different aspects.

Sustainable Development Goals: For the betterment of the community, KVK focuses its programmes on these SDGs:
SDG 3: Good Health and Well-Being
SDG 12: Responsible Consumption and Production
SDG 16: Peace, Justice and Strong Institution

Primetime Programmes: The CRS has a large pool of programmes for specific allied sectors of agriculture like livestock, animal husbandry, horticulture etc. The CRS disseminates information related to the latest updates in the agricultural sectors. The CRS hosts programmes that feature agricultural experts, scientists from KVKs, and progressive farmers who address the concerns of the local farming community. It has many programmes on rural development, and human and livestock nutrition. It broadcasts programmes about different government welfare schemes related to agriculture, rural development, and health.

Apart from this, the CRS also broadcasts children’s programmes, music, philosophical and motivational talks, and other entertainment programmes.
Innovations in format or any other way: Focus Group Discussions are organised involving community members from different sectors, and representatives of government departments and NGOs. This helps in sharing knowledge and resolving problems through collective efforts. The community members suggest topics and areas to focus on while developing programmes. They provide inputs in key areas and help develop modules on topics like Integrated Farming System, Alternative Land Usage System, Agro-Industries, and Value Addition. The community members are of the opinion that they have been able to draw benefits from the programmes of the CRS.

Core Team: There are thirteen members in the core team of Sahakar Radio. The CRS is also supported by inputs, and feedback from the community members.

Major Projects Undertaken: Sahakar Radio is yet to be part of a major external project. The CRS has so far worked on its internal initiatives to address the specific needs and concerns in the community.

Sustainable Strategies: At present, Sahakar Radio is supported by the Agricultural Science Foundation (Host Institution of ICAR-KVK, Gadag). The CRS aspires to be a self-sustaining entity in the future by being a part of funded projects with other organisations and government agencies.

Number of listeners and Potential Outreach: Sahakar Radio has a strong potential outreach of 11.63 lakh people within its broadcast limits. Currently, the CRS has an active listener base of nearly 19,000 listeners.

Major concerns in the Community: The major areas of concern in the community are unemployment, lack of awareness about recent technological advancements and mechanisation in agriculture and allied fields. The community needs to be sensitised in secondary agriculture. Malnutrition and nutritional deficiencies should be addressed through awareness programmes.
Contact Person: Mr. Shivaji Ganeshan, Ms. Sulochana G.S  
Contact Number: +91-9845606952, 8073657329  
Email: radiosiddhartha@live.in  
Broadcast Timing: 6 AM to 9 AM, 12 PM to 3 PM and 6 PM to 9 PM  
Broadcasting Language: Kannada  

Genesis: Radio Siddhartha was set up in 2009 by Sri Siddhartha Centre for Media Studies. The parent organisation is Sri Siddhartha Education Society, Tumakuru. The vision of Radio Siddhartha is to transform its target community in Tumakuru city and its neighbouring villages by educating them about areas that are critical to their well-being.  

The vision and mission of Radio Siddhartha is to promote and to bring awareness to the Community about education, health, agriculture, culture, women empowerment etc. People of Tumakuru city and surrounding villages are benefited by getting various programmes.  

Thematic Focus: Health, culture, women empowerment, and agriculture are the areas that Radio Siddhartha primarily focuses on. The CRS strives to bridge socio-economic gaps in the community by working on aspects like livelihood and education. The CRS also focuses on preserving the rich local culture and traditions through its programmes.  

Sustainable Development Goals: The SDGs that Radio Siddhartha focuses on are:  
SDG 3: Good Health & Wellbeing  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 6: Clean Water and Sanitation  

Primetime Programmes: The primetime programmes broadcast by Radio Siddhartha are Shikshana Vani (an educational programme), Arogya (health-based programme), and English Kalike (programme to improve communication skills in English). In addition to this, the CRS also broadcasts programmes on hygiene and sanitation that aligns with the Swachh Bharat mission. The CRS also creates programmes that incorporate cultural and literary elements to preserve and promote them,
Innovations in format or any other way: Through its narrowcasting endeavours, the CRS reaches out to the community members and creates awareness about various topics. Recently, it has been promoting sanitation and hygiene awareness in the community in collaboration with the Department of Rural Drinking Water Supply and Irrigation.

Core Team: The core team at Radio Siddhartha includes the Director, Assistant Director, Station In-charge, Programme Coordinator, Programme Executive, and Programme Production Executives.

Major Projects Undertaken: Radio Siddhartha has worked on Swachha Bharat Schemes in association with the Department of Rural Drinking Water and Sanitation, supported by the jilla panchayat. The CRS has collaborated with SMART and UNICEF for several initiatives including COVID-19 campaigns which were widely appreciated. Under the Drishti Project in association with the University of Mysuru, the CRS broadcast English learning programmes conducted by teachers for blind students.

Sustainable Strategies: Radio Siddhartha is financially supported by its parent organisation, Sri Siddhartha Education Society, but is in need of more grants for sustenance. Community radios often lose projects because of the misconceived notion that it is no more effective in reaching out to the masses. The CRS aspires to be a part of more funded projects in the future.

Number of listeners and Potential Outreach: The CRS cover the Tumkur city and five gram panchayats that have a total population of more than ten lakh people.

Major concerns in the Community: The community needs better facilities and infrastructure in many areas including education, health, and sanitation. They need to be made aware of their fundamental rights and entitlements.
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Contact Number: +91-8050809885, 08251-298499
Email: radiopanchajanya@gmail.com
Website: www.radiopanchajanya.com
Broadcast Timing: 7.00 AM to 9.00 AM and 6.00 PM to 8.00 PM (repeat) for 4 hours a day
Broadcasting Language: Kannada, English, Hindi, Tulu and Konkani

Genesis: Radio Panchajanya was launched on 12th January, 2017 on the eve of Swami Vivekananda Jayanti by Smt. Nirmala Sitharaman, (then Union Minister of Commerce and representative of Karnataka in the Rajya Sabha). The CRS was established with the objective to cater to the needs of the local community, address their concerns, and be a source of entertainment and information.

Thematic Focus: The primary thematic focus areas of Radio Panchajanya are health, education, culture, literature and art, agriculture, and dissemination of critical information such as welfare schemes of the government. The CRS focuses on areas that are critical to the well-being and holistic development of the local community.

Sustainable Development Goals: Radio Panchajanya has created programmes to realise the following goals:
SDG 3: Good Health and Well-Being
SDG 12: Responsible Consumption and Production

Primetime Programmes: Radio Panchajanya has a large pool of programmes which are broadcast during prime-time. The programmes include Swamy Vivekananda, Animuttu, Chiththana, Gurunamanna, Ganavaibhava, Adhyatma, Suhasini, Krsiloska, Shastreya Sangeeva, Vijna Vismaya, Nadavaibhava, Kogile, Ilakhamahiti, Kalamhati, Tulug Bolpu, Taregathala Thata, Purthaka Parichaya, Shramajivevi, Varada Atiti, Sahitya Sangama, Vaida Devo Bhava, Makkal Karyakrama, Atadangal, Nudideep, Yakshalana, Jaan Saddi, and Yakshagana Talamaddal. These programmes aim to provide a variety of cultural and educational content to the community. The programmes also disseminate knowledge and help enhance the awareness of the community, as well as provide a platform for the sharing of their concerns and experiences.
Innovations in format or any other way: The CRS uses a diverse range of formats to package its programmes, which include dramas, discussion, live phone-in conversations, interviews, etc. The CRS has its own mobile application so that the listeners can tune in to the programmes. The CRS also efficiently harnesses social media platforms as a tool to reach out to a larger audience.

Core Team: Eleven members form the core team of Radio Panchajanya. The station is headed by the Station Director; other members of the core team assist him and essay different responsibilities to ensure the smooth functioning of the CRS.

Major Projects Undertaken: Radio Panchajanya has been an active participant in many awareness campaigns and vaccination drives related to COVID-19, in association with UNICEF. The CRS was a part of the International Day of Yoga campaigns in association with the Ministry of Ayush and CEMCA. The CRS was also involved in campaigns related to breastfeeding, nutrition, sanitation, and education.

Sustainable Strategies: The parent organisation of Radio Panchajanya contributes funds that meet about fifty percent of Radio Panchajanya’s annual expenses. The rest of the expenses are met through revenue created from paid collaborative projects with different organisations and external agencies.

Number of listeners and Potential Outreach: The CRS broadcasts its programmes in an area with a potential outreach of at least four lakh people. The CRS has an active listener base of 15,000 listeners through broadcast and a minimum of 4,000 listeners through the means of the web radio application.

Major concerns in the Community: The community is affected by poverty, illiteracy, lack of employment opportunities, and low income. The condition of the community can be substantially improved by organising skill development and capacity building workshops for the community members.
Community Radio Mattoli @ 90.4 FM
Dwaraka, Nallurnad Post, Mananthavady,
Wayanad Dist, Kerala – 670645

Contact Person: Fr. Bijo Thomas Karukappally
Contact Number: +91-9447264935,
Email: radiomattoli@gmail.com
Website: www.radiomattoli.com
Broadcast Timing: 24 hours
Broadcasting Language: Malayalam & Tribal Dialects

Genesis: Wayanad, an agrarian society in Kerala, faces socio-economic and educational challenges due to a significant information gap. As one of the 90 minority-concentrated districts in India, Wayanad is the only one in Kerala. To address these issues, Wayanad Social Service Society proposed launching a community radio service. In March 2007, the Wayanad Social Service Society submitted a licence application, which took nearly two years to process. The grant of permission agreement was signed on 1st June, 2009, and radio Mattoli began airing on the same day. The community radio serves as a versatile tool for development communication and bringing about change in the district.

Thematic Focus: Radio Mattoli focuses on various themes, such as women's education, healthcare, agricultural education, and healthcare. Radio Mattoli, founded in 2009, is a broadcasting station that advocates for marginalised communities and sections, including marginal farmers, tribes, Dalits, agricultural workers, women, and senior citizens. Since its inception, Radio Mattoli has played a crucial role in socio-cultural and economic development in Wayanad, addressing the district's economic and educational backwardness through information-rich programmes. The majority of the population in Wayanad are farmers, and the majority of the radio programmes are geared towards addressing their needs and concerns.

Sustainable Development Goals: Community Radio Mattoli has programmes covering almost all the SDGs, some of them are listed below:
SDG 2: Zero Hunger
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 10: Reduced Inequalities
SDG 11: Sustainable Cities and Communities
SDG 12: Responsible Consumption and Production

Primetime Programmes: Primetime programmes that are broadcast on Radio Mattoli include Njattuvela and Vayalnadu, which discusses current trends and challenges in the agricultural and farming sector, climatic change hazards, market values, and weather.
forecasts. It also shares scientific knowledge on various agrarian crops, cultivation methods, organic farming, and success stories of farmers. Vanitha Mattol focuses on women's insights on parenting, child care, health, hygiene, family budget, organic menus, and recipes for delicious cuisine. Thudichetham broadcasts daily programmes in tribal language, introducing the rich culture and practices of indigenous people to the general public. Arogyavedi offers health-related programmes in association with the Health Department, including NHM, mental health, Ayurveda, Homeopathy, and allopathy.

Innovations in format or any other way: The CRS has implemented innovative techniques to reach the audience, such as radio documentaries, success stories, skits, dramas, live phone-in programs, interviews, panel discussions, women-oriented talk shows, and quizzes. They have initiated a radio listeners club called ‘Mattolkootam’ in every village of Wayanad district, transforming listeners into agents of social change. These community-based listeners clubs become part of the radio by producing and monitoring programmes responsibly. The motto of Mattolkootam is ‘Nammalonnai Namayumulla Nadina’ which means together towards a better community. Grama Mattoli is a special community-based activity aimed at promoting community participation in producing and broadcasting radio programmes. The staff and volunteers visit villages during holidays to collect village experiences, news, and songs. Radio sets are distributed to tribes and challenges are addressed in collaboration with various agencies. Community volunteers are trained in tribal hamlets to become programme producers and promoters of community radio services in Wayanad.

Core Team: Radio Mattoli has twenty six members in its managing committee and the core team at the CRS includes the Station Director, Assistant Director, and Technical Incharge, and fifteen staff members who essay various roles.

The CRS also has 126 volunteers from different geographical locations to monitor the impact of the programmes and report the feedback.

Major Projects Undertaken: The organisation has undertaken several major projects, with partners including UNICEF, SMART, NABARD, and CRA, to raise awareness on routine immunisation and COVID-19 vaccination, digital literacy, and food safety. It also collaborated with the Ministry of Ayush and CEMCA on International Yoga Day.

Other key partners include the Energy Management Centre, National Health Mission, Directorate of State Lotteries, Farm Information Bureau, Norka Roots, Centre for Development of Imaging Technology, Labour Commissionerate, Legal Metrology Department, DAVP, PRD, Kerala Academy for Skills Excellence, Additional Skill Acquisition Programme, Information & Public Relations Department, Police Information Centre, Excise Department, Life Mission, ANERT, Industrial Training Department, Kerala State Suchitwa Mission, Women & Child Development, State Kudumbashree Mission, Disaster Management Authority, AIDS Control Society, Kerala Women Commission, Registration Department, and Animal Husbandry Department,

Sustainable Strategies: The CRS adopts various sustainable strategies to ensure its success: content sustainability through participatory communication, community meetings, volunteer panel, free broadcast, Grama Mattoli, radio programmes, content sharing and production, workshops, forums, webinars, panel discussions, and school clubs. Human resource sustainability strategies include value-based approaches, training, capacity building, workshops, forums, webinars, and panel discussions. Technical sustainability is ensured through modern equipment, infrastructure, and timely interventions, with qualified personnel using appropriate instruments and technologies.

Financial sustainability is a significant challenge for Community Radio Stations in India, as it involves managing expenses and funding. Radio Mattoli has developed various strategies for fund mobilisation, including projects/grants, advertisements, technical expert services, and donations. These models aim to ensure the smooth operation of the radio station.

Number of listeners and Potential Outreach: Radio Mattoli covers 83% of Wayanad’s population, with 6,79,340 people in its land jurisdiction. The estimated number of listeners is over 5,00,000 through mobile apps, live streaming, and podcast services.

Major concerns in the Community: Wayanad being an agrarian community faces financial crisis due to lack of minimum support price for crops. Besides, human-wildlife conflict and increasing number of wild animal attacks are major concerns of the farmers here. Wayanad is geographically isolated from other parts of the state and connectivity is another concern that may be solved with new railway lines to this district.
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Contact Number: +91-9447115580, 8921074637  
Email: radiomacfast@macfast.org, radiomacfast@gmail.com, tom@macfast.org  
Website: www.radiomacfast.org  
Broadcast Timing: 5:45 AM to 12 AM for 18 hours a day  
Broadcasting Language: Malayalam

Genesis: Radio MACFAST-90.4, Kerala’s second campus-based community radio station and the 46th community radio station in India, is the community service arm of Mar Athanasios College For Advanced Studies Tiruvalla (MACFAST) in Pathanamthitta district. Launched on November 1, 2009, Radio MACFAST has always been a partner-friend of the common mass who constitute its massive listener base. The CRS believes that interventions focused at the grassroots level can lead to creation of a knowledgeable society, and help bridge the knowledge gaps in the community. Radio MACFAST is a strong and influential presence in the Travancore region of Kerala, spread across the four districts of Pathanamthitta, Alappuzha, Kottayam and Idukki.

Thematic Focus: The major focus area of Radio MACFAST has been education. The CRS focuses on producing programmes that discuss the existing educational infrastructure and find ways to improve the present condition. The other focus areas of the CRS include environmental concerns, social issues, charity and philanthropic activities for the welfare of the poor and marginalised, and promoting skill development and economic activities in the community.

Sustainable Development Goals: The SDGs that the CRS focusses on are:
- SDG 4: Quality Education
- SDG 6: Clean Water and Sanitation
- SDG 8: Decent Work and Economic Growth

Primetime Programmes: The primetime programmes that are broadcast on Radio MACFAST are Greeting Cards, Mozhimuthu, Medi Talk, Nattinpuram, Song on Demand, Janahitham, and Cocktail. These programmes include live phone-in interactions with the listeners, discussions on health, musicals, and motivational content. Janahitham is a programme that seeks the opinion of the common mass on various relevant topics, socio-political matters, and everyday events. This is a platform for the community to address different concerns that affect the society at large.
Innovations in format or any other way: Along with its broadcast practices, Radio MACFAST has adopted an under-developed hamlet named Koombummoodu in the upper Kuttanad region as a ‘Radio Gramam’. The aim of the CRS is to provide clean drinking water to the families in the area and also cater to the educational needs of the children there.

Core Team: The core team at Radio MACFAST has eleven members, which includes the Chairman, Station Director, Programme Production Manager, two sound engineers, two marketing staff, and five radio jockeys. The CRS is also ably supported by student volunteers.

Major Projects Undertaken: Radio MACFAST-90.4, in partnership with Tiruvalla Municipal Corporation, launched the Clean and Green Tiruvalla project in 2010 to raise awareness about environmental cleanliness and waste management. The station has organised various programmes and public awareness campaigns, coining the slogan “Not In My Backyard” (NIMBY) but “In My Backyard” (IMBY),” promoting a healthy waste disposal culture. The project has received the State Government’s prestigious award, Nava Kerala Puraskaram, in 2020, and has prepared and broadcasted a programme called “Waste: Wealth in a Wrong Place.”

Radio MACFAST and its parent body, MACFAST, are working to raise awareness about substance abuse and its negative effects. They have prepared and aired promotional audios to warn the community about substance abuse.

In 2020, Radio MACFAST adopted an underdeveloped hamlet, Koombanmoodu, in the Upper Kuttanad panchayat in Thiruvalla taluk, to provide drinking water to the hamlet. The local body agreed to cooperate with Radio MACFAST in adopting Koombanmoodu as a Radio Gramam in 2021-22. The radio station has also aired radio programmes highlighting the plight of the villagers and organised free Ophthalmology camps for the villagers.

In response to the COVID-19 pandemic and lockdown, Radio MACFAST launched the “Arivum Athijeevanum” project, which aims to boost the self-confidence of the common people during lockdown. The station distributed LED television sets to seven financially poor and differently-abled children at a special school in Kadamankulam near Mallappally on August 3, 2020, to attend online classes during the lockdown period.

In addition to this, Radio MACFAST has designed and executed many other initiatives, and also been an active participant in regional and national projects in association with renowned organisations.

Sustainable Strategies: Radio MACFAST is fully funded by its parent organisation, MACFAST. The CRS is also able to create revenue through externally paid projects.

Number of listeners and Potential Outreach: Radio MACFAST is a popular presence in the Travancore region, and has a listener base of nearly ten lakh people.

Major concerns in the Community: The major concern in the area is the scarcity of clean drinking water, and flooding during monsoon season. The community members also lack awareness about different opportunities and schemes.
Contact Person: Mr. Ferdinand Peter
Contact Number: +91-9744722299
Email: radiobenziger@gmail.com
Broadcast Timing: 24 hours a day
Broadcasting Language: Malayalam, Tamil, Hindi, Telugu and English

Genesis: The Bishop Benziger hospital has been providing quality healthcare at affordable costs to the people of Kollam for the last 75 years. Apart from healthcare delivery, this not-for-profit organisation is also involved in several activities to express its social commitment to the community it serves. Community Radio Benziger which was established on November 7, 2010 is yet another attempt to reach the community and to shift the point of focus from the hospital to the community.

Thematic Focus: Being part of a healthcare organisation, the primary focus area of Radio Benziger has been community health and welfare. The other focus areas on which the CRS works are mental health, urban domestic agriculture, and addressing environmental issues. The CRS has worked on many initiatives that focus on developing a healthy, socially-aware and responsible community.

Sustainable Development Goals: Community Radio Benziger primarily focuses on achieving these SDGs:
SDG 3: Good Health and Well-Being
SDG 11: Sustainable Cities and Communities
SDG 12: Responsible Consumption and Production
SDG 15: Life on Land

Primetime Programmes: The primetime programmes that are broadcast on Radio Benziger include Kathodu Kathoram, Doctor Live, Mental Health, Mindiyum Paranjum, and Ellarum Chollanu.

Kathodu Kathoram is a three-hour long, phone-in programme for the community members to express their views and concerns, share knowledge, and find solutions to different problems through collective efforts, which facilitates the community-bonding process. The programme also serves the purpose of identifying topics/issues to focus on and develop new programmes based on that. Doctor Live is a hour-long phone-in programme that addresses the prevalent health concerns in the community. A consultant psychologist addresses various mental concerns through the programme Mental Health, and also offers in-person counselling if needed. Ellarum Chollanu and Mindiyum Paranjum are community-participation programmes that focus on different themes.
Innovations in format or any other way: Narrowcasting, podcasts, organising community meetings and competitions, and radio-enabled learning courses are various innovative methods used by the CRS to create a difference in the lives of the target community.

Core Team: Radio Benziger has a large and efficient team which is constituted by the Station Director, Programme Coordinator, announcers and other staff members. There is a panel of three community members who regularly review the content created by the CRS. In addition to the staff, there are more than two hundred community members who actively participate and contribute to the activities of the CRS.

Major Projects Undertaken: Radio Benziger has developed radio-enabled open courses based on community health and household agriculture, and has radio exhibitions on the occasion of World Radio Day. The CRS has been an active participant in regional and national initiatives funded by external organisations.

Sustainable Strategies: Radio Benziger receives support from its parent organisation. The CRS is empanelled with the Kerala State Public Relations Department, and also receives grants from business enterprises and individuals in Kollam.

Number of listeners and Potential Outreach: Radio Benziger is able to reach out to almost 65 percent of its outreach potential and has an active listener base of approximately three lakh listeners.

Major concerns in the Community: The major concerns in the society include health concerns aggravated by the recent pandemic, livelihood issues among the fishermen due to various reasons, and issues related to waste management and the resulting pollution.
Contact Person: Vipin Raj  
Contact Number: +91-9447968033, 0481 2720025  
Email: mail@radiomediavillage.com  
Website: www.radiomediavillage.com  
Broadcast Timing: 24 hours a day  
Broadcasting Language: Malayalam, Hindi, English and Tamil

Genesis: Radio Media Village 90.8 is the first FM community radio service in the Kottayam district of Kerala, and started its broadcasting on 10th February 2012. This radio station is licensed to St. Joseph College of Communication, which is the first university affiliated media college in South India. Radio Media Village is a radio station of the community in every sense, with strong community participation in every aspect. The CRS broadcasts its programmes throughout the day, and is supported by a large number of community volunteers. Through its programmes, the CRS has been able to positively influence the lives of those around it.


The major focus areas of Radio Media Village are agriculture, health, women empowerment, protection of children, rural development, disaster management, legal empowerment, and economic growth of the local community. The CRS also actively supports charity events and philanthropic initiatives for the welfare of the marginalised and impoverished members of the community.

Sustainable Development Goals: The SDGs that the CRS focuses on are:
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 8: Decent Work and Economic Growth  
SDG 12: Responsible Consumption and Production

Primetime Programmes: The primetime programmes that are broadcast on Radio Media Village are Morning Cafe, Music Hungama, and Enjoy Enjami. Other signature programmes include Radio Help Desk, Health and Life, Road Safety, Hrudayamozhi, Naadum Naatarum, Ente Naadu Nammude Radio, Kannadikazcha, Nattumukku, Vartha Veekshanam, Thudithalam, Job Banking, Children's Park, MLA on Live, Radio@Panchayat, Friday Movies, AJ Talks (Current Issues), Loud Speaker, and Doctor's Live.
These programmes are a combination of various formats that educate, entertain, and empower the society. The programmes even feature local representatives and political figures who discuss various concerns and try to find solutions through collective efforts. This promotes transparency and accountability in the work of the local administrative bodies.

Innovations in format or any other way: The vast range of innovative programmes at Radio Media Village attracts many listeners. The CRS narrowcasts its programmes and initiatives by organising camps and events in collaboration with the local educational institutions, hospitals, and NGOs. Active social media presence and promotion is another way through which the CRS engages with the audience and community at large.

Core Team: Radio Media Village has a large and extensive team. The governing body consists of fifteen members, the programme management committee is constituted of thirty members, and there are eighteen additional staff who manage different responsibilities. There are three hundred volunteers who actively participate and promote the activities of the CRS.

Major Projects Undertaken: Radio Media Village has been involved in numerous projects which include the International Day of Yoga campaigns in association with CEMCA and the Ministry of Ayush, the election awareness campaign in collaboration with SMART and the Election Commission, and the Disaster Management campaign in association with Ideosync. The CRS has also been a key contributor in various campaigns on nutrition, health, organic farming, and waste management.

Sustainable Strategies: Radio Media Village is fully funded by its parent organisation St. Joseph College of Communication. The CRS is able to generate revenue through funded collaborations and advertisements.

Number of listeners and Potential Outreach: The CRS broadcast its programmes to parts of Kottayam, Pathanamthitta, Alappuzha, and Idukki districts in Kerala, and has an outreach potential of nearly three lakh people with an active listeners base of one lakh listeners.

Major concerns in the Community: The major concerns in the community are seasonal health concerns and disasters due to erratic rainfall. Effective waste management strategies are the need of the hour to protect the environment from being polluted and water resources from being contaminated.
Contact Person: Mr. Sunil Subrahmanian  
Contact Number: +91-9544191139  
Email: Radio@ahalia.in, Ahaliaradio@gmail.com  
Broadcast Timing: 5.30 AM to 12 AM for 18.5 hours a day  
Broadcasting Language: Malayalam, English and Tamil

Genesis: Ahalia FM 90.4 was established in 2014 by Ahalia Health Heritage Knowledge Village. Ahalia FM uses the powerful medium of community radio to meet the requirements of the target community by producing and broadcasting programmes of local relevance and interest. The CRS is also a platform for people to access information, understand their own needs, voice their concerns, and express their views on different subjects; it is also an ideal space for knowledge dissemination and sharing for the benefit of the community. Ahalia FM has played an important role in bringing social and long-term changes in the region.

Thematic Focus: Agriculture, professional and economic growth, women and youth empowerment, education, and environment have been the major focus areas of Ahalia FM. The CRS is continuously working on areas of critical concerns and tries to find resilient solutions for the same. The CRS promotes social inclusivity and empowerment of all individuals as part of its programmes and initiatives.

Sustainable Development Goals: Ahalia radio is actively working to achieve the given goals:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 6: Clean Water and Sanitation
SDG 13: Climate Action

Primetime Programmes: The prime time programmes of Ahalia FM are Ezhuthola, Kaleidoscope and Guest Room. Ezhuthola covers all the latest issues and encourages the listeners to broaden their perspectives on concerns and issues around them. The programme explores issues from various perspectives and lenses. Kaleidoscope is an infotainment programme which focuses on the wonders of the world, and improving language skills through different themes. Guest Room is an interactional phone-in programme where experts from different fields address different concerns in the community, share their knowledge and experiences, and try to find solutions to the prevalent problems.
Innovations in format or any other way: Ahalia FM collaborates with the educational institutions in the area to organise various awareness campaigns and other initiatives for the benefit of the community. The CRS has been a key contributor during the times of the Kerala flood and the COVID-19 pandemic in community welfare activities, and worked closely with the Public Relations Department. The CRS also received many accolades and appreciation for their timely interventions and valuable contributions.

Core Team: Ahalia FM has eight members in its core team. The CRS receives support from student volunteers, teachers and community members in the activities of the CRS. They provide feedback for the programmes and also provide inputs that help in developing better initiatives for the future.

Major Projects Undertaken: Ahalia FM was part of the International Day of Yoga campaigns in both 2021 and 2022, in association with the Ministry of Ayush and CEMCA. The CRS partnered with UNICEF for the COVID-19 vaccination drives, and for the election awareness campaign in association with SMART. Sustainable Strategies: Ahalia FM is financially and technically supported by its parent organisation, Ahalia International. The CRS also tries to generate revenue through paid collaborations and advertisements with external agencies and organisations.

Number of listeners and Potential Outreach: The villages of Chittur, Alathur, Palakkad, and Nenmara are within the broadcast range of the CRS, and the CRS has an active listener base of almost one lakh listeners.

Major concerns in the Community: The community is often unaware of the latest socio-political developments and social concerns. They need to be enlightened and empowered to make them better, responsible and socially aware citizens.
Contact Person: Ms. Salini S Nair  
Contact Number: +91-9895335763  
Email: voiceofalleppey@globalradio.in, marketing.globalradio@gmail.com  
Broadcast Timing: 6 AM to 11 PM for 17 hours a day  
Broadcasting Language: Malayalam, Hindi and English  

Genesis: Global Radio was started in 2014 by Global Educational Net, and is situated in Alappuzha district of Kerala. The CRS primarily caters to a farming community, and is dedicated to disseminating knowledge related to the agricultural sector and its allied practices, while also creating awareness around prevalent concerns in the target community. With a diverse range of programmes and initiatives that focus on the welfare of the community, Global Radio is becoming increasingly popular amongst the community members. The CRS has been successful in establishing a strong connection with the community and influencing their lives positively.

Thematic Focus: Global Radio primarily focuses on agriculture and its allied practices. The CRS promotes the sustainable development of the local farming community by promoting effective agricultural practices and the use of the latest technology. The CRS encourages practices like organic farming, and setting up kitchen gardens amongst the local community members.

Sustainable Development Goals: The SDGs that the CRS focuses on are:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 6: Clean Water and Sanitation  

Primetime Programmes: Angana is one the popular primetime programmes which is broadcast on Global Radio. The programme has three segments that focus on problems and challenges faced by women in their daily lives, nutrition, and hygiene.

The CRS produces programmes that are community-specific and delivers them in a variety of ways which include pre-recorded talks, expert advice, live phone-in conversations, discussions, etc. Through these programmes, the CRS addresses various issues and concerns in the community and tries to find resilient resolutions.
Innovations in format or any other way: Global Radio narrowcasts its programmes in order to reach a larger audience. The CRS also involves local schools, colleges, and community groups to organise events in the community. This helps the CRS foster a strong relationship with the community, understand their concerns, and design specific initiatives for the same.

Core Team: The core of Global Radio is constituted by the Station Director, Station Manager and other members who contribute to the seamless operation of the CRS. Global Radio is also supported by a dedicated group of volunteers who belong to different walks of life and are enthusiastic about the activities of the CRS.

Major Projects Undertaken: Global Radio has been an active participant in regional and national projects, and has collaborated with organisations like Ideosync, UNICEF, and SMART for different initiatives. The CRS also works on its own internal projects that aim for the welfare of the community.

Sustainable Strategies: Global Radio frequently faces fund shortages and finds it difficult to execute its initiatives. The funds from advertisements and other streams are minimal and are not enough to sustain daily activities of the CRS.

The CRS strives to procure funds and generate revenue through sustained funded collaborations with different organisations and government agencies.

Number of listeners and Potential Outreach: The broadcast range of Global Radio covers at least nine villages that each have a population of more than 50,000 people. The CRS has an active listeners base of at least 45,000 listeners.

Major concerns in the Community: The educational infrastructure in the community needs to be improved. The community also needs access to clean drinking water and effective waste management systems.
Contact Person: Mr. Nirmal Raj K.
Contact Number: +91-8606609000
Email: janvanifm@gmail.com
Broadcast Timing: 24 hours
Broadcasting Language: Hindi, English, Malayalam, Tamil and Sanskrit

Genesis: Janvani FM Community Radio Station started its broadcast operations on 2nd October 2012. The CRS was established with the support of the NGO named Academic and Technical Education Development Society (ATEDS). The CRS works with a vision to contribute to the overall development of the community through its initiatives. Uplifting and improving the lives of the fishermen community, empowering women, promoting the education of children, and providing health guidance to the rural community are some of the ways in which the CRS actively contributes to the society. The CRS maintains a strong relationship with the community and develops programmes to inform, educate and empower them.

Thematic Focus: Janvani FM focuses on rural development and concentrates on areas that are critical to improving the lives of the rural community. These specific areas include health, hygiene and nutrition, education, employment, women empowerment, supporting entrepreneurial ventures and small enterprises, promoting sustainable livelihoods, etc. The CRS aims to build a rural community that is economically independent, socially aware, healthy and educated.

Sustainable Development Goals:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 13: Climate Action
SDG 14: Life Below Water

Primetime Programmes: Mozhi Muthukal, Dina Vruthantham, Kunkuma Cheppu, Tamil Vani, Loka Vruthantham, Kutthkhatha, Rajanigandhi Special Edition, Uchappatu, and SMS Aashamsa Gaanangal are the primetime programmes that are broadcast by Janvani FM. These programmes are mostly designed to be infotainment sources for the community members which address the prevalent issues and concerns and provide valuable information in an entertaining manner.
Innovations in format or any other way: Janvani FM encourages the formation of radio clubs in schools, SHGs, NGOs, youth clubs, colleges and libraries which help preserve the culture and local traditions among the youth. This practice engages the community and boosts community participation in different initiatives. The CRS is committed to developing programmes that cater to the educational, developmental, social, and cultural needs of the community. The CRS is also active on all major social media platforms where it regularly shares updates and also helps verify fake news and trends on social media.

Core Team: Radio Janvani has a large and efficient team that is constituted by the Station Director, Assistant Director, Programme Coordinator, Assistant Administrative Director, and other support staff. The core members of the team curate the content for programmes, and are also responsible for the package and delivery.

Major Projects Undertaken: Janvani FM has been an active contributor to several national and regional initiatives. The key partners of CRS include CEMCA, UNESCO, UNICEF, CRA, SMART, FCRS, CIET, and Factshala, with whom the CRS has collaborated on community-specific initiatives.

Sustainable Strategies: Janvani FM is financially supported by its parent organisation, Academic and Technical Education Development Society (ATEDS). The CRS is also able to generate revenue through externally funded projects and advertisements with different agencies, both government and private.

Number of listeners and Potential Outreach: The CRS cover regions in the districts of Kannur and Kozhikode in Kerala, and also the union territorial region of Mahe. Almost five lakh people within the broadcast range, and the CRS has an active listener base of 75,000 listeners.

Major concerns in the Community: The community members in the rural areas, especially the fishermen, struggle with livelihood issues and low incomes. They are also prone to natural calamities. The CRS supports them by passing crucial information about weather and welfare schemes.
Genesis: Kerala Rural Development Agency (KRDA) is a community development and research organisation established in 1986, with an excellent track record in implementing various development activities associating with Central and State governments. Ente Radio 91.2 is one of its development initiatives, licensed and monitored by the Ministry of Information & Broadcasting. The CRS became operational in 2014.

With its rich experience as an eminent community development organisation, the core team was capable of effectively designing and broadcasting programmes through the community radio station. The motto of the CRS is Ariyu Aswadikku (meaning ‘be aware, and enjoy’) and it is interwoven with the focal theme of community engagement. As a new initiative in the target area, the CRS was successful in establishing a relationship with the community and gathering positive responses.

Thematic Focus: The major focus area of Ente Radio is the development of people from different sections of the society like farmers, artisans, women, senior citizens, patients under palliative care, underprivileged children, victims of natural calamities, sex workers, and transgenders etc. The CRS also focuses on catering to the needs of the rural community by developing appropriate programmes and initiatives.

Sustainable Development Goals: Ente Radio aspires to achieve these goals:
SDG 1: No Poverty
SDG 2: Zero Hunger
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation

Primetime Programmes: Onattukara Passenger is a live programme that discusses current events and challenges that the ordinary people and marginalised sections experience on a daily basis. The audience’s comments, recommendations and support have helped the programme remain tremendously successful. Radio Junction is a live programme covering various topics like current affairs, career guidance, job opportunities, education, live updates, news, and history. The programme is broadcast Monday to Friday from 10 AM to 12 PM. Gananmanjari, is a two-hour long evening programme that includes local folk songs and melodies.
Innovations in format or any other way: Ente Radio effectively using the web radio platform to attract more listeners towards its programmes and initiatives. The CRS also reaches out to different sections of the society through its listeners group known as Snehasena.

Core Team: The staff at Ente Radio comprises the Executive Director, Station Director, two sound engineers, 2 marketing staff, and a group of four radio jockeys. The CRS is supported by an enthusiastic group of six volunteers who actively contribute to different stages of programme development and delivery.

Major Projects Undertaken: The following are the projects that have been successfully executed by the CRS.

Snehakoodaram - Houses constructed for 13 destitute families; that includes those who lost their homes in natural calamities.

Vidhya Vikas - Educational scholarship for 66 poor students
Zero Hunger Project - Monthly ration food kit for 230 families
Sneha Store - Collection and distribution of household articles
Snehasudhi - Toilet construction for 48 bedridden patients
Sneha Chalanam - Wheelchair distribution for 90 patients and hospitals
Care to Home - Continuous palliative care services to bedridden patients
Avarkkai Namukku Vangam - Shopping with and for destitute children
MANIA – Malinya Nirmarjana Yaknjam - Waste management Awareness Programme
Vidarunna Mukulangal - A six-month project to build a drug-free society.

Many of these projects are internally developed initiatives of the CRS. There are several other projects that were completed in association with leading organisations like UNICEF, and different government ministries.

Sustainable Strategies: Ente Radio is primarily funded by its parent organisation, Kerala Rural Development Agency (KRDA). The CRS also generates revenue through the means of external collaborations with other organisations.

Number of listeners and Potential Outreach: Ente Radio has an outreach potential of nearly ten lakh people and currently the CRS has an active listener base of nearly one lakh people.

Major concerns in the Community: The major concern in the society is the lack of employment opportunities coupled with low wages. The community members also suffer from health issues that are often the result of an unhealthy lifestyle.
Contact Person: Mr. Biju Varghise  
Contact Number: +91-9895064318, 0481-2533722  
Email: radio@mangalam.in  
Broadcast Timing: 6 AM to 12 AM for 18 hours a day  
Broadcasting Language: Hindi, English, and Malayalam  

Genesis: Radio Mangalam was established in 2016 in Kottayam, as a part of the Mangalam College of Engineering. Within a short span of time, the CRS became one of the most popular ones in the region. The CRS primarily caters to the student community, but also has many listeners in the rural and urban areas of the local community. The CRS produces programmes on a variety of subjects to entertain, engage and educate its diverse audience.

Thematic Focus: The major focus area of Radio Mangalam is education, but the CRS also focuses on other areas that contribute to the holistic development of the target community. These areas include child welfare, health, agriculture, women empowerment, gender equality, professional and economic growth, and promoting social harmony and peace. The CRS designs its programmes and initiatives based on these core themes and tries to address the needs of both the rural and urban audience within its range. Radio Mangalam has been successful in curating content suitable for all kinds of audiences and engaging the community through initiatives.

Sustainable Development Goals: Radio Mangalam focuses on the following SDGs:  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 8: Decent Work and Economic Growth  
SDG 12: Responsible Consumption and Production  

Primetime Programmes:  

The primetime programmes of Radio Mangalam are Mangalam Wishes, Mangalanvani, Kathodu Kathoram, Crazy Time, And Dinken. All of these programmes are broadcast live.

The CRS also broadcasts content related to the fields of education, health, agriculture, women empowerment, and different social concerns. Radio Mangalam uniquely designs its programmes in many formats and therefore they are popular among the masses.
Innovations in format or any other way: Apart from conventional broadcasting, Radio Mangalam organises different events like health camps, awareness camps, competitions etc. to ensure community participation, especially among the youth. This helps to establish a strong connection with the community and involve them with the community radio station and its activities.

Core Team: There are ten members who constitute the core team at Radio Mangalam. This includes the Station Director, Station Manager, radio jockeys and other support staff. The CRS also has a faculty panel that serves as an advisory and provides valuable insights about the programmes. The CRS regularly updates its existing programmes and creates new programmes after incorporating the inputs from the panel.

Major Projects Undertaken: Radio Mangalam has been a part of several initiatives in collaboration with local government agencies and other organisations. The CRS also focuses on developing its own internal projects that aim to address various needs of the community.

Sustainable Strategies: Radio Mangalam is financially and technically supported by its parent organisation, Mangalam College of Engineering. The CRS also generates its own revenue through the means of externally funded projects in collaboration with other organisations.

Number of listeners and Potential Outreach: The CRS estimates to have an outreach potential of nearly five lakh people in the districts of Kottayam, Idukki, and Alappuzha in Kerala.

Major concerns in the Community: Low incomes and unemployment affect the youth of the community. More employment opportunities with better pay is the need of the hour. They also need to be made of different career prospects.

Sedentary lifestyle habits lead to health issues among the community members, and this could lead to fatal outcomes in the near future. People must be made aware of the risks of lifestyle diseases.
Contact Person: Mr. Soorej Raj K.N  
Contact Number: +91-9895609493  
Email: helloradio908@gmail.com  
Website: www.helloradio.in  
Broadcast Timing: 6 AM to 10 PM for 16 hours a day  
Broadcasting Language: Malayalam

Genesis: Hello Radio started broadcasting on 22nd April 2017. The CRS is founded on the principles of access, participation and the ability to represent the voices of every community member. Hello Radio is licensed under the Kidney Federation of India, which is a charitable trust based in Thrissur, Kerala and provides support to terminal-stage renal patients; hence, Hello Radio is committed to creating an awareness on organ donation amongst the general public.

Thematic Focus: The primary thematic focus area of Hello Radio is health. Along with this, the CRS also focuses on environment, general awareness, sanitation and hygiene, and social harmony. The CRS focuses on all subjects that concern the community and is committed to making their lives better through its interventions.

Sustainable Development Goals: Hello Radio works for the development and upliftment of different sectors of the community, thus works on the following SDGs:  
SDG 2: Zero Hunger  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 16: Peace Justice and Strong Institution

Primetime Programmes: Hello Radio has a large pool of programmes which mainly focus on building awareness regarding organ donation, and health issues. The prime-time programmes that feature on Hello Radio are Hello Dr. Live and Ayur Saukhyam. These are health-based programmes which focus on health and well-being of people of all ages, and are designed in an infotainment form to promote healthy lifestyle practices among the community members. The programmes focus on the ‘health triangle’ which comprises physical, mental and social well-being.
Innovations in format or any other way: Hello Radio also narrowcasts the content of its programmes amongst community members.

Hello Radio, along with its parent organisation Kidney Federation of India, regularly promotes organ donation campaigns in its region. The CRS also collaborates with local bodies and other organisations to host health camps and events.

Core Team: The core team at Hello Radio has 10 members which include the Station Director, radio jockeys, and technical and support staff. Along with this core team, the CRS also has a group of volunteers who readily contribute in all activities of the station, especially the organ donation campaigns and related activities.

Major Projects Undertaken: Hello Radio has been a part of many initiatives organised in the region. The CRS partnered with UNICEF for the COVID vaccination drive which was titled Arogya Amrutham. The initiative focused on busting myths related to vaccination and encouraged the community members to step forward and make the vaccination drive a success and help end the pandemic.

Hello Radio also partnered in a two-day capacity-building in association with UNICEF and SMART. The initiative was called Poshan Abhiyan and focused on nutrition. The CRS was a part of the UNICEF-SMART initiative in association with the Election Commission of India to enhance electoral participation. The CRS collaborated with Ideosync on a disaster management initiative during the floods in Kerala and designed a programme called Puthunambukal.

Sustainable Strategies: Hello Radio meets around sixty percent of its annual expenses through financial support from its parent organisation and the remaining funds are raised through paid partnerships with other organisations and government agencies.

Number of listeners and Potential Outreach: Hello Radio broadcasts its programmes in a region with a population of 4,34,000 and the CRS has an active listener base of nearly one lakh listeners.

Major Concerns in the Community: The major concern that Hello Radio strives to address within the community and the extended society is the lack of awareness regarding organ donations and busting the myths around it. More initiatives are needed in this direction and the CRS is actively working on the same.
Contact Person: Fr. Xavier Kudiyamsseri  
Contact Number: +91-4772255445, 7559908908  
Email: radioneythal@gmail.com, fr.xavierka@gmail.com  
Broadcast Timing: 24 Hours  
Broadcasting Language: Malayalam  

Genesis: Radio Neythal is a community radio station based in the coastal town of Alappuzha in Kerala. The CRS was established to cater to the needs of the coastal community and ensure their safety and well-being. The CRS essays a pivotal role in the lives of the fishermen community by providing timely updates and information on matters pertaining weather and fishing.  

Thematic Focus: The focus of Radio Neythal primarily rests on fishermen and their livelihood. The CRS also focuses on areas including climate change, environmental protection, healthcare, education, bridging socio-economic gaps, and other issues that affect the lives of community members.  

Sustainable Development Goals: The SDGs that the CRS focusses on and aspires to achieve:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 8: Decent Work and Economic Growth  
SDG 14: Life Below Water  

Primetime Programmes: The following are the prime-time programmes that feature on Radio Neythal  
• Good Morning Neythal - An hour-long live phone-in programme that receives more than fifteen phone calls and ten text message wishes.  
• Vazhikatti - An educational programme that provides updates on various courses, competitive exams, and their application procedures.  
• Sevanavazhikal - A live programme where officials from different government departments discuss the schemes launched for community welfare. The programme also features doctors, financial experts, agricultural experts, authors, social and cultural activists who discuss various topics and express their views on the same.  
• Arogyamritham - A health-programme where doctors discuss diseases, lifestyle and nutrition.  
• Sakhi - It is a women empowerment programme.  
• Classics - This is a programme based on literature, and discusses books and their authors.  
• Tech & Talk - This programmes discusses the latest development in the world of technology around the world  
• Neythal Nights - A live interactive program that plays the favourite music of listeners while also discussing contemporary issues  
• In addition to these popular shows, Radio Neythal also broadcasts programmes like Neythal Sr, Neythal Kutties, and Nadinodoppam, all of which enjoy a good reach
Innovations in format or any other way: Athijeevanam is a unique programme that was developed by Radio Neythal during the COVID-19 pandemic with an intent to connect Keralites from all over the world and provide a platform for them to share their views, experiences and survival stories.

The CRS was a key contributor and partner in all the activities during COVID-19 pandemic. The CRS distributed essentials, sanitisers, and masks in the community. Radio Neythal has also organised training camps, health camps, and awareness campaigns for the welfare of the community.

The CRS is active on all major social media platforms and has its own YouTube channel.

Core Team: Radio Neythal has ten members on its executive board which is supported by a dedicated staff of ten members which include radio jockeys and technicians. The CRS also has around seventeen volunteers from the community who contribute in all aspects and help the smooth functioning of the CRS.

Major Projects Undertaken: Radio Neythal was part of the flood relief activities in the region, in collaboration with the district administration. Radio Neythal could gather as many as 211 fishing vessels from the traditional fishermen and aid the rescue operations in Kuttanad, Chengannur and Ernakulam. The fishermen were rewarded for their selfless service to the community by Caritas India, various NGOs and IAG India.

The CRS has also collaborated with organisations such as CEMCA, UNICEF, Sphere India, Ideo sync, UNDP, and several other government agencies for different projects and campaigns.

Sustainable Strategies: Radio Neythal is supported by its parent organisation and also raises funds through its different externally funded projects with other organisations.

Number of listeners and Potential Outreach: Radio Neythal has a strong active listener base of nearly four lakh listeners.

Major concerns in the Community: A majority of the families in the region belong to the BPL category. Livelihood issues among fishermen are a concern in the community because the fishing community faces problems like irregular income. The community is also bound by CRZ rules. Women in the community do not have decent and well-being jobs. The community needs to achieve financial literacy and grow economically.
Genesis: Kuttanadu Radio was established by the Farm Information Bureau and began its operations in February 2017 in the Kuttanadu region of Alappuzha district of Kerala to cater to the specific needs of the diverse community in the region.

Kuttanadu is a geographically unique region and is one of the rare places in the world which lie lower than the sea level. Kuttanadu is known as the ‘Rice Bowl of Kerala’ and the major occupation in the region is agriculture.

Thematic Focus: Since a majority of the people in the region belong to the farming community, the primary focus area of Radio Kuttanadu is agriculture.

Sustainable Development Goals: Radio Kuttanadu mainly focuses its work on the following SDGs:
SDG 12: Responsible Consumption and Production
SDG 15: Life on Land

Primetime Programmes: There is no specific primetime programme as the CRS focuses solely on disseminating knowledge on better agricultural practices, forecasts, and other aspects related to agriculture.

The CRS hosts discussions, interviews and talk-shows with leading agriculturists and administrative officials, mainly from the agricultural department.

Innovations in format or any other way: Apart from broadcasting, Radio Kuttanadu harnesses the power of narrowcasting. The CRS interacts with its community members to inform them about the latest technology, methods of farming, weather forecasts, and schemes for farmer welfare.

The CRS also interviews farmers in the region who share their knowledge and experience for the benefit of the farming community.
Core Team: There is no permanent staff at Radio Kuttanadu as the CRS mostly employs its functionaries on contract-basis.

Major Projects Undertaken: Despite being founded in 2017, Radio Kuttanadu has only recently reached full operational status. In close collaboration with regional governments and other farming organisations, the CRS has primarily worked on internal projects.

Sustainable Strategies: Radio Kuttanadu receives financial support from the government, but regular and surplus flow of funds is one of the major concerns that affect the CRS.

Radio Kuttanadu tries to generate its own revenue source through the means of advertising.

Number of listeners and Potential Outreach: More than 2,50,000 people live within the broadcast range of Radio Kuttanadu and therefore the CRS has a strong outreach potential.

Major concerns in the Community: The major concerns in the community are often related to agriculture. It includes pest outbreaks, heavy and untimely monsoons that cause flooding in the region and often ruin the harvest, and seasonal diseases.

The CRS works closely with the farming community and provides them with all necessary information related to their crop and weather.
Radio Kochi @ 90 FM
Radio Kochi 90 FM, 3rd Floor, A Block, St Teresa’s College (Autonomous) Campus, Park Avenue Road, Ernakulam, Kerala- 682011

Contact person: Mr. Krishnakumar C.K. (Station Director)
Contact Number: +91-9400042400, 9400043400
E-Mail: radiokochifm@gmail.com
Website: www.radiokochi.com
Broadcast Languages: Malayalam, Hindi and English
Broadcast Hours: 6 AM to 11.30 PM, 17.5 Hours

Genesis: Radio Kochi 90 FM is the first Coastal FM Community Radio Station in Ernakulam and it is licensed to St. Teresa's College, Ernakulam. The daily broadcast commenced on April 2, 2021. The Hon. Governor of Kerala, Shri. Arif Mohammed Khan officially launched Radio Kochi 90 FM on July 16, 2021.

Thematic Focus: Radio Kochi 90 FM primarily focuses on 12 thematic areas. They are: coastal area management, climate change & food security, environment and sustainability, disaster management, education and learning, empowerment of women and children, health and nutrition/hygiene, sustainable energy & energy management, promotion of science and technology, promotion of arts and culture, skill development and livelihood, agriculture and farming.

Sustainable Development Goals: Radio Kochi focuses mainly on the four SDGs.
SDG 13 Climate Action
SDG 11 Sustainable Cities and Communities
SDG 4 Quality Education
SDG 5 Gender Equality

Primetime Programmes: Nirangal (participatory programme for autistic children), Soukhyam (talk show with medical professionals), Balayude Lokam (radio skit for children), Aarohi (participatory Carnatic music programme), Ente Idam Ente Krishi Idam (agricultural programme), Kalaprabodhini (programme involving community members), Sangeet Ka Safar (Hindi song programme), Prakrut Janani (programme on nature and environment), Varthamanam (weekly round-up on non-political developments in the country), Tech Talk (programme discussing latest developments in technology), Peythozhiyaathe (programme for budding poets in the community), Kerala Jalakam (programme on non-political developments in Kerala), Sureeli Awaz (ghazal programme), Cinema Kottaka (cinema-based programme), Ernakulam Diaries (weekly round-up on non-political developments in Ernakulam)
Innovations in format or any other way: Solo Narrative Format, Podcasting, Voxpopuli, Narrowcasting. Radio Kochi also shares its content through various platforms like Radio Kochi Mobile App, WhatsApp, Facebook, Instagram and YouTube.

Nirangal (Colours) is a unique flagship programme that hosts children with Autistic Spectrum Disorder, along with their parents. The programme not only showcases the talents of such children but also has been able to create awareness about Autism, and hence has garnered much appreciation. Radio Kochi also runs an internship programme for media students and helps them get hands-on experience across different areas. So far five batches of interns have been trained successfully.

Core Team: The core team comprises six members which includes the Managing Director, Station Director, Programme Head, Coordinator, Lead Sound Engineer, and Senior Programme Producer. Four expert volunteers, six youth volunteers and junior volunteers assist the core team.

Major Projects Undertaken: The following are amongst the major projects that Radio Kochi undertook. TRF-SMART UNESCO SDG Fellowship 2022, UNICEF – CRA Project Swasthya Sankalp 2022 and SMART- BMGF COVID Campaign 2021.

Sustainable Strategies:
Participatory Approach for Programme Production: Radio Kochi banks on the capacity of its volunteers for programme ideation and content production. Community members are encouraged to ideas and create programmes based on thematic focus areas. It significantly helps minimise expenses.
CSRs Fund Mobilisation: Radio Kochi solicits CSR donations from potential partners in order to secure funding for programme creation.

Number of listeners and Potential Outreach: The combined listenership through transmission and online streaming is estimated to be around 2 lakhs.

Major Concerns in the Community: In Chellanam Panchayat, a field evaluation revealed that residents were less aware of the dangers of climate change and its catastrophic effects on their lives. The region’s means of subsistence are seriously threatened by rising sea levels. This necessitates ongoing education about the effects of climate change, including adaptation and mitigation measures.

Concerns about livelihood and low income are common among residents of coastal areas. They require training in additional skills that will enable them to consider sources of income besides fishing. Promoting and implementing skill development programmes will enable the coastal community’s residents to better prepare for the threats to their way of life posed by climate change.

Community radio can actively and creatively contribute to the development of a society where people are well-informed about a variety of socio-economic and health-related issues.
Radio 90 FM
Radio 90 FM, Amal Jyothi College of Engineering
Kanjirappally, Koovappally P.O.
Kottayam Dt., Kerala – 686518

Contact Person: Jomy Thomas (Assistant Program Director)
Contact number: +91-8138909064, 8075062589
Email: radio90@amaljyothi.ac.in
Website: https://radio90.in/
Broadcast Timing: 6 AM to 12 PM
Broadcasting Language: Malayalam

Genesis: Radio 90 FM was established at the campus of Amal Jyothi Engineering College, Koovapally. It is licensed by the Union Ministry of Information and Broadcasting, New Delhi, and started its operation on July 4th, 2022 with the goals of improving the society as a whole and incorporating the concepts of education and agriculture. It gives farmers, tribal members, Dalits, labourers, women, adolescents, and children a platform to voice their concerns and be heard. More than 44 different programmes are broadcast by Radio 90 for 18 hours every day, and the radio signals reach the districts of Kottayam, Pathanamthitta, and Idukki.

Thematic Focus: The agricultural activities in the region vary depending on local conditions, land availability, and farmer preferences. Kottayam, Pathanamthitta, and Idukki districts have a well-developed educational infrastructure with schools, colleges, and universities, which have contributed significantly to the education sector. Since the CRS is situated in this region, it focuses more on education and agriculture.

Sustainable Development Goals: Radio 90 broadly focuses its work on the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 7: Affordable and Clean Energy
SDG 8: Decent Work and Economic Growth
SDG 9: Industry, Innovation, and Infrastructure
SDG 10: Reduced Inequalities
SDG 11: Climate Change and its impacts

Primetime Programmes: 100 Meni is a program which addresses the difficulties faced by farmers. Radio 90 FM broadcasts the programme Healthy Hub to educate listeners about the hazards of an unhealthy lifestyle. Women are the primary caretakers for children and the elderly, and the Pennidam program is designed to help them adjust to new realities and problems. Students Zone is a program that shares information regarding education, career and other matters. Android Joppan 9.0 is a satirical programme that focuses on current affairs. Sports news reporting is very popular and Radio 90 FM’s Baton program broadcasts details of cricket, football, badminton, and other sports. Local public relations are essential for building lifelong allegiances and affiliations, and Radio 90 FM’s Radiogramam program aims to promote and cultivate positive ties within the community.
Innovations in format or any other way: Along with broadcasting, Radio 90 FM also offers podcasting and live streaming via a web application that is accessible to both Apple and Android users. The CRS also harnesses the best of social media platforms to engage with community members, especially the youth. Radio 90 FM's programmes are also available on Spotify.

Core Team: The core team at Radio 90 FM comprises the Chairman, Managing Trustee, Station Director, and Programme Director. The team also boasts of a panel of academicians, agriculturists, career experts, educationists, teachers, artists, medical representatives and women coordinators.

Major Projects Undertaken: The radio station has partnered with leading organisations for campaigns on anti-drugs awareness, safe food habits, water conservation and financial literacy.

Sustainable Strategies: The CRS is funded completely by its parent organisation while it also creates revenue through the different collaborative projects with external organisations.

Number of listeners and Potential Outreach: Radio 90 FM has an active listener base of nearly 90,000 people within its broadcast range.

Major Concerns in the Community: For survival and well-being, one must have access to sanitary facilities, wholesome food, adequate shelter, and clean water. Maintaining good health requires access to affordable, high-quality healthcare. For the general welfare and development of a community, education, respectable employment opportunities, and a stable income are also necessary. Another area of concern is climate change and its effects. The society must promote an inclusive attitude and give marginalised groups the freedom and space to express their concerns.
Contact Person: L.R. Madhujan, Station Director  
Contact number: +91-9995853075  
Email: galaxykarunasaairadio@gmail.com  
Broadcast Timing: 06.00 am to 11.00 pm for 17 hours a day  
Broadcasting Language: Malayalam

Genesis: The parent organisation Galaxy established Karunasai Radio in 2022, in Thiruvananthapuram district of Kerala. The CRS was founded with the goal of raising community awareness about social issues, human values, women’s empowerment, drug abuse, and child education. The CRS began with just two employees and has since grown to a dedicated team of nine.

Thematic Focus: Karunasai Radio’s main focus areas are child education, women empowerment, and reducing the influence of substances amongst the youth in the target community. The CRS is also concerned with the health and well-being of the elderly.

Sustainable Development Goals: Galaxy Karunasai Radio is working on achieving the following SDGs:
SDG 3: Good health and well-being  
SDG 4: Quality education  
SDG 5: Gender equality  
SDG 6: Clean water and sanitation

Primetime Programmes: The prime time programmes at Karunasai Radio are Lunch box, Sakhi, Leharikketheire and Vayojana Paripadi. Lunch box is a programme focused on children. This programme includes narration, storytelling and participation of students and teachers. Sakhi is a programme that stresses on the importance of women empowerment. ‘Leharikketheire’ focuses on youth and raises awareness about substance abuse. Vayojana Paripadi is a programme for the elderly.

Innovations in format or any other way: Karunasai Radio relies on narrowcasting in addition to broadcasting. The organisation effectively collaborates with NGOs and other leading organisations in the region, including Dale View, Mitra Nikethan, Namaste, and Wings to Fly, to name a few, and runs awareness programmes, campaigns, and intervention programmes in the region. The CRS also engages with its younger audiences on social media platforms and regularly shares its content on the same.
Core Team: There are nine employees in the staff of Karunasai Radio and it includes the Station Director, Programme Head, a panel of three sound engineers, and four radio jockeys.

Major Projects Undertaken: Karunasai Radio collaborated with the CRA and UNICEF for a project intended to study vaccination against COVID-19, community health and hygiene, and infant nutrition and breastfeeding in the community. The CRS also designs interventions and initiatives with de-addiction centres in the region to raise awareness against substance abuse amongst the youth.

Sustainable Strategies: The parent organisation of Karunasai Radio supports the CRS financially as well as in technical matters. The CRS also makes efforts to create its own revenue through the different paid projects that it executes.

Number of listeners and Potential Outreach: Eight panchayats fall within the broadcast limits of Karunasai Radio and the area has a population of more than 1,50,000 people. From this potential outreach, the CRS has an active listener base of approximately 82,000 and is growing at a steady rate.

Major Concerns in the Community: Research has shown that student dropout rates in tribal areas are high, health and sanitation are poor, and substance abuse is increasing. The main areas of concern in the community are unemployment, lack of awareness, education, hygiene, health, and risks of substance abuse. More welfare schemes and policies will prove beneficial for community members living in tribal areas and will help in enhancing their living standards.
Genesis: Sargakshetra 89.6 FM Community Radio is an initiative of Sargakshetra Charitable Trust to contribute to the development of the society. It is licensed by the Ministry of Information and Broadcasting, Government of India and located at Mannanam in Kottayam District, Kerala. The purpose of the radio is to give voice to the unheard voices of communities that otherwise go unnoticed. Launched on 1 November 2022, the CRS is an ambassador of positivity, hope, optimism and goodness.

Thematic Focus: Radio Sargakshetra focuses on improving the production and income of farming communities, empowering women, children and senior citizens, improving education and livelihood, promoting peaceful societies, promoting SMEs, and preparing the community for disaster management in times of natural calamities.

Sustainable Development Goals: Radio Sargakshetra broadly focuses its work on the following SDGs:

SDG 1: No Poverty
SDG 2: Zero Hunger
SDG 3: Good Health and Well being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth
SDG 10: Reduced Inequalities

Primetime Programmes: The following are the primetime programmes of Radio Sargakshetra

1. SK Junction
   SK Junction gives the listeners opportunities to educate themselves on various topics such as community development, agriculture, environment, health, lifestyle and more. The programme offers practical tips for everyday life and in-depth explorations of different subjects through informative content.

2. For the People
   This programme is a one-stop destination for all things related to welfare schemes, public services, government initiatives, and financial literacy.

3. Uyare
   This programme gives the listeners expert insights on universities, career opportunities, language learning and skill development.
Innovations in format or any other way: Radio Sargakshetra believes in enhancing interactions through digital engagement in today's time where the global community is adopting newer technologies by the hour and hence, the CRS regularly engages with its audience through the means of social media platforms. The CRS has also made a huge impact on the lives of its young audience by providing them with much-needed career guidance and enhancing their soft skills.

Core Team: Radio Sargakshetra boasts of a large and robust staff. The core team includes the Chairman, Vice-Chairman, Managing Director, Station Director, Station Manager and Creative Head who are efficiently supported by a team of seven radio jockeys, PRO and sound engineers.

Major Projects Undertaken: The CRS has primarily worked on internal projects and designed interventions relevant to its focus areas that are mentioned earlier.

Sustainable Strategies: Radio Sargakshetra aspires to be a self-sustaining entity by creating a revenue stream from partner projects, advertisements and the training programmes that it conducts for Self Help Groups in the community.

Number of listeners and Potential Outreach: The CRS has an outreach potential of nearly 8 lakh people.

Major Concerns in the Community: Though extensive research is needed to identify the major problems that the community faces, there is a need for better infrastructure and better facilities in educational and administrative institutions, better equipment and preparation to contain the impact of natural and man-made calamities, promoting entrepreneurial endeavours and supporting SMEs, and bridging socio-economics gaps in the community by fostering an inclusive approach.
Contact Person: Mr. Ramadas P V  
Contact Number: +91-9446018676  
Email:  info@myradio90fm.com  
Website:  www.myradio90fm.com  
Broadcast Timing:  07:00 AM to 12:00 AM for 17 hours a day  
Broadcasting Language: Malayalam  

Genesis: My Radio 90 FM ia venture of Snehapoovram Educational Charitable Trust, Thrissur. Sri. T N Prathapan MP is the chairman of this trust. The CRS was launched on 1st November, 2022 by the famous film actor Sri. Jayasurya. The parent organisation of My Radio is a NGO that strives to help needy students in their learning, career, and social participation. The CRS and its parent organisation are dedicated to serving humanity, regardless of any barriers or boundaries. My Radio is based on the concept of edutainment, and serves to be an educational resource as well as a source of entertainment.  

Thematic Focus: My Radio focuses on creating and delivering educational content through entertaining formats to intrigue and engage the young listeners, who happen to be the CRS' primary target group. Quality education is the primary focus area of My Radio. The CRS also dwells on areas and subjects of socio-cultural importance.  

Sustainable Development Goals: The SDGs that My Radio 90 FM focuses on are:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 15: Life on Land  

Primetime Programmes: My Radio has a strong bank of programmes to choose for its primetime slots. Morning Bell, Magic Logic, Extra Time, Last Bench, Kalakkan Startups, Poli Technic, Run Gadeee Run, RJ KDAVU, and Tips & Tricks are among the primetime programmes of the CRS. The programmes cover many areas like health, academics, sports, entrepreneurship, etc. and are developed in formats like storytelling, Q&A, quizzes, and interactive sessions with distinguished personalities.  

Innovations in format or any other way: My Radio has established Radio Clubs in the nearby schools and colleges to promote radio programmes among the youth and enhance its popularity. The CRS also uses web streaming and social media platforms as effective tools that help in reaching out to a large audience. The CRS has two YouTube channels where it regularly uploads its educational and entertainment content.
Core Team: The core team of My Radio has ten members including the Creative Head, Broadcast and Sound Engineer, Administrative Officer, Video Editor-cum-Cameraman, and radio jockeys. The CRS also has an Advisory Board formed by experts from different fields including education, research, technology, art, and business. The members of the Advisory Panel and the staff contribute effectively to successful broadcast of the programmes and events of CRS.

Major Projects Undertaken: My Radio has developed and organised many initiatives in Thrissur, Kerala. These initiatives include anti-drugs campaigns that create awareness about drug addictions and its harmful effects. The CRS has covered major events like international film festivals, and has also organised events around the FIFA World Cup 2022. The CRS seeks to be a part of collaborative projects of regional and national significance with leading organisations.

Sustainable Strategies: My Radio is financially supported by its parent organisation, Snehapoorvam Educational Charitable Trust. The CRS is supported in its endeavours by eminent personalities from different walks of life. The CRS is devising strategies to collaborate with certain organisations and create revenue streams through those ventures.

Number of listeners and Potential Outreach: My Radio covers Thrissur East, Thrissur West, Cherpu, and some areas of Kunnankulam, Irinjalakuda, Wadakanchery, Chavakkad, and Chalakudy. The CRS has 261 Schools Radio Clubs and 11 College Radio Clubs. The CRS has an active listener base of at least thirty six thousand listeners.

Major concerns in the Community: Quality education and access to state-of-the-art educational infrastructure is the need of the hour to empower children to face the challenges of everyday life in a fast-changing world. They must be guided in the right direction to become successful individuals and responsible citizens.

Creating awareness about drug addictions is also important to eliminate such social evils from society and ensure the safety of the youth.
Contact Person: Krishnakumar Kannoth (Station Director)
Contact Number: 9446838906, 9447686906
Email: radiomalabar89.6fm@gmail.com
Broadcast Languages: Malayalam, Hindi, English and Sanskrit
Broadcast Hours: 5.30 AM to 11.10 PM for ~16 hours a day

Genesis: After many people expressed a strong interest in listening to a variety of radio programmes and promised their support for the establishment of a CRS in the community, the Salil Sivadas Foundation established Radio Malabar 89.6 FM. The CRS was launched on November 11th, 2022, and was formally inaugurated on January 7th, 2023.

Thematic Focus: Radio Malabar was launched with the goal of providing the target community with the best services possible. The CRS helps the neighbourhood learn about a variety of subjects, including agriculture, women’s empowerment, elder care, art, literature, science, and social development.

Sustainable Development Goals: The SDGs that the CRS focuses on are
SDG: End poverty in all its forms everywhere.
SDG: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
SDG 5: Achieve gender equality and empower all women and girls.
SDG 6: Ensure availability and sustainable management of water and sanitation for all.

Primetime Programmes: The prime time programmes of Radio Malabar are Janasamaksham (programme on career opportunities), Charithrapadham (programme on history), Vachanamritham (quotes by famous personalities), Kavyadhara (poetry recitation programme), Prabhatha Chinthra (morning show), Haritha samrudhi (agriculture-based programme), Naattile Paattu (interactive musical programme), Doctorodoppam (health programme), Sthree Tharangam (a programme on women-empowerment), Gandhilayam (Gandhian thoughts), Sargajalakam (a programme on literature), Gramasabha (interactive programme with the local authorities), Vayanashala (a programme on books), Nadakaneram (interaction with theatre artists), Vijayagadha (success stories), and Sastrhavedhi (programme on science and technology).

Some student-focused programmes are Radio at School, Hamaree Rashtrabhasha, Easy English, Radio Quiz, and Prathikaranam. These programmes are designed to give opportunities for students to present and improve their skills and language proficiency. Additionally, the CRS also relays All India Radio news bulletins in Malayalam, Sanskrit, English and Hindi.
Innovations in format or any other way: In addition to terrestrial broadcasting, the CRS successfully overcomes the issue of terrestrial reception using internet radio, and the application is available on Google Play Store and Apple iStore. The content is also shared on different social media platforms.

Core Team: At the moment, the staff is 11 strong and engaged. It includes a Station Director, Director (Broadcasting), Director (Programmes), Director (Administration) and a panel of Programme Producers/Presenters. The Director of Programmes is responsible for the content that can be used to develop various programmes and programme ideas. The Director of Administration oversees all administrative tasks and deals with both commercial customers and content. Other employees are engaged in live broadcast duties, production work, and the gathering of local advertisements.

Major Projects Undertaken: The CRS has undertaken many regional and state-level projects with different government bodies and NGOs and is making continuous efforts to be a part of major projects at the national level.

Sustainable Strategies: About 20% of the budget is contributed by the Salil Sivadas Foundation. The CRS has applied for advertisements from the BOC and the state government’s PRD. It plans to raise the remaining 80% of the funds through joint ventures with various government and private organisations.

Number of listeners and Potential Outreach: With a population of 4 to 5 lakhs, the CRS covers 3 municipalities and 5 panchayaths in the surrounding area. The active listener base is estimated to be about 1.50 lakh people from this outreach potential.

Major concerns in the Community: The attitude towards the socially backward segments of the community needs to change, and women's status needs to be elevated. The majority of the community members also require help implementing contemporary agricultural practices. The CRS seeks to increase the proportion of women in society’s mainstream by making the knowledge and skills of women available to the entire community through a variety of programmes designed for them. Other significant issues in the neighbourhood include family conflicts and other social ills.
Genesis: Radio DC 90.4 was established in 2005 by the DC School of Management, in Thiruvananthapuram, Kerala. The mission of Radio DC is to contribute to the holistic development of the community through contributions in the field of education. The CRS is a guiding force of the youth in the community, and is a platform for the student community to explore their creativity and showcase their talents.

Thematic Focus: The major area of focus of Radio DC has been agriculture. The CRS also addresses and develops programmes on a variety of other areas that include gender equality, women empowerment, professional and economic growth, and addressing the prevalent social concerns.

Sustainable Development Goals: Radio DC has designed its programmes to achieve the following SDGs:
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth
SDG 10: Reduced Inequalities

Primetime Programmes: Kadalinakkare and Krishi Bhoomi are among the prime-time programmes that are broadcast on Radio DC. Kadalinakkare is a programme for the youth and informs them about various career prospects and opportunities abroad. The programme also helps the listeners by guiding them to different websites and application procedures to secure these opportunities. Krishi Bhoomi is an agricultural programme for the farmers in the region. It discusses weather, crops, fertilisers, pesticides, and other allied topics related to agriculture, while also promoting organic farming and adopting green initiatives for a better future.
Innovations in format or any other way: Radio DC collaborates with other educational organisations in the area to organise various events, competitions, camps and awareness campaigns that focus on a wide range of subjects and social concerns.

Core Team: Radio DC is operated by a small but dedicated team which includes the Station Director, Co-ordinator, and Sound Editor. A panel of three teachers provide ideas for the content and also review the programmes. Student volunteers essay the roles of radio jockey and presenters.

Major Projects Undertaken: Radio DC partnered with UNICEF for a study on COVID-19. The CRS has worked on a number of internal initiatives that focus on helping the student community in the area. These initiatives include creating course-oriented programmes, course content sharing, and offering academic help by creating a network of teachers and students.

Sustainable Strategies: Radio DC is financially supported by its parent organisation, DC School of Management, which meets a certain portion of the annual expenses of the CRS. The remaining funds are raised through different paid collaborative ventures.

Number of listeners and Potential Outreach: Pothencode, Technopark, and Sreekaryam fall within the broadcasting limits of Radio DC. The area has an outreach potential of nearly 40,000 people and the CRS has an active listener base of nearly 20,000 listeners.

Major concerns in the Community: The youth in the community need guidance towards better career prospects. Employment opportunities must be created locally to curb migration to foreign countries. Different environmental concerns should also be addressed before irreparable damage is done.
Genesis: Puduvai Vaani Community Radio Station was launched on 27th December 2008 to create awareness related to various issues among the local community and improve their living standards. Puduvai Vaani’s mission is to awaken, inform, enlighten, educate, and entertain all sections of the people, and also focuses on women empowerment, communal harmony, health, and education. The CRS provides a platform for the student community to explore their creativity and exhibit their talent.

Thematic Focus: The primary focus of Puduvai Vaani CRS is to empower the community through education. Puduvai Vaani produces special programmes in a standard format, both in Tamil and English. The Radio Tutor series and subject-oriented documentaries made by CRS aim to introduce Adaptive Learning Methods to the students of primary, secondary and higher education. The community members are provided opportunities to share their views, experiences and expectations. The CRS also provides internship training to students.

Sustainable Development Goals: Puduvai Vaani CRS is aspiring to achieve these SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 11: Sustainable Cities and Communities
SDG 13: Climate Action

Primetime Programmes: Puduvai Vaani CRS has a large pool of primetime programmes that are based on various areas like agriculture, education, environment, social concerns, health, and public policies. The CRS’ programmes are designed uniquely with the aim to both educate and entertain them. The programmes include discussion, live phone-in interactions, musicals, etc, to engage the listeners. Experts and distinguished personalities feature in shows to share their knowledge and experience with the community. The programmes are also a platform for the local community members to voice their concerns, clarify their doubts, and showcase their talents.

Innovations in format or any other way: In addition to the broadcasting services, the CRS devises unique interventions to cater to the specific areas in which the community members are engaged. The CRS has special programmes and initiatives for sections like fishermen, farmers, students, homemakers, and the marginalised and socially backward sections of the society. The CRS aims to forge a strong relationship with the community members and instil a belief of oneness in them.
Core Team: The core team of Puduvai Vaani has four core members, who are supported student and staff volunteers from the Pondicherry University. Volunteers from the local community are also an integral part of the CRS, and they contribute to all activities at the station.

Major Projects Undertaken: Some of the major projects undertaken by Puduvai Vaani CRS are Climate Countdown Campaign (in association with SMART), Election Awareness Campaign (in association with the Election Commission), and Zero Waste Campaigns. The CRS also works extensively on its internal projects for the welfare of the community.

Sustainable Strategies: Puduvai Vaani is supported by funds from its parent organisation. The CRS is working on strategies to become a self-sustained entity by generating revenue through different methods including paid collaborations and advertisement.

Number of listeners and Potential Outreach: Pillaiachavady, Kalapet, Kanagachettikulam and Bommaiayar-palayam are the four villages that fall within the broadcast range of Puduvai Vaani. These villages have a population of 40,000 people.

Major concerns in the Community: The community needs better healthcare infrastructure. Poverty, low income, unemployment, etc. are also issues that affect the community. The community members also need to be made aware of the welfare schemes of the government, so that they can benefit from these schemes.
Genesis: Nila Community Radio Station 90.4 MHz, a non-profit organisation, was established by Sri Manakula Vinayagar Engineering College, in Puducherry. The CRS has been rendering its services to the local community since 2005. Nila CR is committed to developing community-oriented content that touch upon the aspects that influence the well-being of the community. The CRS engages the listeners through its infotainment programmes while sensitising them about different social concerns around them.

Thematic Focus: Sri Manakula Vinayagar Engineering College dedicated to serving and fulfilling its responsibilities to the community. In order to achieve this goal, Nila CRS develops programmes that focus on education, career guidance, women empowerment, health awareness, and agriculture, among other areas. Nila CR also launches local community programmes like medical camps for rural children and adults, and promotes awareness programmes on organic farming, recycling of solid and bio-waste, self-employability for villagers etc. with the help of the faculty, students, guests and local community members.

Sustainable Development Goals:
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 8: Decent Work and Economic Growth

Primetime Programmes: The primetime programmes that are broadcast on Nila CR offer a diverse range of content, including programmes on cultural heritage, spiritual invocation, thought-provoking discussions on human well-being, health and hygiene, unearthing hidden facts, and community interaction. It delves into intriguing and lesser-known aspects to provide listeners with fascinating information. Each programme aims to engage and inform the listeners in different ways, catering to a variety of interests and topics.
Innovations in format or any other way: Nila CR caters to a diverse community, which also includes illiterate community members. The community members also struggle from a large number of issues in their daily lives. It is important to understand their concerns, and address them in ways familiar to them. Therefore, the CRS hosts community programmes for the community members to come together and voice their concerns. Focus Group Discussions are done before every session to bring out prevalent issues to the fore, and to resolve them through collective efforts.

Core Team: Nila CR has a strong team of seventeen members, led by the Principal-cum-Station Director. Most of the team members are the faculty of the parent organisation, each of whom essay a specific role to ensure the seamless operation of the CRS.

Major Projects Undertaken: Nila CRS has successfully completed 365 episodes of the Science for Women project, Planet of Earth project, and Disaster Preparedness through Community of Practice (CoP) project. The Department of Science and Technology (DST) initiated the STIP 2020 program, which involved an orientation and capacity strengthening workshop. Nila CRS broadcast audio and creative/jingle episodes from August 1, 2020, under the guidance of Sri Manakula Vinayagar Engineering College. The initiative helped identify local glitches and build rapport with citizens through targeted news coverage, public interest, and opinion stories. The Anubhav Project for Senior Citizens aims to create audio programs on Science, Technology, and Health and cater to the needs of senior citizens, and also involve them actively in the process of content creation.

Sustainable Strategies: Nila CRS is entirely funded by its parent organisation, Sri Manakula Vinayagar Engineering College. The CRS also generates its own revenue through the externally funded projects.

Number of listeners and Potential Outreach: Forty villages fall within the broadcast range of Nila CR and has an active listener base of 12,500 listeners.

Major concerns in the Community: The major concerns in the target society are health issues, environmental problems, illiteracy, poverty, lack of employment opportunities, and low income. The community also needs better healthcare and educational infrastructure.
Genesis: Pudiya Udayam Community Radio Station was established on 24th November 2015, in Poonthurai village, Villupuram district of Tamil Nadu. Pudiya Udayam means 'new dawn'. Pudiya Udayam 91.2 FM radio station is an initiative of Sri Aurobindo Rural & Village Action & Movement (SARVAM). The CRS focuses on creating an impact through integral rural development by designing interventions and programmes across various areas. The CRS combines information and entertainment to engage the community while raising awareness on different social concerns.

Thematic Focus: Besides providing means to make rural communities more aware and being involved in their development process, the community radio station is also designed to meet the increasing informational needs of rural people. In order to ensure that the community is educated, informed and entertained, Pudiya Udayam broadcasts programmes focusing on several topics. The purpose of the platform is also to preserve numerous aspects of local culture and tradition, while also focusing on education, health, women empowerment, youth and vulnerable lives etc.

Sustainable Development Goals: Pudiya Udayam Radio focuses on the SDGs given below:
SDG 2: Zero Hunger
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 8: Decent Work and Economic Growth

Primetime Programmes: The primetime programmes that feature on Pudiya Udayam are:

- Chinnanchiru Malarkal - Chinnanchiru Malarkal is a programme aimed at improving the health and education of children. Students visit the station to perform and showcase their talent, helped by their parents and teachers.
- Sathanai Pengal - Several women experts in different fields give interviews to improve the quality of women’s lives, and successful women entrepreneurs share their experiences for others to learn from.
- Gramathu Kuilgal - Women from the rural areas, especially those belonging to the vulnerable and marginalised, are invited to community radio station, so they can perform songs, dramas, and speeches on various themes.
Innovations in format or any other way: The CRS hosts interventional events in more than 60 villages and promotes community radio programmes, in association with SARVAM.

The CRS encourages participation from community members including children and women from SHG to share their experience and to perform at the gatherings. This practice nurtures a greater interest in the programmes of the CRS.

Core Team: The CRS has a team of eleven members which includes the Station Director, Station Manager, five field assistants and a panel of experts. The field assistants coordinate with the community and facilitate content development for programmes.

Major Projects Undertaken: The CRS is presently working with Shanti Ashram on initiatives focusing on the wellbeing of adolescents, and the eradication of poverty. The CRS has been a part of externally funded projects, while also actively working on its internal initiatives for community welfare.

Sustainable Strategies: The parent organisation, SARVAM, completely funds the CRS at present.

Number of listeners and Potential Outreach: The CRS covers about thirty villages around Pondicherry. The total population in the region is nearly 50,000 people and the CRS has an active listener base of approximately 20,000 listeners.

Major concerns in the Community: The major concerns in the community include a lack of awareness of government policies and schemes for public welfare. The community also suffers from a lack of employment opportunities, and low wages. There is a need for better educational and healthcare infrastructure.
Genesis: Anna Community Radio was the first Community Radio in India, established in February 2004, by an educational institution taking the lead in the service of the oppressed in the local community. The purpose of Anna CR is to work for the upliftment of the local community residing near Anna University, Chennai, by creating awareness on healthcare, education, female literacy, self-employment, clean environment, etc. With a reach of up to 15 km through a 50 Watts transmitter, Anna CR programmes are produced by the community and for the community.

Thematic Focus: With an aim to provide a forum for the community to participate and share their expertise/views in subjects pertaining to the fields of education, folk literature, science, engineering, medicine, pollution control, etc., Anna CR has produced programmes with eminent personalities and intellectuals to gather their insights. The programmes offer social awareness and promote the development of society.

Sustainable Development Goals: Anna Community Radio is working towards the upliftment of the community by stressing these SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 11: Sustainable Cities and Communities

Primetime Programmes: The radio station primarily runs health awareness campaigns through its programmes. For instance, COVID-19 pandemic awareness campaign, swine flu awareness campaign, pollution control campaign, disaster relief, and campaign on nutritious food for pregnant women were all given a platform in the important programmes.

Many of its programmes such as Magalir Neram, Nalam Pe-ruvai Thozhi, Career Guidance, Vazhkkaiyin Vannangal, Iyarkai Maruthuva are innovative and reflective of the diverse voices in the community. The station also gives voice to music and information that is not covered by the mainstream media. It is a foundational principle of the CR to achieve perfection by involving the community in preparing the programmes.
Innovations in format or any other way: The radio station uses narrowcasting along with broadcasting to effectively disseminate knowledge. Furthermore, collaborations with NGOs across the city like Mohan Foundation and Bloom Trust are often done to achieve a bigger conclusion. The collaborations serve as a means to promote the CRS programmes to reach a wider audience.

Core Team: The station has a dedicated staff of ten members. It includes a Station Director and five core members. The Station Director deals with the stakeholders and is the authority on decision-making regarding the projects, while the core members look after the content development, technical assistance and community panelling.

Major Projects Undertaken: Anna CR has worked on several major projects through its partnership with international think tanks and government agencies. These projects have especially assisted in conveying knowledge to the masses during critical times. Such projects include COVID19 Awareness Programme and Pledge for Good Health with the partnership with UNICEF, and BMGF-SMART Vaccination Campaign for creating awareness among the local community.

Sustainable Strategies: The technical and financial support is received from the parent organisation, Anna University. Apart from this, the CRS has adopted a sustainable strategy to become self-sufficient by drawing the rest through collaborative projects with leading NGOs and government departments.

Number of listeners and Potential Outreach: The broadcast range reaches a wide area covering Velachery, Kotturpuram, Kannigapuram, Saidapet and Chinnamalai. With an active listener base of around 17,000 people, the radio station is further trying to increase its outreach potential to 35,000.

Major concerns in the Community: The major area of concern within the community is lack of awareness regarding opportunities and means of poverty eradication. Along with this, the dropout rate of young girls from schools is also a notable concern. These issues can be addressed to a great extent through intervention from the local bodies.
Genesis: Shyamalavani Community Radio Station was established by the Subbalakshmi Lakshmipathy Foundation, through Subbalakshmi Lakshmipathy College on 3rd October, 2011. The CRS was conceptualised as the community service ancillary of the parent foundation to serve the needs of both the student community as well the local communities in the neighbouring areas. The CRS strives to build an educated and informed community through its interventions.

Thematic Focus: The primary thematic focus area of Radio Shyamalavani is education. The CRS also works to empower women in the society by focusing on educational needs and social concerns. The local communities are dependent on agriculture and the CRS develops programmes to educate them about agriculture and its allied sectors. The CRS promotes adopting healthy lifestyle practices and broadcasts programmes related to health.

Sustainable Development Goals: Shyamalavani Community Radio focuses on the given SDGs:
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 12: Responsible Consumption and Production

Primetime Programmes: The primetime programmes of the CRS are Vasantha Bhoomi and Karuthu Kalam. Vasantha Bhoomi is an agriculture-based programme that discusses topics like pest control, fertilisers, crops, irrigation techniques, vermi-composting, organic farming, techniques to enhance farm mechanisations, and climate patterns. It informs the farmers about subsidies and how to avail them. Karuthu Kalam is a social awareness programme that brings various social concerns to the notice of the community and discusses measures to resolve them.
Innovations in format or any other way: Narrowcasting is routinely done to establish a connection with the community members and discuss their concerns. This also ensures that important information reaches all community members, no matter if they are active listeners or not.

Core Team: Seven members constitute the core team of Radio Shyamalavani. Each of these team members bears a unique responsibility in the operations of the CRS. The CRS is also supported by students of the institution, who volunteer for different activities of the station.

Major Projects Undertaken: Radio Shyamalavani has been a part of many initiatives related to education and health. It actively participated in many campaigns during the COVID-19 pandemic and the subsequent vaccination drives to create awareness amongst the local community, and helped clear myths and misconceptions.

Sustainable Strategies: Radio Shyamalavani is completely funded by its parent organisation, Subbalakshmi Lakshmipathy Foundation through Subbalakshmi Lakshmipathy College.

Number of listeners and Potential Outreach: Radio Shyamalavani broadcasts its programmes in an area with a strong outreach potential. The active listener base is yet to be ascertained.

Major concerns in the Community: The major concerns in the community are related to education, health and hygiene, sanitation, water conservation, environment. The farmers of the community will benefit from access to better equipment and knowledge. Improving the educational and healthcare infrastructure will aid the overall development and well-being of the community.
Genesis: Kongu FM Community Radio was established in the year 2004 with a grant-in-aid from the Ministry of Communications, Government of India. Kongu CR broadcasts with a power of 50 watts; the service covers an area of 15 k.m. radius around Kongu Engineering College and serves the society by broadcasting need-based programmes that engage with the community, register their concerns, while also serving them as a source of entertainment. Throughout the years of its operation, the CRS has remained dedicated to making a positive difference in the lives of its target community.

Thematic Focus: The major focus areas of Kongu CR have been education, health and hygiene, environment, scientific knowledge, weather, agriculture, animal welfare, market trends and other information relating to rural and community development. The radio also promotes yoga and ayurveda through interviews with healthcare and doctors. The CRS ensures catering to the needs and choices of the community members within its broadcast limits.

Sustainable Development Goals: The SDGs that the CRS focusses on are:
- SDG 3: Good Health and Well-Being
- SDG 4: Quality Education
- SDG 6: Clean Water and Sanitation
- SDG 13: Climate Action

Primetime Programmes: Kongu Community Radio offers primetime programmes focusing on local issues, and at least half of the content is developed by the local community members. The programs cover several areas which include science, health, nutrition, education, child and women development, pollution, environment, local enterprises, COVID-19, election awareness, agriculture, irrigation, farming, animal sciences, power and energy, social awareness, and spirituality. The programmes are packaged as infotainment programmes that both entertain and educate the community.
Innovations in format or any other way: Kongu CR adopts a unique style in programme development. It encourages the community members to create programmes as per their needs and concerns. This enables the community to identify the issues that it grapples with and resolve them through knowledge exchange. This practice brings the community together as people from different walks of life step forward to share their experience and knowledge for the welfare of the community. This enables community members to become active contributors for the overall development of the community.

Core Team: The core team at Kongu CRS includes the Coordinator, Programmers, and the technical assistant. This core team is supported by the active participation of the community members who conceptualise, develop and deliver the programmes of the CRS.

Major Projects Undertaken: Kongu CRS has collaborated with DST for two projects on women’s health and nutrition, and environmental awareness. The CRS featured in both phases of the TB awareness campaign in association with REACH-AXSHYA. The CRS has been an active partner in the initiatives of the Ministry of Ayush, Ministry of Culture, National Commission for Women, and Vigyan Prasar Department of Science and Technology (Government of India) for different initiatives. The CRS has also collaborated with the CRA and CEMCA for different initiatives.

Sustainable Strategies: All the expenses of Kongu CRS are met by the parent organisation, Kongu Engineering College. The CRS also generates revenue through the means of paid collaboration with different government bodies and private agencies.

Number of listeners and Potential Outreach: Six villages - Peurndurai, Goundachipalayam, Vellode, Karumandisellipalayam, Thiruvachi, Mullampatti, – fall within the broadcast range of Kongu CRS. These villages have an outreach potential of nearly 60,000 people and the CRS has an active listener base of 8,000 listeners.

Major concerns in the Community: The major concerns in the community are unemployment, low wages and income, and lack of awareness about public welfare schemes and policies. Most of the community members are engaged in agriculture which provides only seasonal employment and income. The area also suffers from environmental problems like water scarcity and pollution.
MOP Community Radio Station @ 107.8 FM
M.O.P. Vaishnav College for Women, No: 20, 4th Lane, Nungambakkam High Road, Chennai, Tamil Nadu - 600034

Contact Person: Dr. S. Anurekha, Ms. N. Sree Keerthi
Contact Number: +91- 9841368226, 9840723893
Email: dranurekha.mop@gmail.com, keerthi-nithil18@gmail.com
Broadcast Timing: 06.30 AM to 10.30 PM
Broadcasting Language: Tamil and English

Genesis: MOP Community Radio Station was established in 2005 as part of the social responsibility initiative of the M.O.P. Vaishnav College for Women, and also to fulfill the vision and mission to serve the neighbouring community. To achieve the millennium goal of sustainable development, the citizen of today has to be oriented in issues pertaining to environment, technology, family and health and hygiene. M.O.P Vaishnav is the first ever Women’s Arts and Science College in the country to have a Campus Radio under the Community Radio Service (CRS) scheme of the Government of India. MOP FM at 107.8 had a humble beginning with an hour’s broadcast a day and today, it broadcasts programmes for more that sixteen hours a day.

Thematic Focus: MOP CR aims to promote the holistic development of the community through its programmes and initiatives. The CRS focuses on women’s health and hygiene, nutrition, women empowerment, children, youth welfare and environmental issues.

Through its package of unique programmes, the CRS addresses issues of immediate relevance in the target community. The CRS believes in fostering an inclusive attitude in the community and the society, so that each individual and group is represented and has the space to express their concerns and opinions.

Sustainable Development Goals: MOP CRS focuses on and seeks to help the nation accomplish the 17 sustainable goals. The primary focus has been on the following goals:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 11: Sustainable Cities and Communities
SDG 13: Climate Action
SDG 14: Life Below Water

Primetime Programmes: The popular primetime programmes that are broadcast on MOP CR are Ariviyal Palagai(-Science Project), Samudhaayaththil Ivargal, Penne Nee Arivai, Doctorai Kelungal, Kudumbha Nalam, and Unavey Marundhu.

These programmes are based on the primary thematic focus areas of the CRS and engage the community through discussions, expert talks, live phone-in programmes etc. The CRS provides a stage for the community members to showcase their talents in a new world that is bustling with social media celebrities. The programmes also address the concerns of the community and the CRS tries to resolve these issues through community participation and knowledge exchange.
Innovations in format or any other way: MOP CR packages its content in unique ways possible to be a source of entertainment and information for the community. These methods include thematic music, skit, mimicry, VIP voices for social cause, public vox-pops, telephonic interactions and interviews.

The CRS engages with the community through different events and camps that strive to raise awareness on social issues and bring the community together. MOP CR has been able to nurture a friendly environment for the community members to co-exist and learn from each other.

Core Team: MOP CR is guided by a group of seven efficient team members who each essay an unique responsibility to ensure the seamless functioning of the radio station; the CRS has Station Head, Programming Incharge, Sound Engineer, Coordinator, and a consultant. The CRS promotes community participation by inviting members of the community to contribute to programme development as well as perform live on shows.

Major Projects Undertaken: The following are the major projects that MOP CRS has been a part of:
- UNICEF’s End Violence Campaign
- SMART’s Election Campaign
- Covid Vaccine Hesitancy Campaign, in association with SMART-BMGF
- Say No to Fake News, in association with SMART-DataLeads-Factshala
- Ariviyal Palagai(DST’s Science Project)
- CAN Project, in association with UNICEF-CRA
- Climate Literacy Campaign,
- News & Information Literacy Initiative Campaign, in association with SMART-Factshala
- Sustainable Strategies: MOP CRS is funded by its parent organisation, M.O.P. Vaishnav College for Women. The CRS is developing multiple strategies to expand into a self-sustaining body through participatory communication tactics.

Number of listeners and Potential Outreach: The broadcast range of the CRS covers eight zonal areas in the city of Nungambakkam, and has a strong outreach potential.

Major concerns in the Community: MOP CRS 107.8 MHz is located in Nungambakkam, which is home to several multinational corporations, government buildings, schools, and colleges. As a result, the CRS believe that community members must continue to educate themselves on traffic restrictions, environmental protection, and energy conservation. To address these concerns, the CRS has launched a number of outreach initiatives including narrowcast. Using several tools, community volunteers use a variety of infotainment techniques to educate them on the same. Additionally, the CRS has made it a point to spread awareness on women’s safety and health which needs much attention and focus.
Genesis: Mugil CRS was set up in 2005 by Erode Sengunthar Engineering College. The CRS was established with a vision to improve the chances of education, and provide guidance to children and youth in the community. The CRS focuses on the welfare of the target community and creating programmes that address their needs and concerns. The CRS continues to create a path breaking impact in its target community through different projects and effective intervention strategies.

Thematic Focus: Mugil CRS mainly focuses its work on hygiene, agriculture, environment, health, culture, education, employment, career, women’s issues, gender issues, children, communal harmony etc.. The main focus is to make a healthy and positive impact in the community’s personal and social lives.

Sustainable Development Goals: Mugil CRS aims at following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 9: Industry, Innovation and Infrastructure
SDG 10: Reduced Inequalities

Primetime Programmes: The primetime programmes are Consumer awareness Nugarvor Gavanathirku, Udale Nalama, Pasumai Ulagam, and Magalir Membadu. Nugarvor Gavanathirku is a programme in which experts from Erode District Consumer Protection Centre, Citizen Consumer Club members, and lawyers are invited to discuss various issues for the benefit of the public. Udale Nalama is a health programme in which the doctors, Yoga teachers and dieticians are invited to guide the community towards a healthy lifestyle. Pasumai Ulagam is a programme where agricultural experts discuss the latest topics related to the field. Magalir Membadu is a programme in which community members of self-help groups share their experience, and industrialists and financial experts provide insights on financial matters.
Innovations in format or any other way: Along with broadcasting, the CRS effectively use narrowcasting. Community members are invited to the station to share their views and experience. Staff members and volunteers of the CRS interview people from different walks of life, like roadside hawkers, entrepreneurs, auto drivers, traffic police personnel, farmers, teachers, students, industrial workers, auditors, lawyers, collectors, etc. and gather their perspectives on different matters.

Core Team: The core team at Mugil CRS includes the Station Director, Station Manager, three programmers, and support staff. The CRS also has an enthusiastic group of volunteers who contribute to different activities at the CRS.

Major Projects Undertaken: Radio Mugil has served its target community, being a part of several initiatives and projects directed towards the welfare of the community.

Sustainable Strategies: Mugil CR receives almost seventy percent of its funds from its parent organisation, Erode Sengunthar Engineering College. The remaining funds are drawn through the means of funded collaborations with partner organisations.

Number of listeners and Potential Outreach: The broadcast range of the CRS covers Perundurai, Vijayamangalam, Gobichettipalaya and Kavindapadi. These areas have an outreach potential of nearly 75,000 people, out of which the CRS has an active listener base of 12,000 listeners.

Major concerns in the Community: The target community suffers from health issues and risks because of the rampant pollution and contamination of natural resources by the milk and poultry farms, and chemical industries in the areas. This problem needs to be addressed and resolved immediately to ensure the well-being of the community.
Genesis: Loyola Community Radio 107.4 was established on 5 June 2005 by Thiru. Surjit Singh Barnala, the Former Honourable Governor of Tamil Nadu for the service of the socio-economically marginalised poor living in and around Nungambakkam, Chennai. Throughout the years, the CRS has focused on the emancipation of the poor from the shackles of discrimination, struggles, unemployment, lack of basic amenities, lack of opportunities, and other dilemmas. The CRS has been able to create an impact in the lives of its target community through its programmes and initiative.

Thematic Focus: The major focus area of Loyola Community Radio is the empowerment of the target community. This is done in many ways including building an inclusive approach in the society, stigmatising the social perspectives, creating equal opportunities for the marginalised, educating them and guiding them towards a better future. The CRS also improve their living standards and dignify their lives.

Sustainable Development Goals: Loyola Community Radio primarily focuses on the given SDGs:
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 10: Reduced Inequalities
SDG 16: Peace, Justice and Strong Institution

Primetime Programmes: The rimetime programmes include Iniyavai Nangu, Kartatham Petrattam, Mellia Theendal, Nalam Nalama, Anbudan Thozh, and Pena Nadanam. Iniyavai Nangu is an entertainment programme based on Tamil literature, drama and music. Kartatham Petrattam is an educational programme for children. Mellia Theendal is a programme that discusses the rights and safety of children. Nalam Nalama is a health programme which focuses on improving the health of the community members by discussing various common diseases, their prevention and their treatment. Anbudan Thozhi is a programme that focuses on the upliftment of members of the transgender community. Pena Nadanam is a unique programme in which school children write letters to the CRS about their concerns, aspirations, needs, and other things. This programme is very popular among the masses.
Innovations in format or any other way: Rather than just broadcasting its content, the CRS tries to package it in innovative ways by promoting inclusivity and engaging people of all ages and social backgrounds. The CRS’ initiative to create a special programme for the transgender community is commendable. The CRS is also hugely popular among school children for its programme Pena Nadanam. Core Team: Loyola Community Radio has four CRMC members on its board, and they are supported by four core members led by the Station Director.

Major Projects Undertaken: Loyola Community Radio has been an active participant in regional and national projects since its inception. The CRS also develops its own internal intervention strategies which aim to influence the lives of the target community.

Sustainable Strategies: Loyola Community Radio is funded entirely by its parent organisation, Loyola College. The CRS aspires to be a self-sustained entity in the near future by actively pursuing collaborators and partnering in externally funded projects.

Number of listeners and Potential Outreach: Loyola Community Radio broadcasts its programmes in an area with a population of more than two lakh people. The CRS aspires to build an active listener base of one lakh listeners.

Major concerns in the Community: Lack of awareness about fundamental rights and public welfare schemes among the marginalised sections often lead to discrimination and violence against them. The poor need to be educated and given better opportunities to make them successful individuals and able contributors to the society. The poor in the society deserve to lead dignified lives and the society must come together to promote their welfare.
Genesis: Pasumai Community Radio, launched by Peace Industrial School, is an innovative initiative in Dindigul District, an agro-based industrial city in south Tamil Nadu state. It is owned by the community people, following guidelines from the Ministry of Information and Broadcasting. The radio is primarily focused on unorganised labourers and students, and has been serving the community since 2007. Pasumai CR has been providing broadcast services for 16 years. The unorganised labourers and the students are the primary listeners and participants of the community radio. Pasumai CR focuses on youth, agriculturalists, weavers, textile workers, daily wage workers, adolescent girls and children, migrant workers and women of the small hilly villages in Sirumalai and other villages in Dindigul. The parent organisation of the CRS has served as one of the standing committee members of NITI AAYOG, a think tank of Government of India in the CSO sector.

Thematic Focus: Pasumai Community Radio has been working actively in areas related to child labour, interstate and intrastate migrant labours, anti-human trafficking, women empowerment, reducing the risk of young workers in the textile sector, health care, addressing issues related to farmers, counselling youth and climate crisis, in Dindigul district.

Sustainable Development Goals: The Pasumai Community Radio follows these SDGs:
SDG 1: No Poverty
SDG 2: Zero Hunger
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 8: Decent Work and Economic Growth

Primetime Programmes: The primetime programmes include Urimai Ulaga Thagavalkal, Sirappu Parvai, Isai Charal Maruthuva Ulagam, Ungalai Thedi, Iniya Thozhi, Suttrucooolal Ulaga Thagaval, Vivasaya Ulagam, and Thisaiktatti Urimai Ulagathavalgal. Maruthuva Ulagam focuses on various issues related to community and general subjects, including addressing tuberculosis, diabetic awareness, COVID-19, and hypertension. Ungalai Thedi offers on-site and phone-in programs in schools, Sarva Shiksha Abhiyaan training centres, teacher education, and digital literacy centers. Iniya Thozhi discusses entrepreneurship, skill development, finance, health, hygiene, and income generation, with adolescent women workers in the textile industry. Suttruchooolal ulaga Thagaval and Vivasaya Ulagam focus on water conservation, rainwater harvesting, drip irrigation, organic farming, desilting ponds, and sustainable agriculture methods. Thisaiktatti and Urimai Ulagathavalgal provides employment opportunity alerts, skill training, and awareness on minimum wages, workplace safety, legal awareness, and anti-trafficking initiatives. Suttruchooolal Ulaga Thagavalgal addresses drought issues in the semi-arid Dindigul district due to climate change, tree planting, afforestation, and polluted water discharge from textile, tannery, and cloth dyeing industries.
Innovations in format or any other way: The CRS has created community groups like women SHGs, young workers group, community support group, adolescent boys group, adolescent girls group, etc. spread across 40 villages in Vedasundur taluk. These groups are the community base of Pasuami CR.

The CRS had been doing programmes related to COVID-19 since the onset of the pandemic and played a vital role in safe repatriation of migrants during pandemic in coordination with district administration and the parental organisation.

Core Team: Pasuami CRS boasts of a strong team of experienced members led by the Station Director, and is supported by the radio jockeys, presenters, and technical staff.

Major Projects Undertaken: Pasumai CR has been a part of at least 22 major regional and national projects throughout the years of its service; these projects include campaigns on several issues and themes. The CRS has collaborated with different organisations and agencies such UNICEF, CRA, Ideosync, SMART, and ECI.

Sustainable Strategies: Pasumai CR is funded by its parent organisation. The CRS has also designed a strategy which focuses on employing young volunteers with nominal incentive. This will help the CR in cutting costs, while providing the youth with hands-on experience of working at a CRS. The CRS also pitches proposals to local sponsors for grants.

Number of listeners and Potential Outreach: The broadcast range of the CRS covers areas of Vedasandur, Radiyarchatram, Sanarpatty, Athur, and Dindigul. These areas have a population of nearly four lakh people.

Major concerns in the Community: One of the major concerns in the society is the lack of digital literacy, which is seen as a serious threat in light of the rise in bank frauds using various methods. Raising people’s awareness and empowering them with regard to government programmes, scholarships, career advice, and health schemes will significantly help the community.
Holy Cross Campus Community Radio @ 90.4 FM
Holy Cross CR, Holy Cross College, Teppakulam, Trichy, Tamil Nadu– 620002

Contact Person: Principal, Holy Cross College
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Email: hccr90.4@gmail.com, office@hcctrichy.ac.in
Website: http://www.hcctrichy.ac.in/
Broadcast Timing: 9 AM to 7 PM for 10 hours a day
Broadcasting Language: Tamil

Genesis: Holy Cross Campus Community Radio started it broadcast on 19th December, 2006 with one hour of transmission in the morning and one hour in the evening from the College premises in the local language Tamil to enhance participation of the local community in the development process, to enhance their capacity, to provide opportunities especially to students, home makers, and youth and farmers to upgrade their skills, to preserve and promote traditional wisdom, knowledge and skills, and for topical information in areas of agriculture, social welfare, education, health and environment to be easily made available to the rural population. Within a year of its inception, Holy Cross Community Radio has expanded its programming to ten hours, covering a 5 km area and 90.4 MHz frequency. The station’s innovative format aims to keep listeners engaged and also educate them. With a vast network of resources, the community is empowered to actively participate in the station’s operations, enabling the creation of programmes using local voices.

Thematic Focus: The major thematic focus areas of Holy Cross CR include girls’ education, health, hygiene, child care, food, nutrition, environmental awareness, scientific awareness, women welfare, entrepreneurship, women empowerment, and skill development for youth and women. The CRS curates content and programmes which are based on these focus areas, and addresses the concerns of the community through it.

Sustainable Development Goals: The SDGs that Holy Cross CR follows are:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 10: Reduced Inequalities
SDG 11: Sustainable Cities and Communities
SDG 12: Responsible Consumption and Production
SDG 13: Climate Action

Primetime Programmes: Primetime programmes include Climate Change Literacy, Tangaval Kalanjium, Pengal Neram, and Ilaignar Ulagam, focusing on climate change, environment, women, and youth skills. The programmes of the CRS are designed to entertain and educate the society, and includes formats like discussions, live phone-in interactions, expert talk, and musicals. The programmes also make the listeners aware of various social evils and concerns.
Innovations in format or any other way: HCCR releases radio teasers of its programmes to create curiosity among the listeners. Apart from broadcasting, the CRS also organised a workshop on programme production for women in the community. Their contact details have been collected and exchange groups have been created to ensure that they continue developing their skills.

Core Team: HCCR has a large and efficient team; the core team at HCCR is constituted by the Station Director, Media Head, Station Manager, Staff Coordinator, Technical Head, Creative Head, Editors, Social Media Incharge, Community Coordinator, Consultant, Community Representative, and Student Representative.

Major Projects Undertaken: Throughout the seventeen years of its existence, the CRS has been a part of several major projects with leading organisations. Science For Women, and Planet Earth (in association with DST), and Climate Change are some of the major projects that the CRS has partnered in.

Sustainable Strategies: HCCR is funded by its parent organisation, Holy Cross College. The CRS also generates revenue through paid collaborations with other organisations and local agencies which include the Collectorate.

Number of listeners and Potential Outreach: HCCR has an outreach potential of nearly 10,000 people, and the CRS has an active listener base of 4,000 listeners.

Major concerns in the Community: The major concerns in the target community include lack of education, poverty, unemployment, sanitation and drainage problems, unhealthy food habits, reluctance to visit hospitals, and misconceptions about health.
SRM Muthucharam Community Radio @ 90.4 FM
Room No.608- A, HI- Tech Block, SRM Institute of Science & Technology, Kattankulathur, Chengalpattu, Tamil Nadu-603203

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Website: https://www.srmist.edu.in/life-at-srm/muthucharam/
Broadcast Timing: 8 AM to 8 PM for 12 hours a day
Broadcasting Language: Tamil, English and Hindi

Genesis: SRM Muthucharam Community Radio, operating at the frequency of 90.4 MHz, was launched on 7th April 2007 located inside the campus of SRM Institute of Science and Technology (SRMIST), Kattankulathur, Chengalpattu District, Tamil Nadu. The CRS was established with a vision to improve the chances of education, and provide guidance to children and youth in the community, and focus on education, health, environment, agriculture, rural and community development.

Today, SRM Radio has become the pulse of the community, which serves to create an informed, educated and confident community. The format, presentation, language and subject reflects the local culture and traditions. The members of the community, who frequently take part in the production of shows, fulfil the objective of improving lives and thoughts of the target audience, cater to their specific interests and demands through different projects and effective intervention strategies.

Thematic Focus: The major thematic focus areas include health campaigns, child protection, education, and economic development, care and support for disabled children, equal status for girls, universal access to basic education, and safe environment National and international cooperation is crucial for the better future of children. Safe drinking water facilities and sanitary disposal methods are also essential. Women face issues such as atrocities, trafficking, female foeticide, infanticide, and obscene portrayals. Solutions include security, maternal benefits, equal wages, and banning child marriage. The CRS creates programmes that focus on these areas.

Sustainable Development Goals:
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality
SDG 11: Sustainable Cities and Communities

Primetime Programmes: Nalamai Vaazhvom is a programme that focuses on health and hygiene, with specialised doctors in respective fields guiding people to lead a healthy life. Therienthukolvom is an informative programme that updates the community about traffic control, weather research, and consumer forums. Velan Arangam is an agricultural segment that records success stories of farmers and local entrepreneurs. Veerargal is a programme about freedom fighters’ lives, while Vinaadi-Vinaa is a quiz show that emphasises knowledge nourishment among school children. Vaguparai is a classroom-based programme that focuses on local school students, promoting mutual links and interactions. Ladies Special is a programme focused on uplifting women and SHG members, focusing on health, environment, entrepreneurship, and self-employment. Vanavil is a unique show that showcases the talents of SHG/NGO members and school children. Sattamarivom is a law-based program that covers interviews with famous lawyers to create awareness on various legal issues. Desa Bakthi Padal broadcasts patriotic songs, Ilakkia Medai covers literacy-based events, and Gramia Thendral features folk songs written and sung by rural artists.
Innovations in format or any other way: In addition to broadcasting, the CRS also uses a form of communication with digital screens that is characterised by a limited and selected audience.

Core Team: The core team includes the Station Director, Assistant Station Director, a panel of 12 teachers/educators/health professionals, and 3 technical members.

Major Projects Undertaken: The following are the major projects undertaken by SRM Radio.
T.B. awareness project, in association with Akasha Foundation, Chennai
Project on Climate Literacy with SMART NGO, in association with CRA

For the past five years, the community radio produced and broadcast various programmes related to elections to create awareness amongst the rural people

Sustainable Strategies: SRM CR receives technical and financial support partially from its parent organisation, SRM Institute of Science and Technology. In addition to this, funds are secured through collaborative projects with leading NGOs and government departments.

Number of listeners and Potential Outreach: SRM CR covers about 15 kms, in and around SRMIST and around 53 villages of Kattankulathur, Kuntrathur, Thiruporur and Thirukkalukundram blocks. The area has a population of more than 1,10,000 people and the CR has an active listener base of 60,000 listeners.

Major concerns in the Community: Unemployment among youth is a major concern. Lack of awareness about different welfare schemes, lack of adequate sanitation facilities, and lack of adequate healthcare and educational infrastructure are all deterrents in the development of the society.
Genesis: PSG Community Radio, being Coimbatore’s first community radio, has a significant role to play in the local community. Operating from the prestigious PSG College of Technology under PSG and Sons’ Charities, which has a rich legacy of 95 years in education and industry, the radio station is well-positioned to make a positive impact. Since its inception on December 14, 2007, PSG Community Radio has been dedicated to serving society through the medium of infotainment. By combining information and entertainment, the station aims to engage listeners while raising awareness and knowledge about important social issues.

Thematic Focus: Being a community radio, PSG Community Radio focuses on content that is relevant and beneficial to the local community. PSGCR cover a wide range of topics such as education, health, environment, culture, local events, and more. The station’s programmes are designed to inform, entertain, and empower the listeners, with a specific emphasis on social upliftment.

Sustainable Development Goals: The SDGs that PSG CR focusses on are:
SDG 3: Good Health and Well-Being
SDG 6: Clean Water and Sanitation
SDG 13: Climate Action
SDG 15: Life on Land

Primetime Programmes: The primetime programmes are Ulamanjari, Arul Neram, Sindhipom Sewaypaduvom, Hello Hello Sugama, Yennan-galin Yezhuchie, Theriyum aanaal Theriyadhu, and Uravu Paalam. These primetime programmes offer a diverse range of content, including cultural heritage, spiritual invocation, thought-provoking discussions on human well-being, health and hygiene, unearthing hidden facts, and community interaction. It delves into intriguing and lesser-known aspects to provide listeners with fascinating information. Each programme aims to engage and inform viewers in different ways, catering to a variety of interests and topics.
Innovations in format or any other way: Developing a device to remotely monitor and control the transmission and broadcasting of a radio station can greatly improve its efficiency and allow for extended operation periods, especially for community radio stations with limited resources. A device developed by the robotic students of PSG Tech could potentially include features such as remote access to transmission equipment, monitoring of signal strength and quality, scheduling and automation of broadcasts, and remote troubleshooting capabilities. By implementing such functionalities, the radio station operators can have more flexibility and control over their broadcasts, even from a remote location.

The field-based interactive programmes focus on the views and needs of the community. It provides a platform for the community to express their opinions, discuss important issues, and find solutions to problems together.

The CRS is also active on all major social media platforms and has a YouTube channel of its own.
Core Team: There are six CRMC members on the board of PSG CR who are supported by four core team members. By having CRMC members from diverse fields, PSGCR leverages the expertise of each member to create well-rounded and effective content for broadcast. This collaborative approach ensures that various aspects, including stakeholder management, content development, and other programme guidance, are addressed effectively.

Major Projects Undertaken: The major projects that PSG CR has been a part of are listed below:
Our Planet Earth - in association with Department of Science & Technology, New Delhi
TB project – Phase 1, in association with Reach-Axshya
TB project – Phase 2, in association with Reach-Axshya
TB project – Phase 3, in association with Reach-Axshya
Society without AIDS: TANSACS (Tamil Nadu State Aids Control Society)
Tamil Nadu State Assembly Election Voting Awareness campaign
The Climate Countdown – Awareness programme on the effects of climate change

Sustainable Strategies: Running a community radio station with full-fledged functioning and financial sustainability can indeed be a significant challenge. PSG CR has been able to achieve this by receiving financial and technical support from PSG and Sons’ Charities, its parental organization. This support has allowed PSG CR to reduce reliance on external funding and ensure its operational stability without any commercial advertisements.

Number of listeners and Potential Outreach: PSG Community Radio programmes reach 15 different areas in and around Coimbatore in its blanket area with a combined population of 2,00,000 people. According to PSG CR’s survey, 24.4% of the listeners in these areas are tuning in to PSG Community Radio programmes. Therefore, based on the survey results, it is estimated that PSG Community Radio programmes have approximately 48,800 listeners in the specified area.

Major concerns in the Community: Coimbatore is a major city in Tamil Nadu, and it holds significant importance in terms of industry and education. There are several common concerns associated with the city and some of them are water scarcity, traffic congestion, environmental pollution, lack of infrastructure development, need for wildlife management, and safety and security concerns.
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Broadcast Timing: 6 AM to 10 AM and 5PM to 8.30 PM for seven and half an hours a day
Broadcasting Language: Tamil and English

Genesis: The community radio is named after the Chairman Dr. Sivanthi Aditanar as Sivanthi Community Radio and is effectively functioning at Aditanar College of Arts and Science, Tiruchendur. It had its laurel beginning on 14th October 2007 and is broadcasting at 90.4 MHz. Aditanar group of Educational Institutions enhances the effective functioning of educational institutions in Tiruchendur and runs many institutions related to various fields under its ambit. Sivanthi Community Radio is committed to the welfare of the community and its upliftment by educating them and helping them become socially aware and responsible citizens.

Thematic Focus: The primary social goal of the community radio is to increase the local community’s awareness of health care, education, female literacy, self-employment, and environmental prevention. It provides a forum where members of the public can participate and express their opinions on issues pertaining to community development.

Sustainable Development Goals: Sivanthi Community Radio is actively working towards achieving these SDGs:
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth
SDG 11: Sustainable Cities and Communities
SDG 15: Life on Land

Primetime Programmes: The primetime programmes that are broadcast on Sivanthi CRS are Vazhnthu Parpom Varungal, Porulathara Sinthanai, Dinam Oru Thirukural, Santhippu, Manvasani, and Pakthi Padalgal. Vazhnthu Parpom Varungal is one of the most popular programmes that imparts moral values and motivation to the listeners. Patti Mandram is a programme which creates awareness among the society regarding different social issues. The programmes are entertaining and educational in nature, and cover a wide spectrum of topics that are relevant to the community.
Innovations in format or any other way: Apart from programme production and broadcasting, Sivanthi Community radio also gives training on broadcasting and audio production techniques to students and community members. Sivanthi Community radio provides opportunities to the budding artists to exhibit their talents. Many eminent intellectual and distinguished personalities from the various fields have shared their perspective and knowledge with the community on a plethora of subjects through the community radio. The future plans of Sivanthi Community Radio entail introducing more programmes with special focus on Indian culture, and career guidance for the youth.

Core Team: The staff at Sivanthi CRS has ten members including the Station Director, Station Incharge, technical staff, and radio jockeys. The CRS is supported by a panel of experts who provide valuable insights about the programmes. The CRS also has a dedicated band of student volunteers who actively contribute to the programmes.

Major Projects Undertaken: Sivanthi CRS partnered with Indian Society of Agrobusiness Professionals (ISAP) for COVID-19 awareness campaigns and vaccination drives. In 2009, Sivanthi Community Radio collaborated with the Department of Science and Technology, Government of India, New Delhi, for a project called ‘Science for Women’s Health and Nutrition’, and produced 153 episodes of programmes related to the topic.

One of Sivanthi Community Radio’s most successful programmes is the women and child care project, which is funded by the Department of Science and Technology of the Government of India

Sustainable Strategies: Sivanthi CRS is funded completely by its parent organisation, Aditanar College of Arts and Science.

Number of listeners and Potential Outreach: The areas of Tiruchendur City, Kumarapuram, Gandhipuram, Veerapandianpatham, Adaikalapuram Ranimahrajapuram, Shanmugapuram, Kulasekaranpathnam, and Kayalpatnam fall under the broadcast range of the CRS. Sivanthi CRS has an active listener base of 10,000 listeners.

Major concerns in the Community: Environmental concerns like pollution, and contamination of water resources affect the community. Lack of adequate sanitation facilities and need for effective waste management strategies also require immediate attention. The community members also need to be made aware of different public welfare policies and schemes.
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Email: kalanjiamvanoli@gmail.com  
Broadcast Timing: 6.00 AM to 6.00 PM for 12 Hours a day  
Broadcasting Language: Tamil  

Genesis: Kalanjiam Samuga Vanoli 90.8M is a community radio station established and managed by DHAN Foundation, Madurai. The CRS became operational in 2009. The CRS caters to a rural community mostly comprising of fishermen. The CRS is founded with the mission to improve the lives of its target community through its programmes and effective initiatives. The CRS provides the community with crucial information related to several areas, and aspires to be a part of their daily lives. It has been able to influence the community members positively through its community-specific approach.

Thematic Focus: The main thematic focus of Kalanjiam Vanoli rests on improving the lives of the fishing community in the areas. The CRS bridges knowledge gaps, and disseminates relevant information like weather updates to the fishing community. The CRS also functions as a disaster management agency in times of crisis and works to mitigate the impact of disasters on the lives of the community members. DHAN Foundation has already established institutions like women self-help groups, Coastal Farmers Federation, and Fishermen Federation in the Keelaiyur block.

Sustainable Development Goals: Kalanjiam Radio is focussed on achieving these SDGs and is actively working towards it:
SDG 1: No Poverty  
SDG 2: Zero Hunger  
SDG 8: Decent Work and Economic Growth  
SDG 12: Responsible Consumption and Production

Primetime Programmes: ‘Kadal Alai’ is the popular primetime programme that is broadcast at 11.30AM every day. It focuses on the lifestyle of fishermen and their livelihood. It usually carries a case study of fishermen families living on the seashore.

There is another programme on coastal agriculture, which aims to enhance the coastal farming livelihood. The programmes are designed to meet the specific needs and concerns of the community, while also aiming to empower them.
Innovations in format or any other way: More than broadcasting the CRS tries to engage with the daily lives of the community members who might not be able to tune to radio programmes. But crucial information needs to be passed on and the CRS ensures to reach out to the community members at all times. Such initiatives build a strong relation of trust between the CRS and the community members. After all, the CRS is for the community members, and of the community members.

Core Team: The CRS has a small but dedicated team of five members including the station manager, content producer and radio jockeys. In addition to this team, the CRS has a group of enthusiastic volunteers who interact with the local community and record programmes.

Major Projects Undertaken: The CRS has been a part of several regional projects and campaigns in partnership with leading organisations like UNICEF, SMART, BMGF, and CRA. The CRS was part of a host of awareness campaigns during the COVID-19 pandemic.

Kalanjiam Vanoli also works on its internal initiatives to develop unique programmes for the community.

Sustainable Strategies: The CRS is supported by the DHAN Foundation. The team works on different strategies to raise funds for the seamless functioning of the CRS. The team also proposes its initiatives to different organisations for funded partnerships.

Number of listeners and Potential Outreach: The area has an outreach potential of more than seventy-five thousand people and the CRS has an active listener base of 15,000 listeners.

Major concerns in the Community: Coastal farmers face major concerns in the community, such as saline soil, which is affected by climate change and natural disasters like cyclones. Seawater enters the farming field, increasing soil’s salt content, affecting crop productivity. Additionally, farmers face unpredictable pests and diseases, further affecting their livelihoods.
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Email: ksrcr904@gmail.com
Broadcast Timing: 6.00AM to 11.00 AM and 5.00 PM to 10.00PM for 12 hours a day
Broadcasting Language: Tamil and English

Genesis: The KSR Community Radio was established by KSR Educational Trust that runs and manages the KSR group of colleges. The Community Radio is the initiative of KS Rangasamy Educational and Charitable Trust with a vision to disseminate knowledge on education, health, environment, developmental issues, issues related to women and social issues to benefit the community and its members. KSR Community Radio was launched on 15th July 2010. KSR Group of Institutions caters to the needs of the students in the nearby villages and towns, namely Erode and Tiruchengode, through its quality education.

Thematic Focus: The major focus area of the KSR CR lies in the upliftment of the community through education. The CRS also focuses on other areas that impact the community including environment, social issues, health issues, especially HIV/AIDS and cancer, science awareness and education, agriculture, personal hygiene, self-motivation, personality development, career guidance, and music.

Sustainable Development Goals: KSR Radio primarily focuses on these SDGs:
SDG 2: Zero Hunger
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and sanitation
SDG 15: Life on Land

Primetime Programmes: KSR Community Radio has many programmes that focus on educating and entertaining its target audience. The programmes are curated specifically to the needs of the community, and are in various formats including discussions, expert talk, live phone-in interactions, pre-recorded talks, relays, etc.
One of the primetime programmes that are broadcast on the CRS is Uriodu Uravadu is a health programme in which health awareness messages broadcasted to the community. Doctors and experts from the coverage area are interviewed by the student volunteers. The CRS also features shows on agriculture, lifestyle, and environmental concerns.
Innovations in format or any other way: KSR community radio engages with the community members in the remote areas through the means of narrowcasting. The CRS also has unique programmes like the one which features a doctor and the listeners can dial up the CRS’ studio for a free consultation.

Core Team: There are four CRMC members on the board of the CRS. They are assisted by the core team led by the Station Manager. The CRS also encourages community participation and invites community members to contribute to the programmes of the CRS.

Major Projects Undertaken: KSR CRS has been a part of several major projects and initiatives in the region. Some of them are - ‘Pledge for Good Health’, ‘Young Warriors COVID Campaign’, ‘Election Awareness Campaign’, and other COVID awareness campaigns and vaccination drives. The key collaborators of the CRS include SMART, CRA, and UNICEF.

Sustainable Strategies: The CRS is funded completely by the KSR group, and it also tries to generate its own revenue stream through externally funded partner projects.

Number of listeners and Potential Outreach: Fifty villages fall within the broadcast range of the CRS and it has an active listener base of seven thousand listeners.

Major concerns in the Community: Child labour and child marriage remain deterrents in the overall social development of the society. Children and youth need to be educated and provided opportunities to pursue careers opportunities of their choice. The community requires better health and educational infrastructure. The CRS strives to educate and empower the target community through its programmes.
Transfer of technology plays a vital role in increasing the farm productivity, resulting in enhanced profits to the small and marginal farmers. Mass medium is very effective in the propagation of farm technologies. Among the mass media, radio renders tremendous support for the large-scale adoption of agro-technologies for the benefit of the farming community. TNAU Vivasayee CR was established to fully address the local needs of the farming community.

Thematic Focus: TNAU Vivasayee CRS primarily broadcasts programmes based on agriculture, and on health, environment, education, and community development. Agriculture programmes comprise production technologies of different crops, plant protection, farm implements, post-harvest technologies, food processing, value addition, success stories of farmers, weather forecast, government schemes, etc. The main focus is on dissemination of critical technologies to improve the livelihood of the farming community.

Sustainable Development Goals: The SDGs that the CRS focuses on are:
SDG 2: Zero Hunger
SDG 3: Good Health and Well-Being
SDG 8: Decent Work and Economic Growth
SDG 13: Climate Action

Primetime Programmes: The primetime programmes at the CRS can be broadly divided into the following categories:

- Programmes on new agricultural technologies including allied enterprises such as animal husbandry, apiculture, mushroom cultivation and post-harvest technologies.
- Information bulletins on frontier technologies such as water harvesting and water conservation, soil health management and eco-friendly agricultural practices.
- Programmes and success stories on organic farming & valued added agricultural products.
- TBI incubatees and their role in promoting value-added agricultural products.
- Short programmes on rural environmental problems, resource constraints and optimum utilisation of resources.
- Weather and price forecast are done on a regular basis.
Innovations in format or any other way: The CRS broadcasts programmes related to agriculture and allied activities through knowledge and technology acquired from scientists, and farmers’ experience. The recorded programmes are also uploaded in the Agritech Portal of the University for wide coverage and outreach.

The CRS engages with the farming community to understand their concerns and tries to resolve them by devising appropriate interventions and programmes.

Core Team: The programmes at TNAU Vivasayee CR are planned and guided by a team of scientists who are supported by the Administrative Technical Staff.

Major Projects Undertaken: The CRS designed a programme to assess the impact of TNAU Community Radio programmes among millet growers - “Dissemination of Technologies on Millet Production and Value Addition”, sponsored by NABARD.

The CRS mostly develops its internal initiatives while working closely with the farming community. Sustainable Strategies: The CRS is sustained financially by the parent organisation, Tamil Nadu Agricultural University. It has pitched proposals to NABARD and other allied organisations for funded partnership projects.

Number of listeners and Potential Outreach: The CRS broadcast range of the CRS covers almost 22 villages, and benefits nearly 10,000 farmer families.

Major concerns in the Community: Environmental concerns like climate change and their ancillary issues are a matter of concern for the community. Pollution and contamination of water resources also add to the plight of the community members. The CRS tries to create awareness regarding these issues and address them through different initiatives.
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Contact number: +91-9787453846  
Email: surendrababu.rgniyd@gov.in, baburgni- 
yd@gmail.com  
Broadcast Timing: 10 AM – 6 PM for 8 hours  
Broadcasting Language: Tamil  

Genesis: Rajiv Gandhi National Institute of Youth Development (RGNIYD), established Ilanthalir Community Radio Station in 2008 inside its campus with a frequency of 107.2 MHz. The target group includes the general public, adolescents, youth community involving self help groups, ICDS beneficiaries, gram panchayats in and around RGNIYD. 

The CRS is committed to the upliftment of the target community through its programmes and interventions, and has been able to create a positive impact in the community through its unique community-oriented approach. 

Thematic Focus: Ilanthalir CRS works on a wide range of focus areas that include adolescent issues, women and child health, youth development, career counseling, life skills education, environment issues, social issues, gender awareness, awareness on govt. schemes and plans, media literacy, financial literacy for women, culture and so on. The programmes of the CRS has designed to educate and empower the target community while addressing their needs and concerns. 

Sustainable Development Goals: Ilanthalir Radio focuses on achieving the given SDGs:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 13: Climate Action  

Primetime Programmes: The popular primetime programmes that feature on Ilanthalir CRS are:  

Ilanthalir Neram (For Adolescents): The programme in purely produced for the adolescents in the community, through various formats like drama, story telling, songs etc. This programme aims to provide them with a platform to express their concerns.  

Vazhvivai Thirangal (Life Skills Education Programme): The main objective of this programme is imparting the life skills education through moral stories and day-to-day life incidents. This programme is presented by life-skill education trainers.  

Nalamudan Vazha (Health Programme): This programme creates awareness and educates the community people regarding health and hygiene. It is a live question-and-answer programme featuring an expert doctor.
Innovations in format or any other way: Ilanthalir CRS engages with the community through narrow-casting. Such practices forge a sense of trust between the CRS and the listeners, which could not be achieved by broadcasting alone. The CRS designs programmes to gauge the problems faced by the community and strives to address them in its programmes.

The CRS also distributed free radio sets in nearby schools and Self Help Groups.

Core Team: The team at Ilanthalir CRS has five CRMC members on its board who are supported by the Station Manager, Programme Assistant, and Technical Assistant. The core team is supported by a group of radio jockeys and presenters.

Major Projects Undertaken: Ilanthalir CRS has been a key partner in producing educational programmes of the government schools in Tamil Nadu, in association with the Education Department of the state. The CRS has also been a part of various regional projects and initiatives that focused on community welfare.

Sustainable Strategies: Ilanthalir CRS is completely funded by its parent organisation, Rajiv Gandhi National Institute of Youth Development.

Number of listeners and Potential Outreach: Ilanthalir CRS has an active listener base for approximately 20,000 listeners.

Major concerns in the Community: Sriperumbudur is an industrial area, and the areas reels under high levels of pollution and water contamination. This also leads to many health issues within the community.
Genesis: Rathinavani Community Radio (90.8) was launched on 17th May 2013. It aims to improve the livelihood of rural people, promote educational development of rural and urban students, inculcate traditional knowledge and civility among the community, and create awareness among the public on government welfare schemes. Through varied initiatives and interventional tactics, the CRS continue to make a significant difference in the target community.

Thematic Focus: Most of Rathinavani Community Radio’s intervention efforts are directed towards topics like science and technology, general knowledge, agriculture, women’s empowerment, health and hygiene, climate awareness, senior citizen rights, Tamil folk arts, government initiatives, etc.

Sustainable Development Goals: Rathinavani Community Radio focuses its work on achieving these SDGs:

- **SDG 3**: Good Health and Well-Being
- **SDG 4**: Quality Education
- **SDG 5**: Gender Equality
- **SDG 8**: Decent Work and Economic Growth
- **SDG 9**: Industry, Innovation and Infrastructure
- **SDG 13**: Climate Action

Primetime Programmes: The following are the primetime programmes that are broadcast on Rathinavani CR.

- **Nambikai Oli**: Distinguished personalities from the neighbourhood are invited to deliver motivational talk to the radio listeners.
- **Nalam Nalam Aria Aaval**: This is an exclusive programme where health experts and mental health conditioners are invited to create awareness about different medical conditions and health issues.
- **Vetri Sigaram**: Stories of successful individuals from the community is broadcast to motivate and empower community members.
- **Unaal Mudiyum**: This is a unique programme for students, to help them in the preparation for competitive exams and higher studies.
Innovations in format or any other way: Rathinavani CR invites pioneers from various fields such as agriculture, health, science, research & innovation; the CRS also organises awareness rally and campaigns in the community to stimulate rural entrepreneurship. The CRS is also active on all major social media platforms.

Core Team: The core team at Rathinavani CR includes the Station Manager, Programme Producer, a panel of educators, and a dedicated group of student volunteers. The panel of experts provide regular insights about different programmes; the programmes are updated and new programmes are developed as per their suggestions. The student volunteers are the soul of the CRS as they actively contribute at stages of content development, from conceptualisation to delivery.

Major Projects Undertaken: Rathinavani CR has completed many major projects. The CRS partnered with UNICEF to create awareness on COVID-19 during the pandemic period. Similarly, with the support of the Department of Science and Technology (DST) and SMART, the CRS developed ‘Science through Radio’, and ‘Climate Literacy’ programmes.

Sustainable Strategies: The meets about thirty percent of its expenses through grants from its parent organisation, Rathinam College of Arts and Science. The remaining funds are generated through collaborative projects from private and government organisations, advertisements, promotional activities, and student workshops.

Number of listeners and Potential Outreach: CRS is located in the semi-urban area, the broadcasting covers both urban and rural settlements. The broadcasting area has a total population of 1.5 lakh people and the CRS has an active listener base of nearly 27,000 listeners.

Major concerns in the Community: The community’s main concerns around lack of digital literacy, addiction to social media and online gaming, and lack of skill development and entrepreneurial ventures. Content sharing among community radio stations (community radio network online) can enhance the exchange of knowledge and skills for the local community.
Genesis: The Community Radio Station Vayalaga Vanoli 90.4 MHz, located in Kottampatti, Madurai, Tamil Nadu, is owned and operated entirely by a farmer’s federation - Madurai District Tank Farmers Federation. Vayalaga Vanoli was founded in 2011 and initially, the radio station only broadcast 3 hours of programmes; today, it airs 16 hours of radio-programmes. Two groups coordinate the radio station - a committee of five farmers oversees its governance, and a further fifteen farmers produce and develop the programme content.

Thematic Focus: The major thematic focus area of Vayalaga Vanoli is agriculture. The CRS commits itself to developing content that benefits the farming community, and also shares crucial information and updates with them. The programmes cover a vast range of subjects including organic farming, sustainable farming methods, pest control, climate change and weather, latest technology in agriculture, new farming methods to improve yield, procuring fair prices, and much more. The programmes at the CRS often feature agricultural experts and progressive farmers.

Sustainable Development Goals: Vayalaga Vanoli focuses on these SDGs for the upliftment of the community:
SDG 1: No Poverty
SDG 2: Zero Hunger
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth

Primetime Programmes: The programme ‘Uluthundu Valvom- Live with Farming’ is broadcast during primetime at 11.30 AM, 3 PM, and 6 PM. This time is divided into two half-hour segments, the first of which is devoted to livestock and the second of which is devoted to agriculture. This programme also features expert advice and community discussion. The goal of this programme is to boost farmers’ productivity. It became a flagship programme for farmers in the region and created a reputation of its own in the villages of Kottampatti.
Innovations in format or any other way: The programmes of Vayalaga Vanoli are produced and presented by the community members in their own voice and style. Most of the programmes are recorded in the field, rather than at the radio station. The CRS has twenty volunteers in twenty different villages to coordinate and record the programmes. This sort of content creation and management is a practice which is unique to Vayalaga Vanoli alone, amongst all the community radio stations in the country.

The ‘Sorgame Yendralum- Village life is Best’ programme is a unique initiative where the RJ and volunteers visit villages for live phone-in programmes, encouraging households to participate in programmes and programme recording. Vayalaga Vanoli organises need assessment workshops, and updates programme formats and timings based on the demand and feedback. A Content Coordination Committee reviews the content and formats of the programmes.

The CRS has also conducted several micro-studies in the area and designed interventions based on the outcomes of those studies.

Core Team: A dedicated team of fifteen farmers conceptualise and develop the programmes. They are assisted by six other members in coordinating the programmes of the CRS.

Major Projects Undertaken: The following are the major projects undertaken by the CRS.

- Back to Agriculture – Around 2000 + episodes on agriculture, supported by a CSR grant.
- Science for Women – a series on Health, supported by Department of Science & Technology
- Good Governance and Grassroots Democracy - 25 episodes, supported by Swiss Embassy, INDIA
- Covid Young Warrior, supported by CRA and UNICEF
- Vaccine Hesitancy Campaign, supported by BMGF and SMART
- Pledge for Good Health, supported by CRA and UNICEF

Sustainable Strategies: Vayalaga Vanoli is self-sustained; it covers all of its expenses and generates surplus. Vayalaga Vanoli acts as a Community Media Center, where Community Radio, Community Video and Voice SMS are integrated to bring financial sustainability. DAVP, local advertisement, video documentary, and voice SMSs are the source of income.

Number of listeners and Potential Outreach: The population in the region is nearly 2,50,000 and the CRS has an active listener base of approximately 75,000 listeners.

Major concerns in the Community: Climate Change and water scarcity are the major concerns among the community.
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Website: https://sites.google.com/view/aahanalvaanoli

Broadcast Timing: 10.00 AM to 01.00 PM and 3.30 PM to 06.30 PM for 6 hours a day
Broadcasting Language: Tamil and English

Genesis: Established in 2014, The AGN School CRS emphasises overall development and awareness creation among rural people of Konganapuram. Local people depend on agricultural resources as well as textile related livelihoods. Hence, the CR station seeks to help them by broadcasting agriculture-, textile-based motivational and educational programmes. The CR station acts as a platform for rural school children and also broadcasts educational programmes for them.

Thematic Focus: The focus area of intervention of the CRS has majorly been agriculture and quality education for children in the target community. AGN CRS also focuses on child rights, women empowerment, environmental protection, skill development and capacity-building, life skills, education, health, and government schemes and programmes.

Sustainable Development Goals: The SDGs that AGN School CRS focuses on are:
SDG 4: Quality Education,
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 15: Life on Land
SDG 16: Peace, Justice and Strong Institutions

Primetime Programmes: Primetime programmes include Sirugathai Neram, a fairy tale program for children, and Aahanal Neyargal Pallayiram, a live show focused on societal needs. Both programs have received positive feedback from the community. Aahanal Neyargal Pallayiram, a live show, focuses on developing speaking skills and solving problems. The CRS has a bank of programmes for every occasion, and for community members from all age-groups and sections of the society.

AGN CRS has developed unique programmes to cater to the needs and concerns of the farming community which covers areas like farming methods, pest control, weather, organic farming, etc.
Innovations in format or any other way: In collaboration with UNICEF, the Indian Postal Department, and District Tuberculosis Department, a postcard drawing competition was conducted on breastfeeding, anaemia, child rights, and tuberculosis, receiving 660 entries. The winners were awarded prizes and certificates.

The CRS also actively narrowcasts its content to engage with the community members in media-dark, remote areas, and also those who do not tune in to radio programmes. These interactions have benefited the community members as they receive crucial information regarding various topics. The programmes of the CRS are also available as podcasts on popular streaming applications such as Spotify.

Core Team: There are six CRMC members on the board of AGN CRS and they are assisted by a core team of four members. The CRS is also supported by the faculty and students of the AGN School who actively participate in developing programmes and delivering them. Engaging in the CRS’ activities is a rich and helpful experience for the children as they get to know about different social issues and concerns from a young age. They get to learn how community interventions are designed, from close quarters.

Major Projects Undertaken: The following are the major projects that the CRS has been a part of:
Climate Change Literacy Project, in association with SMART
Trainings - Data Leads, in association with Factshala
COVID-19 - Pledge for Good Health Project, in association with UNICEF and CRA
COVID-19 Young Warriors Campaign in association with UNICEF and CRA
COVID-19 Campaign, in association with SMART

Sustainable Strategies: AGN CRS receives technical and financial support from its parent organisation, AGN School (managed by the GIFT Foundation Trust). The CRS also collaborates with external organisations for funded projects.

Number of listeners and Potential Outreach: Forty villages with a population of nearly 3,67,000 people fall within the broadcast range of the CRS, and it has an active listener base of nearly 3,000 listeners.

Major Concerns in the Community: The main industries in this region are weaving and agriculture, so educating and training people in their respective technological fields would be extremely helpful. The CRS can reach a larger audience to create a positive impact if the government incorporates it into the different government initiatives.
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Contact Number: +91-99526 70221
Email: www.ssmce.ac.in
Broadcast Timing: 09.00 AM to 12.00 PM and 01.00 PM to 04.00 PM for 6 hours a day
Broadcasting Language: Tamil and English

Genesis: SSM CR was launched and inaugurated on 13th February, 2012 by Shri. A. Ganesamoorthy, Member of Parliament. The parent organisation of SSM CR is SSM College of Engineering. The CRS aims to cater to the needs of both the student- as well as the local community in the neighbouring areas. SSM CRS is dedicated to serving the target community by being a source of credible information as well as entertainment.

Thematic Focus: The major focus is on health and hygiene awareness, disaster management, agriculture, education, and textile-based programmes which benefit the local community. The CRS broadcasts programmes on different subjects to ensure the overall development and well-being of the community.

Sustainable Development Goals: SSMCR aims to achieve the SDGs given below:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 6: Clean Water and Sanitation
SDG 13: Climate Action

Primetime Programmes: SSM CR broadcasts a variety of programmes based on health and hygiene awareness, environmental concerns like climate change, agriculture, disaster management, and women empowerment and safety. These programmes are packaged and delivered in various formats to intrigue and engage the community. The CRS also broadcasts programmes related to the local culture, traditions, art forms, and history.

Innovations in format or any other way: SSM CR organised a tree plantation campaign in association with the NSS unit of SSM College of Engineering in Valayakaranooor village. The CRS has promoted various cleaning drives including that of a lake before the start of monsoon. The CRS actively promotes awareness campaigns on climate change.
Core Team: The core of SSM CR is constituted by the Station Director, Station Manager, Production Manager, and Production Assistant. The CRS also has three CRMC members on its board. The students of the institution enthusiastically volunteer to support the activities of the CRS.

Major Projects Undertaken: SSM CRS has been a part of many regional as well as national initiatives since its inception. The CRS has also focused on developing its own internal programmes and initiatives that aim to address the various concerns in the society.

Sustainable Strategies: SSM CRS is financially and technically supported by its parent organisation, SSM College of Engineering. The CRS also generates some revenue through advertisements and external projects.

Number of listeners and Potential Outreach: The outreach potential and precise number of active listeners are yet to be ascertained.

Major concerns in the Community: Natural calamities and environmental problems like climate change are a cause of concern. The community needs better educational and healthcare infrastructure, and also more sustainable livelihood options to improve living standards and ensure its holistic development.
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Website: www.nalamdana.in
Broadcast Timing: 10.00 AM – 2.00 PM and 2.00 PM – 6.00 PM repeat broadcast
Broadcasting Language: Tamil and English

Genesis: Thendral (meaning 'breeze' in Tamil) Community Radio was established by Nalamdana, a nonprofit organisation involved in creating awareness using innovative and participatory communicative tools like street theatre, short films, music and various creative works. The objective of the CRS is to serve the community by providing a forum for the specific issues and finding solutions for the benefits of the target audience. Nalamdana’s interventions have addressed child safety, health and hygiene, maternal and child health, water and sanitation, diseases like HIV/AIDS and TB.

Thematic Focus: The major thematic focus areas of Thendral CR include health and hygiene, women empowerment, child rights, importance of education, awareness on laws and rights, environmental awareness, alcohol/drug addiction, road safety and Indian history.

The CRS focuses on creating programmes that are socially relevant and which address the concerns of the community by engaging and interacting with them.

Sustainable Development Goals: Thendral Community Radio works on the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 6: clean water and sanitation
SDG 13: Climate action

Primetime Programmes: Thendral CRS has a large pool of programmes which aim to entertain, educate and empower the community through discussions, dramas, narrations, skits, live phone-in sessions, expert advice, musicals, and pre-recorded talks. These programmes are based on the focus areas in which the CRS aims to create an impact in the community. The programmes also feature guests and experts from different fields who address the concerns of the society. The CRS has designed special programmes on climate change, child welfare, COVID-19, and cancer-awareness.
Innovations in format or any other way: Thendral CRS invites students from schools and colleges to present programmes at the station. They engage in different activities like storytelling, debates, skits, singing, etc. This helps the children build confidence and engage in social activities without reserve.

The CRS also actively engages with community members through social events, celebration of festivals, and organises health and awareness camps for the welfare of the community.

Core Team: There are eight CRMC members on the board of Thendral CRS and they are assisted by six core members who essay unique responsibilities to ensure the smooth functioning of the CRS.

Major Projects Undertaken: Thendral CRS has been part of funded projects with NCSTC, DST, MASA, Reach Akshaya, PayPal, Rotary Club, SMART, CRA, DAVP and Foundation for Women and Children (Chennai). These projects included awareness campaigns and other initiatives that focused on improving the condition of the target community.

Sustainable Strategies: Thendral CRS is financially supported by its parent organisation. The CRS is also able to generate revenue through its different funded ventures with external organisations.

Number of listeners and Potential Outreach: The broadcast limits cover the areas of Neelankarai, Chinna Neelankarai, Palavakkam, Vettuvankeni, Perungudi and Thoraipakkam in South Chennai. The CRS has an active listener base of 10,000 listeners.

Major Concerns in the Community: The community faces major concerns, including limited access to primary schools and health centres. Periodical health camps and awareness programs are crucial for women’s health, nutrition, fighting cancer, and improving maternal and infant care.
Contact Person: Dr. R. Subashini, Mr. R. Saravanan Karthick
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Email: vitcr@vit.ac.in
Website: http://www.vit.ac.in/about/communityradio
Broadcast Timing: 9 AM to 6 PM, 9 hours a day
Broadcasting Language: Tamil and English

Genesis: VIT Community Radio 90.8 MHz became fully operational in 2014, and represents the identity and voice of the Vellore community. VIT Community Radio was established with the mission to provide a platform to the members of the target community to express their concerns and opinions, and share their talent assets. The CRS functions on a community-centric approach that realises the uniqueness of the local traditions, culture and arts, and focuses on preserving them for the future generations.

Thematic Focus: The major focus areas of VIT Radio include higher education, government school programs for rural youth, ICT for village development, environmental awareness, health programs, women’s entrepreneurship, community participation, agriculture, first-generation entrepreneurs’ challenges, youth awareness, global skills development, and alumni life lessons.

Sustainable Development Goals: VIT Radio has programmes focussed on the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 7: Affordable and Clean Energy
SDG 8: Decent Work and Economic Growth

Primetime Programmes: The primetime programmes that are broadcast on VIT CR include programme in Tamil - Maruvatha Neram (health programme), Anubava Medalai (interviews with local community members), Karuthukalam (vox populi), Palikoodam (programme for school students), and Vallunar Parvai (experts talk).
The popular programmes in English include Experts Talk, Travel Bonanza, and Silver Lining Show.
Innovations in format or any other way: Along with broadcasting, innovative techniques include promoting programmes against school dropout, adopting a village as a model village of excellence, promoting awareness through social media, developing an exclusive application for VITCR, and a dedicated web server for online mode. The CRS is also active on all major social media platforms and has its own YouTube channel.

Core Team: There are five CRMC members on the board of VIT CR who are assisted by a core team of seven staff members from the institutions. The CRS is also supported by student volunteers who contribute to all activities that ensure the seamless creation and delivery of programmes.

Major Projects Undertaken: VIT CR has worked on several different initiatives which include COVID-19 awareness campaigns, camps for children, projects on education, and awareness campaigns on nutrition of breastfeeding mothers and infants. VIT CRS created a series of programmes on ‘Water Safety’, and ‘Say No to Plastic’. The key partners include UNICEF, CRA, and CEMCA.

Sustainable Strategies: Forty percent of the financial needs of the CRS are met with funding from the parent organisation, VIT. The remaining funds are drawn through collaborative ventures with different external organisations and local administrative bodies.

Number of listeners and Potential Outreach: VIT CR’s broadcast limit covers ten villages and these villages have a population of more than one lakh people. The CRS has an active listener base of nearly one lakh people.

Major Concerns in the Community: Lack of employment opportunities for youth, lack of adequate health-care and educational infrastructure, lack of awareness about public welfare policies and schemes, inadequate sanitation and hygiene standards affect the well-being of the community. VIT CR tries to address these issues by developing programmes and initiatives that focus on the same.
Genesis: Radio Kotagiri 90.4 MHz, established on February 13, 2013, is an outreach platform for indigenous and local communities in the Nilgiri Biosphere Reserve, located in Tamil Nadu. The organisation, under the aegis of Keystone Foundation, has been working on eco-development issues for over three decades. The CRS aims to address the major changes in forest landscapes and demography in the Nilgiris, and the rupture in traditional knowledge transmission between generations. The radio offers a platform for local communities to share experiences and knowledge, as well as opportunities for youth and local communities to learn storytelling and audio-visual documentation skills.

Thematic Focus: Radio Kotagiri’s broadcast covers various local issues, such as health, wellbeing, water, sanitation, organic agriculture, traditional cultural expressions, ecological biodiversity, apiculture, human-wildlife interactions, women empowerment, and general knowledge. It shares information from government agencies and other sources with local and indigenous communities, and also raises awareness about indigenous culture and knowledge. The radio focuses on cultural revitalization and organic agriculture, with a strong emphasis on women’s health, gender empowerment, and climate change adaptation.

Sustainable Development Goals: Radio Kotagiri works on the following SDGs:
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality
SDG 6: clean water and sanitation
SDG 13: Climate action
SDG 15: Life on Land

Primetime Programmes: The popular primetime programmes of Radio Kotagiri include:

- Penne Unakagha (For the Women): This programme focuses on women’s issues related to health, wellbeing, opportunities in the public sphere, etc
- Iyerkai Oru Uraidaal (Conversation with Nature): This programme focuses on human-wildlife Interactions in the biosphere reserve, and best practices for humans around wildlife
- Climate Countdown.: The programme focuses on climate change in the Nilgiris, which has severe impacts on the region’s environment and economy. The government and stakeholders come together through the CRS to generate awareness on sustainable measures to mitigate climate change’s effects and preserve the region’s biodiversity.
Innovations in format or any other way: The CRS has been developing new technologies and content formats to capture the attention of a wider audience base. They have implemented innovative audience engagement measures, such as Street Theatre and Wall Art, to enhance awareness and engagement. The CRS also supports community media initiatives, such as Wi-fi mesh networks, which enable local communities to record, store, and broadcast their lived experiences in local languages. The radio has experimented with narrowcasting in all programs to directly reach listeners and encourage community participation. Interactive radio shows have been made possible through cleaning drives, walkathons, heritage walks, and public exhibitions, allowing audience participation through phone calls, social media, and other channels. These formats create a sense of community and involvement that traditional radio shows may not have offered. Innovations in radio format and delivery have significantly impacted the radio audience experience over the last few years, enabling the CRS to reach wider audiences, offer diverse content, provide on-demand experiences, and create community engagement. As technology advances, more innovations are expected to further enhance the radio experience for audiences.

Core Team: The core team at Radio Kotagiri is constituted by five members who each essay a significant role at the CRS.

Major Projects Undertaken: Radio Kotagiri has worked on initiatives in several areas that include digital rights, promotion of indigenous languages, COVID-19 prevention and vaccination awareness, science education and communication, and climate action. The key partners include SMART, UNICEF, CRA, DST and Cultural Survival.

Sustainable Strategies: The CRS is implementing several sustainability strategies, including technological and digital innovations, replicable formats, and collaborations with listeners, government departments, NGOs, and local agencies. The radio has made infrastructure investments and experimented with low-cost high-fidelity technology, advocating for open-source systems to replicate these models at the village level. The radio also focuses on replicable workflows, tech tools, and operational functions for training with students and civil society groups. Collaboration and stakeholder meetings with listeners, government departments, merchant associations, restaurants, and retailers have been crucial for the radio’s sustainability over the past decade. Local agencies, partners, and unions have supported the CRS efforts and promoted it as an effective media partner.

The CRS is implementing sustainability strategies, including community engagement through crowd-sourcing content, campaigns, and field reporting.

Number of listeners and Potential Outreach: Kotagiri town has a population of 28,000 people, from more than 25 villages. Outreach includes more than 1000 families through narrowcasting and wi-fi mesh systems. The town’s inhabitants include Scheduled Tribes, PVTGs, Sri Lankan and Nepali migrants, estate labourers, and other settlers.

Major Concerns in the Community: Inadequate employment opportunities contribute to increased alcoholism, depression, and suicide. Health conditions and mortality rates are poor, with high rates of heart and stroke deaths. The biosphere reserve faces rapid ecological, socio-economic, and cultural transformations, with citizens unprepared for urbanisation challenges.
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Broadcast Timing: 11 AM to 3 PM & 3 PM to 7 PM (Repeat) 8 hours per day
Broadcasting Language: Tamil and English

Genesis: PGP Community Radio was established in 2009 and the CRS officially started its broadcast on 6th June, 2010. The CRS is based in Nammakal which thrives in agriculture and poultry, and also has many educational institutions. PGP CR broadcasts programmes that intend to make the community target socially and economically aware. The CRS has been able to create a positive impact in the lives of the target community by catering to their specific needs and concerns.

Thematic Focus: The primary focus areas of intervention of the CRS have majorly been agriculture, and quality education for children in the target community. The CRS also focuses on child rights, women empowerment, environmental protection, life skill education, health, and government schemes and programmes. The CRS aims to improve the living standards of the community by designing need-specific initiatives to educate and empower the community based on these focus areas.

Sustainable Development Goals: PGP Community Radio focuses its work towards achieving these SDGs:
SDG 2: Zero Hunger,
SDG 4: Quality Education,
SDG 5: Gender Equality
SDG 6: Clean Water and sanitation
SDG 15: Life on Land
SDG 16: Peace Justice and strong institutions

Primetime Programmes: The primetime programmes on PGP CRS mainly focus on agriculture, education, health. The CRS disseminates knowledge about organic farming, latest technologies in agriculture and other allied areas, etc. through its agricultural projects. The programmes also feature agricultural experts and progressive farmers who share their experience and guide the local farmers. The health programmes focus on motivating the community members to adopt healthy lifestyle practices to steer clear of diseases. The programmes feature doctors and healthcare experts. The CRS also has a strong pool of programmes to entertain the community, including musicals, skits, and programmes for children.
Innovations in format or any other way: PGP CR engages with the community through regular field visits conducted by its staff. The CRS registers the concerns of the community and identifies strategies to resolve them. The CRS also community members suffering from diseases like Leprosy and Tuberculosis. PGP CRS organises regular health and social awareness camps for the benefit of the community.

Core Team: The core team is led by the principal of the group of institutions, and is supported by the staff of the CRS. Community participation is also encouraged as the CRS invites community members to volunteer for different roles in the CRS.

Major Projects Undertaken: PGP CRS has been a part of several major projects and initiatives in the region. Some of them are - ‘Pledge for Good Health’, ‘Young Warriors COVID Campaign’, ‘Election Awareness Campaign’, and other COVID awareness campaigns and vaccination drives. The key collaborators of the CRS include SMART, CRA, and UNICEF.

Sustainable Strategies: The PGP receives technical and financial support from its parent organisation, PGP Educational and Welfare Society, which is a non-profit organisation. The CRS aspires to be a self-sustained entity by procuring funds through means of paid collaborations.

Number of listeners and Potential Outreach: 61 village panchayats fall within the broadcast range of the CRS and these villages have a population of nearly 2,10,000. The CRS has an active listener base of two thousand listeners from this potential outreach.

Major concerns in the Community: Environmental issues, contamination of water resources, and pollution are areas of concern for the community. Waste management strategies also have to be reworked effectively. The community members need to be made of different public welfare policies and schemes.
Contact Person: Dr. C. Narmadha  
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Broadcast Timing: 10 AM to 2 PM for 4 hours a day  
Broadcasting Language: Tamil

Genesis: Periyar CR is the communication platform between the rural people of PURA village and Periyar Maniammai Institute of Science and Technology. The PURA scheme encompasses 69 villages of Thanjavur. The aim of Periyar CR is to empower the local community by helping them and making programmes to strengthen the social impact of community activities for combating poverty and exclusion, strengthening the voice of the community, and promoting women’s health and education.

Thematic Focus: The station focuses on Social upliftment, Environmental, Education and healthcare, Skill & talent development, Women Empowerment, Agriculture, etc.

Periyar CR is committed to working for the welfare of its target community and focuses on the themes of education, social upliftment, environment and environmental concerns, education, agriculture, skill development and capacity building, women empowerment, and healthcare and nutrition.

Sustainable Development Goals: The SDGs that the Periyar CRS focuses on are:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth
SDG 13: Climate action

Primetime Programmes: The popular primetime programmes that are broadcast on Periyar CR are Ilaya Samuthayam, and Pagutharivu Pinchugal. Pagutharivu Pinchugal is a programme where students from local schools & colleges come and exhibit their knowledge assets on different topics and includes narrations, recitals etc., for the benefit of other students in the community. This is extremely helpful in nurturing a bond between students and helping them learn better together. In Ilaya Samuthayam, the CRS experts from the field of education discuss career opportunities, scholarships and other things that can guide the youth towards a better future.
Innovations in format or any other way: Periyar CR narrowcasts its programmes in the rural areas, especially to students in those areas. The CRS collaborates with local bodies and agencies to design community welfare interventions that target different groups such as farmers, pregnant women, labourers, homemakers, and youth. The CRS is also on different social media platforms and engages with the audience by sharing its content and updates.

Core Team: There are 12 members in the staff of Periyar CR. It includes the Station Director, Station Manager, Technical Assistants, radio jockeys, and a panel of experts. This core team is supported by student volunteers who contribute to programme conceptualisation, designing and delivery.

Major Projects Undertaken: Periyar CR has undertaken several major projects. The CRS partnered with SMART for Creating Awareness on Climate Change, in the community. It also partnered with DST Vigyan Prasar for Science Communication through Community Radio.

Sustainable Strategies: The CRS meets about sixty percent of its expenses with funding from Periyar Maniammai Institute of Science & Technology. The remaining forty percent is drawn from paid external projects and initiatives with the local administration and other organisations.

Number of listeners and Potential Outreach: Ten villages including Vallam, Pillaiyarpatti, Thirumalai Samudhram, Sengippatti, and Muniyampatti fall within the broadcast limits of the CRS and these villages have a population of nearly 2,50,000 people. The CRS has an active listener base of 40,000 listeners.

Major Concerns in the Community: Inadequate educational and healthcare infrastructure, lack of knowledge about different welfare schemes, and lack of awareness about environmental problems are a matter of concern in the community. The CRS tries to address these issues through its programmes.
Genesis: Bannari Amman CR was established in 2016 and is essentially a non-profit enterprise initiated by the Bannari Amman Educational Trust, Coimbatore and managed by Bannari Amman Institute of Technology, Sathyamangalam. The community radio is characterised by the active participation of the local community in the process of broadcasting information on agricultural issues and cultural richness of the society.

Community radio proves to be an effective medium as it can easily cover a wide range of areas as well as a diversified audience with the mission to enhance the lifestyle of the local people. In these days of highly commercialized broadcasting, community radio stays true to its ethos and is committed to serving the needs of the local community.

Thematic Focus: The Bannari Amman Community Radio focuses on issues concerning environment, agriculture, social, healthcare, personal hygiene, self-motivation, personality development, science awareness, education, career guidance and folk music. It broadcasts various programmes on these themes with the participation of community members, students and experts.

Sustainable Development Goals: Bannari Amman Community Radio aspires to reach the following SDGs:
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality
SDG 13: Climate Action
SDG 15: Life on Land

Primetime Programmes: The primetime programmes that are broadcasted on BA CR are Vetri Paathai, Earintri Amaiyathu Ulagu and Uyirodu Uravadu. Vetri Paathai is a motivational programme for the youth to guide them towards success.

Earintri Amaiyathu Ulagu focuses on agriculture and allied industries. The CRS curates quality content which includes inspirational stories, discussions on agricultural technology, and market opportunities.
Innovations in format or any other way: Bannari Amman CR is committed to developing programmes and other initiatives which are community-oriented. The aim of these programmes is to address the particular needs of the community. The CRS also focuses on the traditional practices and local culture, and promotes activities to preserve them. Through its narrowcasting initiatives, the CRS maintains a strong connection with the community members.

Core Team: Bannari Amman CR has fifteen staff members including the Station Manager. The CRS also seeks insights from a panel of experts from different fields. This helps the CRS to create quality content and adequate information to meet the specific needs of the community.

Major Projects Undertaken: Bannari Amman CR has collaborated regularly with local agencies and organisations to create interventions and designs for the welfare of the target community. It also partnered with UNICEF and SMART for different awareness campaigns.

Sustainable Strategies: The Bannari Amman Educational Trust completely funds the CRS in all its endeavours.

Number of listeners and Potential Outreach: More than fifty villages are covered in the broadcast range of the CRS and it has an active listener base of nearly 20,000 listeners.

Major Concerns in the Community: Women, rural minorities, tribal people, and marginalised sections of the society need to be empowered to achieve the holistic development of the community. Sanitation and hygiene needs to be improved. The community members need to be motivated to become creative contributors to the society.
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7598187104
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Broadcast Timing: 10 AM to 2 PM and
re-broadcast from 2 PM to 5.30 PM, 7 and half hours per day.
Broadcasting Language: Tamil and English

Genesis: Arasu FM was established in 2017 by Arasu Engineering College, Thanjavur district of Tamil Nadu. The CRS was established with the vision to improve the health education, environment and agriculture and provide awareness and guidance to young people and community members. The station covers both rural and urban areas and caters to the diverse needs of people from different sections of the society.

Thematic Focus: Arasu FM has majorly focus on the themes like good life and well-being, personal hygiene and sanitation, pollution-free environment, climate change, awareness programmes on different types of pollution, nutritious food and breast feeding, diseases like cancer, COVID-19 pandemic and vaccination, etc. The CRS also focuses on areas like culture and art, gender issues, and communal harmony.

Sustainable Development Goals: Radio Arsu is focuses on these SGDs through their work:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 6: Clean Water and Sanitation
SDG 13: Climate action

Primetime Programmes: Arasu FM’s primetime programmes are developed focusing on its core themes. The CRS produces creative and entertaining programmes for the benefit of the target community in different formats like skits, dramas, discussions, live phone-in conversations, expert advise by professionals from different fields. The CRS provides a platform to the community members to perform, express their opinions and voice their concerns. The programmes focus on the welfare of people from all age groups and section of the society.
Innovations in format or any other way: Arasu FM also actively narrowcasts its programmes among the community members. The CRS creates awareness about important topics like livelihood, agriculture, climate change, environmental concerns, etc. amongst community members who either live in remote areas or do not actively tune in to radio programmes. The CRS believes in the inclusion of every community and accommodating inputs from all sections of the society to help develop programmes and initiatives that promote the well-being of the community. Through its interventions, the CRS has been able to drive significant changes in various areas like health, education, sanitation, and waste management in the community.

Core Team: There are ten staff members on the core team of Arasu FM. It includes the Station Director, Station Coordinator, editor, script writers, technical support staff and two radio jockeys. The Station Coordinator is also responsible for communication with the community members while organising community events or initiatives.

Major Projects Undertaken: Arasu FM collaborated with SMART, Delhi for three initiatives that include campaigns on Election Awareness, COVID-19, and Climate Change. The CRS collaborated with Mohan Foundation to run an awareness campaign on Organ Donation. The CRS was also a key partner in the Earth Programme which is an environmental awareness campaign organised in association with the Rise Foundation.

In addition to this, CRS works on its own community welfare interventions.

Sustainable Strategies: Arasu FM is completely funded and supported by its parent organisation, Arasu Engineering College.

Number of listeners and Potential Outreach: Seven villages - Kovilachery, Annakudi, Kallapuliyur, Thiruvisanallur, Veppathur, Koranattu Karuppur, and Cholapuram, fall in the broadcast range of Arasu FM. The outreach potential of the CRS is nearly 50,000 people and the CRS has an active listener base of nearly 10,000 listeners.

Major Concerns in the Community: Research in the community shows that many people lack proper time for eating, sleeping, and exercise, and have little awareness about the importance of nutritious food. The community also needs to be made aware of the impact of environmental concerns like pollution and climate change.

Awareness programmes were organised by the CRS to create a sense of social responsibility amongst the community members.
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Website: www.bwda.in
Broadcast Timing: 6 AM to 6 PM for 12 hours a day.
Broadcasting Language: Tamil and English

Genesis: BWDA Community Radio, Villupuram, Tamil Nadu was established in 2018 with a passion to work for the cause of awareness promotion and facilitation service to the target community including women, children, youth, vulnerable groups for their holistic empowerment and sustained livelihood. The CRS strive to bridge socio-economic gaps, encourage social harmony, and build a healthy society.

Thematic Focus: The major focus area of BWDA CRS is to enhance the awareness levels among the target people and the public related to the various socio-economic, educational and health empowerment activities, and the welfare schemes of the government. The CRS aims to enhance the outreach and dissemination levels of its programmes and services to the community people, and also enhance people’s access to those services and facilities for the holistic empowerment of the community. The CRS also focuses on contemporary social issues in the local areas and at national level. Issues like pollution and deterioration of the environment, need for environmental protection, global warming, inflation, eve teasing, sexual harassment, child labour and child marriages etc., are also addressed.

Sustainable Development Goals: BWDA Community Radio has been focusing specifically on the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean water and sanitation
SDG 8: Decent Work and Economic Growth

Primetime Programmes: The primetime programmes of BWDA CR are developed to disseminate information of government schemes, employment opportunities, etc., creating awareness around various topics, and also addressing concerns like gender discrimination, water contamination, and environmental concerns.
Innovations in format or any other way: BWDA CR narrowcasts its programmes and initiatives to reach out to the community members. The CRS realises the importance of solving the challenges of the community by designing effective community-engagement interventions. The CRS promotes the formation of SHGs that has helped create a positive impact.

Core Team: BWDA CR functions with minimal staff to ensure cost-effective production of programmes. The CRS encourages community members to utilise the platform to express their concerns, while also contributing to the welfare of the community by sharing their knowledge and expertise in different areas.

Major Projects Undertaken: BWDA Community Radio has been a part of several major projects since 2018. The CRS has collaborated with the likes of UNICEF, SMART, and CEMCA to be an active partner in various awareness campaigns and community welfare initiatives.

Sustainable Strategies: BWDA CR is financially supported by the parent organisation but requires more funding support to ensure seamless and efficient functioning. The CRS is working on strategies to attract more externally funded projects with different government agencies and other leading organisations.

Number of listeners and Potential Outreach: BWDA CR covers rural, semi-urban and urban areas within its broadcast limits and caters to a diverse audience. There are as many as 90 villages in the range, and the CRS has an active listener base of around 8,000 listeners.

Major Concerns in the Community: Ensuring financial and technical support for different enterprises and SHGs can significantly help the economic condition of the community. The healthcare and educational infrastructure need to be further developed to help build an educated, socially-aware, and healthy society.
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Idhrees
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Broadcast Timing: 7 AM to 12 PM and Evening
3 PM to 7 PM, 9 hours per day.
Broadcasting Language: Tamil

Genesis: Adirai FM was established in 2016 by Imam Shafi (Rah) Mat. Hr. Sec. School. The CRS was established with the aim ‘our society, our welfare’ and provide guidance to the local people and youth in the community. The CRS disseminate knowledge to the community members and aims to nurture an educated and able community which is independent and aware. The CRS believes that educating the community can help improve their life drastically, and designs initiatives to empower the community through education.

Thematic Focus: Adirai FM works on several themes that include quality education, employment, agriculture, health, business, and the livelihood of fishermen in the target community. The CRS also focuses on child welfare, gender equality, and professional and economic growth.

Sustainable Development Goals: Radio Adirai works on the following SDGs:
SDG 3: Good health and well-being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth
SDG 9: Industry, Infrastructure, Innovation

Innovations in format or any other way: Adirai FM invites experts from different fields such as education, agriculture, finance, and health to discuss the concerns of the community members and resolve them. The advice and guidance from the experts helps them clarify their doubts. The CRS also fosters a community-inclusive approach by engaging and interacting with people from all sections of the society. The development of each member contributes to the wholesome development of the community. The CRS is also active on all major social media platforms.

Core Team: The core team at Adirai FM includes the Station Manager, Sound Engineer and a dedicated group of radio jockeys. Each team member handles an exclusive responsibility that contributes to the efficient functioning of the radio station.

Major Projects Undertaken: Adirai FM has collaborated with the CRA, UNICEF, SMART, and CEMCA for a host of initiatives which include Swasthya Sankalp, COVID-19 vaccination campaigns, International Day of Yoga campaigns, and several other awareness campaigns related to different areas.

Sustainable Strategies: Adirai FM receives eighty percent of its funding from its parent organisation and the remaining funds are raised through paid collaborations.

Number of listeners and Potential Outreach: Adirai FM covers nearly forty two villages within its broadcast range and has an active listener base of 10,000 listeners.

Major Concerns in the Community: Poverty, unemployment, and lack of awareness about employment opportunities and welfare schemes. The youth in the community are also prone to alcohol and substance addictions. These concerns need attention from the local bodies and organisations before they become fatal deterrents in the development of the community.
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Website: http://radio.nitt.edu.
Broadcast Timing: 9:30 AM to 01:30 PM and 04:30 PM to 08:30 PM, 8 hours per day
Broadcasting Language: Multiple languages

Genesis: National Institute of Technology: Tiruchirappalli is the first among NITs to have a Community Radio Station (CRS) in the country. The CRS was established on 21st November, 2016. The community radio station at NITT has state-of-art facilities for recording, editing and broadcasting that provides a platform for the students of NIT Trichy to learn the operations of the radio station.

Thematic Focus: NITT Radio focus on education, health, hygiene, sanitation, safety, employability, women development, agriculture and socio-economic development of the local community. The CRS connects NITT’s technical community with the industry and society. It also serves as a platform to showcase the talents of the students, faculty, staff and local community.

Sustainable Development Goals: Nitt Radio mainly focuses on the following goals:
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth

Primetime programmes: The primetime programmes that are broadcast by NITT Radio include Inraya Kural, Thinnai Pechu, Naerkaanal, Voice of the Common, Kathaigal, Man Dinamoru, Humans of NITT Region, Mazhalayar Kural, Thagaval, Vaanoli Payanangal and Neethi These programmes are based on the focus areas of the CRS. The CRS also entertains the community by broadcasting music and stories. The programmes are packaged in different formats to intrigue, engage, educate and entertain the target community.
Innovations in format or any other way:
NIT Community Radio Station offers internships to the students of courses like Mass Media, Visual Communication, Journalism etc. from neighbouring institutions, who aspire to be trained in Radio Programme (Content Creation), Audio Recording, Editing and Broadcasting.

Core Team: The core team is divided into four broad categories - administration, broadcast, programme, and studio. The administration is headed by the convenor of the CRS. There are two members who handle broadcast responsibilities, two members handle the studio, and four members oversee programme development at the CRS.

Major Projects Undertaken: NITT Radio developed many internal initiatives that focus on the needs and concerns of the student community. The CRS has developed programmes on JEE preparation for the benefit of students from nearby government and private schools. The CRS invites its alumni to address students’ concerns regarding placements, higher education in foreign universities, and entrepreneurial ventures.

Sustainable Strategies: The CRS is funded completely by NIT, Trichy through its internal revenue stream.

Number of listeners and Potential Outreach: The CRS has an active listener base of about 600 students, 500 faculty and staff residing in the campus. The CRS also caters to nearly thousand students from the nearby government and private schools.

Major concerns in the Community: NITT Radio primarily addresses the concerns of the student community and makes them capable of navigating through different career prospects. The students need guidance on many matters related to academics and often lack clarity about career prospects. They also reel under tremendous stress, anxiety, and peer pressure.
Genesis: Kadal Osai FM 90.4 is India's only community radio that exclusively serves the fishermen community in Rameswaram island, and is operated by Nesakkarrangal Charitable Trust since August 15, 2016. Kadal Osai FM 90.4 has been declared as a lead community radio station by the Ministry of Information & Broadcasting, Government of India, until February, 2025.

The mission of the community radio is to actively participate in solving hardships and challenges faced by the community, promoting alternative sustainable lifestyles and developing a better future. The radio aims to provide timely information to fishermen at sea, such as weather updates, cyclone warnings, and disaster alerts. It also offers daily programs designed to aid fisherfolk and those who cater to the community before they set sail. The radio aims to improve the livelihoods of the underrepresented, such as women, young teens, and transgender individuals in backward communities. Its vision for the future is to preserve the environment, as the livelihoods of the fishing community depend on the Gulf of Mannar Biosphere Reserve’s rich ecosystem. Recent works have focused on alternative sustainable livelihood methods, such as cage farming, deep sea fishing, seaweed collection, ornamental fish farming, and sea shell-based ornaments and décor.

Thematic Focus: The CRS is solely run by and for the youth of the local community. Through regular broadcasts and programmes based on the target SDGs for all age groups, the station aims to inspire people to improve their lives, thoughts, and actions. Welfare of fishermen, female emancipation, emergency preparedness, marine conservation, legal awareness, and mental health are the major focus areas of Kadal Osai FM.

Sustainable Development Goals: Radio Kadal Osai works on the following SDGs:
SDG 3: Good Health & Wellbeing
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 13: Climate Action
SDG 14: Life Below Water
Primetime Programmes: Veluppu Padu (early morning catch in fishing) – Starting with weather reports, this show provides information on fish auction rates, and daily updates.

Thangamana Vaazhthu (Golden wish) - A visually-impaired person from the community hosts the show, where the audience call and dedicate their wishes for the near and dear ones. The show also focuses on highlighting the struggles of the differently-abled.

Nesakkarangal (helping hands) This is a programme that discusses the opinions of the community on social issues, where listeners share their thoughts through calls, WhatsApp texts, voice notes, and text messages. The community radio reporter goes on field with the recorder to collect bytes from the public. The bytes are edited and shared during the show. Topics are generally based on the thematic focus areas of the CRS.

Samuthiram Pazhagu (know the sea) – This programme is for sea conservation and about marine life. This show speaks about alternative sustainability methods, facts on marine life, and the importance of ecological balance.

Kadal Osai customised the programme to suit the needs of the community and produced a series of 60-second spots called “Sparklers” across different topics which are broadcast throughout the day.

Innovations in format or any other way: Kadal Osai have created listener groups for community members who reside outside the broadcast limits. The CRS is also active on major social media platforms and engages the audience by sharing its content.

Core Team: The staff at Kadal Osai is constituted by the Station Director, Station Head, Programming Coordinator, Admin and scheduler, and a team of dedicated radio jockeys.

Major Projects Undertaken: Kadal Osai has collaborated with IIT Bombay to develop a programme called 'Learn Daily-life Science Through Radio’. The CRS works with the Ramanathapuram district administration, the district education department, forest department, and social welfare department. The CRS has also been an active partner in campaigns like Nasha Mukt Bharat Abhiyan, Beti Bachao Beti Padhao by creating social media awareness, narrowcasting sessions, street plays and outreach activities. The CRS also partnered with CEMCA and the Ministry of Ayush for International Day of Yoga campaigns in 2021 and 2022.

Sustainable Strategies: Almost half of the annual expenses of the CRS are met by financial support from the parent organisation and the remaining funds are generated from externally paid collaborations and advertisement from different local bodies and other organisations.

Number of listeners and Potential Outreach: Kadal Osai CR has a potential outreach of nearly 1,20,000 people.

Major Concerns in the Community: The major concerns in the society are school dropouts, lack of awareness about sea conservation and life of endangered species, alcoholism, child marriage, and domestic violence.
Pudhugai Community Radio is the first radio station of Pudukkottai. It was inaugurated on 23rd February, 2021 at the TNSRO premises by the former District Collector Mrs. P. Umamaheswari IAS and other distinguished personalities.

Pudhugai FM 91.2 is a community radio station owned, run and maintained by TNSRO. The aim of the community radio is to broadcast informative programmes that are socially, economically and environmentally motivated. The purpose of the radio is to give a voice to the unheard voices of the local communities and democratis communication. Pudhugai community radio encourages expression, participation, and promotes the local culture and tradition. Its objective is to reach out to the remotest areas far from urban centres, where the population is too small to attract commercial or large-scale radio stations.

Thematic Focus: The primary focus areas of Pudhugai CRS are science, technology and innovation, agriculture, education, women, child And youth welfare, health and sanitation, sports, environment and biodiversity conservation, disaster management, and livelihood security.

Sustainable Development Goals: Pudhugai Community Radio follows the SDGs given below:

- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 6: Clean Water and Sanitation
- SDG 15: Life on Land
- SDG 16: Peace, Justice and Strong Institutions

Primetime Programmes: The primetime programmes of Pudhugai CRS include the local administration's PRO information, STAMIN (agricultural programme), Veerarkalin Veerapayanam or Sathani Payanam (meaning ‘heroic journey of adventures’), cookery show, Ungalukku Oru Saval (meaning ‘a challenge for you’), Neer Vazhi Payanam (meaning ‘journey through water’), Paravaikal Palavitham (programme about birds), theme-based daily special programmes, and Otachathu Unavum Udal Valarchi Arokiyamum (programme based on nutrition).
Innovations in format or any other way: Pudhugai CRS regularly engages and interacts with the community through the means of narrowcasting. The CRS also effectively uses social media for knowledge dissemination and sharing information.

Core Team: The core team at Pudhugai CRS includes the Station Director, Admin. Officer, Programme Head, Programme Coordinator, two radio jockeys, and three field reporters. Out of these nine members, five are permanent staff while four are hired on part-time basis.

Major Projects Undertaken: Pudhugai CRS has been a part of campaigns like Poshan ki Potli, Deshbhakti Geet, Har Ghar Tiranga in association with CRA. The CRS has participated in campaigns related to election awareness, COVID-19, and climate literacy in association with SMART. The CRS has been a part of the International Day of Yoga in association with CEMCA, and the Science for People campaign in association with Vigyan Prasar.

Sustainable Strategies: The CRS is sustained through revenue generated from sponsored programmes, local advertisements, and financial support from the management of the parent organisation.

Number of listeners and Potential Outreach: Pudhugai CRS has an active listener base of 15,000 listeners.

Major Concerns in the Community: The community members require information related to job opportunities, agriculture, education, climate and weather forecasts, healthcare, and the latest innovations in various fields. This will help them do better across different areas like livelihood, health, education, etc., and will ultimately result in the overall development of the community.
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Broadcast Timing: 6 AM to 6 pm for 12 hours a day
Broadcasting Language: Tamil

Genesis: Sri Kanchi Kamakoti Peetam Charitable Trust started Sruthi CR, 90.8 MHz, to empower Kanchipuram’s local weaving community. The CRS is driven by the motivation to contribute to the welfare of the community by being a part of their daily lives and addressing the issues that affect them. The CRS believes in being an active partner in all endeavours resulting in the development of the community.

Thematic Focus: The major focus of Sruthi CR rests on the weaving community, especially the upliftment of women workers and improving their working as well as living standards. The CRS also focuses its interventions in the direction of agriculture, education, and child welfare.

Sustainable Development Goals: Sruthi Community Radio focuses on these SDGs:
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 11: Sustainable Cities and Communities
SDG 13: Climate action

Primetime Programmes: The primetime programmes which are broadcast on Sruthi CR include Masaru Magudam, Ungaludan Sruthi, Neelam Neer Nizhal, and Kanchi Thoranam.

Masaru Magudam is a programme based on the biographies on historical figures which include freedom fighters, poets, scientists, artists, among others. Ungaludan Sruthi is an interview programme which features personalities from the locality who come to share their experience, opinions, and knowledge on various topics, primarily the weaving industry. Neelam Neer Nizhal is an environmental programme which focuses on conservation of soil and water, pollution, and creates social awareness regarding different environmental issues in the locality. Kanchi Thoranam is a programme that is based on the history and rich cultural heritage of the city of Kanchipuram.
Innovations in format or any other way: Sruthi CR lays special emphasis on promoting the local culture and traditions. The CRS strives to instil a sense of pride in the community regarding their culture and heritage. Therefore, programmes at Sruthi CR regularly features folk artists who sing in the local dialect, play narrations, songs of fortune tellers, Villupattu (which is a folk song with a plot), and Kattai Koothu (which is local folk art form of Kanchipuram).

Core Team: The core team at Sruthi is constituted by three CRMC members and nine other people which include the Station Manager, support staff and radio jockeys. The CRS is also keen on active participation from the community members and invites volunteers from the local community to contribute to the programmes which are broadcast by the CRS.

Major Projects Undertaken: Sruthi CR has been a key partner in several major collaborations with different government agencies and leading organisations. It has worked in areas like radio-enabled learning, health and nutrition, climate change, girl child education, cyber security and awareness, COVID-19 and vaccination, and several other awareness campaigns like Har Ghar Tiranga, International Day of Yoga, etc.

The key partners of Sruthi CR include the Election Commission of India, Ministry of Culture, Ministry of Ayush, CEMCA, SMART, Chutti, Factshala, CRA, UNICEF, BMGF, and ACT.

Sustainable Strategies: The CRS was set up with financial assistance from Sri Kanchi Kamakoti Peetam Charitable Trust which also funds the expenses of the CRS. In addition to this, the CRS also focuses on raising its own revenue through funded partner projects with government agencies and other leading organisations.

Number of listeners and Potential Outreach: Sruthi CR has an active listener base of at least thirty thousand listeners within its broadcast range.

Major concerns in the Community: The major concerns in the community include those of the farming and weaving community who struggle with lack of access to latest technology. Women and child care is another area of concern. Kanchipuram has a rich cultural heritage and therefore tourism development needs to be promoted; it can boost the local community’s economic standards.
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Broadcast Timing: 8 AM to 10 AM and 11.00 am to 1 pm, and 2 pm to 4 pm, for 6 hours a day
Broadcasting Language: Tamil

Genesis: ANJA Community Radio was commissioned in February, 2022 The CRS was established with a vision on rural education, and providing guidance to children and youth in the community.

Thematic Focus: The CRS has primarily focused its intervention efforts on providing children in the target community with high-quality, international-level education, improving the educational infrastructure in all aspects, and helping the students towards a bright and better future.

Sustainable Development Goals: ANJAC Radio focuses its work on the following SDGs:

SDG 3: Good health and well being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean water and Sanitation

Primetime Programmes: The following are the primetime programmes of ANJAC Radio

Megathidal – Cloud Forum is a programme which introduces the listeners to the stakeholders and contributors in the SDGs 3, 4, 5, and 6.

Vaaram Oru Siru Dhanyam – Nutri-Cereals are the staple food of the area and are also cultivated widely here. A Nutri-Cereal (Millet) A Week is a programme, which focuses on Millets (Nutri-Cereals) and their qualities.

Kaadu Karai – Farm Yard, is an agriculture programme, which covers areas like farming, cattle and poultry activities of the area. Apart from these, programmes on general knowledge, competitive exam guide, history and historic personalities, psychology etc. are also broadcast.
Innovations in format or any other way: In addition to broadcasting, ANJAC Radio also actively engages in narrowcasting activities for the welfare of the rural community, especially farmers and students.

Core Team: The core team includes two CRMC members, the station director, broadcast engineer and group of five radio jockeys (three of them are from the local community). The CRS also has an expert panel that includes the Principal.

Major Projects Undertaken: ANJAC Radio is still in its early stages and is yet to be a part of a significant external paid project. The CRS mostly designs and executes its internal projects.

Sustainable Strategies: At present, ANJAC Radio is funded fully by the parent organisation Ayya Nadar Janaki Ammal College. The CRS aspires to be a self-sustained entity by partnering with other leading organisations and government agencies.

Number of listeners and Potential Outreach: ANJAC Radio has a strong potential outreach of nearly 1,90,000 within its broadcast range and the CRS has an active listener base of more than 30,000 listeners.

Major concerns in the Community: The major concerns in the community include the need for better educational facilities, more employment opportunities and focus on healthcare, hygiene and sanitation, water conservation.
Contact Person: Dr. M. Jothi Basu  
Contact number: +91-90034 27564  
Email: comradio@alagappauniversity.ac.in  
Broadcast Timing: 8:00 a.m. to 11:00 a.m. and 3:00 p.m to 6:00 p.m  
Broadcasting Language: Tamil and English

Genesis: Alagappa University established ALU CRS on January 26, 2021, with the goal of promoting knowledge and awareness in the areas of education, science, health, sanitation, agriculture, environment, culture, and doing one’s best. ALU CRS continues to provide its service to make a difference in the target community with the help of locals, professionals, youth, and students.

Thematic Focus: ALU CRS’ primary goal is to create quality programmes that reflect the surrounding community. Healthcare, childcare, gender equality, education, and career counselling are among the key areas of focus.

Sustainable Development Goals: Alagappa University Radio is working towards achieving the following SDGs:
SDG 8: Decent work and Economic growth  
SDG 5: Gender equality  
SDG 3: Good health and well being  
SDG 6: Water and Sanitation  
SDG 16: Reduced Inequalities

Primetime Programmes: The following are the primetime programmes at ALU CRS.

Director’s Message – The director’s message focuses on creating awareness on current issues, and themes.
Nerkaanal: Interviews with doctors, scientists, resource persons from various fields, and local representatives.
Kannammavum Kamachiyum Series: It is a conversation on current issues and spreading awareness through a programme designed in Q&A format. 

Students time: Students from local schools and colleges do skits, talks, songs and other cultural programmes.

Ariviyal Palagai: Programme sponsored by Vigyan Prasar, Tamilnadu Science & Technology Centre to promote the basic knowledge of science to common people.

Kalvi Neram: It is a programme in which experts provide guidance for competitive exams.

Jigyaasa/Vigyana Vindhai: A programme in collaboration with Central Electro-Chemical Research Institute on various science topics.

My Favorite Book Series: A weekly programme that introduces books from different genre.

Kutties Chutties: A special storytelling programme broadcast on every Friday in which children also take part in various activities like riddles, stories, and singing.

Innovations in format or any other way: In addition to broadcasting, the ALU CRS also effectively uses podcasts and web radio to reach out to its listeners worldwide. The CRS' programmes are available on various streaming platforms such as JioSaavn, Gaana, Spotify and Amazon Music.

CRS received a certificate of appreciation from CIET-NCERT for creating awareness among the community and education services during the COVID-19 pandemic.

Core Team: A station director, a production executive, an RJ cum editor, and student volunteers constitute the core team. The production executive oversees content and technical support, and the RJ handles recording, editing, and RJ links.

Major Projects Undertaken: ALU CRS collaborated with the Election Commission of India and SMART to produce 8 episodes on voting and election awareness programmes. In collaboration with Vigyan Prasar, the CRS undertook a large-scale project named Anubhav-VP and created 104 episodes focusing on the elderly and their needs. Ariviyal Palagai is a project that the CRS is executing, in collaboration with Vigyan Prasar and the Tamilnadu Science and Technology Centre.

Sustainable Strategies: ALU CRS is supported by its parent organisation. The CRS adopts a zero-production cost approach by creating programmes with the help of students and volunteers who work as interns to create innovative programmes.

Number of listeners and Potential Outreach: It is estimated that the CRS' broadcast reaches out to at least thirty percent of the population within its broadcast range.

Major concerns in the Community: The need for quality education and environment conservation are the major concerns in the society.
Genesis: E.G.S. Pillay Sons Educational Trust established EGS PILLAY CRS 90.0 in 2022. The primary objective of establishing the community radio station in Nagapattinam was to be the voice of local fishermen, farmers and local people living in and around the area of Nagapattinam.

Thematic Focus: Education, fishing, farming, health, hygiene, climate change, promoting science and reason, girl child welfare, promoting gender equality, professional and economic growth are the main focus areas of the CRS.

Sustainable Development Goals: EGS Pillay Radio broadly focuses its work on the following SDGs:
SDG 3: Good Health and Well Being
SDG 4: Quality Education
SDG 6: Clean water and sanitation
SDG 13: Climate Action

Primetime Programmes: The primetime programmes of EGS Pillay CRS are ‘Nammai Suttri’ (Around our village), Vellaivaippu Seithigal (Employment Opportunities), Unnavea Marudhu (Food is Medicine), Manadhathai Aalum Mana-vargal, Maruthuva Neram (Doctor’s Time) Varalatril Indru (History Today), Naadu Potriya Nallavaragal ( Forgotten in History) and science-related programmes that are either recorded or broad-cast live.

Innovations in format or any other way: The CRS interacts with the community members through narrowcasting which helps determine the requirements of the community, and the programmes are designed to cater to the needs of the target community.
Core Team: The CRS has five full-time staff members and twenty part-time support staff to ensure its seamless functioning. The team is also supported by a panel of academicians and experts from different fields. The CRS also encourages the student community’s participation to contribute to its daily programmes.

Major Projects Undertaken: The CRS has so far collaborated with leading NGOs which include the Reliance Foundation, Junior Chamber Internationals, and Rotary Club for various campaigns and awareness drives organised for the benefit of the target community. The radio station has been a key partner in projects with UNICEF, DST (Govt. of India), and TNSTC in promoting campaigns on Har Ghar Tiranga, International Yoga Day and issues like Climate Change and Action.

Sustainable Strategies: The CRS meets nearly eighty percent of its expenses through financial support from the parent organisation and the rest twenty percent is drawn through partnered projects.

Number of listeners and Potential Outreach: The CRS caters to listeners from fourteen villages in its vicinity. The population in the rural areas of Nagapattinam is around 1,61,000 and that in the urban areas is nearly 1,21,000. It sums up to a total of around 2,82,000 people and is the outreach potential of the CRS.

Major Concerns in the Community: Various studies have been conducted in the Nagapattinam district on water level before and after monsoon, bird species, climate changes and their effect on agriculture and fishing, religious tourism, hygiene and health for women and girl child, etc. The community faces major problems such as unemployment, hygiene and health issues, lack of education, lack of access to the latest technology in different fields, natural calamities, and poverty. Opportunities for growth and development in the community include raising awareness on health and hygiene, climate changes, enhancing employment opportunities and the economic condition of the community members.
Genesis: JKKM Community Radio was established in 2021 by Annai JKK Sampoorani Ammal Charitable Trust in the JKK Munirajah College of Technology campus. The CRS was established with the objective to improve the agricultural and weaving communities through training and informative programmes, and help improve their living standards. The CRS was launched on 1st January, 2022.

Thematic Focus: Education, agriculture, sustainable livelihood, and women empowerment are the primary focus areas of the CRS. It works to ensure equal opportunities for the families of farmers and members of the weaving community.

Sustainable Development Goals: JKKM Community Radio primarily focuses on these SDGs:
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 8: Decent Work and Economic Growth
- SDG 12: Responsible Consumption and Production

Primetime Programmes: The primetime programmes of JKKM Radio are Man Vaasanai for agriculture development, Maruthuva Neram and Unave Marunthu for all community members, Suyatholil Munaivor Neram for entrepreneurs, Penkal Neram for education and empowerment of women and children, and Ariviyal Arivom for students. Professors from agricultural colleges, pharmacy colleges, and faculty from research and development cells of various colleges educate the local communities on different subjects.
Innovations in format or any other way: Narrowcasting is effectively used by the CRS to reach the last of the community members and pass on critical information; this also helps the CRS establish a connection with the community members who might not be active listeners.

Core Team: There are seven team members in the core team of JKKM Radio. It includes the Station Director, Station Manager, two support staff, and an expert panel of three educators from the faculty of the institution. The expert panel is responsible for feedback on the programmes and insights to develop future programmes.

Major Projects Undertaken: The CRS worked in association with SMART for the Climate Countdown programme related to climate changes, in the rural areas. The CRS has worked with the National Service Scheme units of several organisations and ran a campaign to create awareness on the importance of education in the rural areas. The CRS works with civic bodies and local agencies on areas related to agriculture and its allied sectors.

Sustainable Strategies: Almost eighty percent of the annual expenses of the CRS are met by the parent organisation, Annai JKK Sampoorani Ammal Charitable Trust. The rest of the funds are raised through various revenue streams including externally funded partner projects.

Number of listeners and Potential Outreach: Punjai Thuraiampalayam, Goundam Palayam, Mothur, Akkarai Kodiver, Arrakan Kottai, Kadathur, Kanakkam Palayam, Kondayam Palayam, Nanjai Puliampatti, and Kongar Palayam are the villages that fall within the broadcast range of the CRS. The population in these villages is nearly 30,000 and the CRS has an active listener base of 12,000 listeners.

Major concerns in the Community: The major needs/areas of concern within the community are the lack of awareness regarding crop plantation, lack of relevant skills in respective fields, and unemployment. Climate change is a growing threat to agriculture and its allied sectors; urgent measures need to be adopted to address the problem before it becomes irreversible.
Genesis: The non-profit NGO Wings Trust established Siragugal Community Radio Station in April 2022 in Panchamadevi, 5 km from the city of Karur in Tamil Nadu. The community radio was established with the goal of uplifting the local Karur community, in particular the weavers who make up the majority of the local working population.

Thematic Focus: Siragugal Community Radio delves into many focus areas that are of socio-economic significance. The CRS broadly focuses community welfare through education, employment, women empowerment and entrepreneurship, and different government schemes pertaining to health and hygiene. The CRS also promotes local culture, art and folklore.

Sustainable Development Goals: Siragugal Radio broadly focuses its work on the following SDGs:
SDG 1: No poverty
SDG 4: Quality Education
SDG 8: Decent Work and Economic Growth

Primetime Programmes: Siragugal CRS has a variety of prime-time programmes, such as ‘Naalum Nalame’, which features information on Yoga, kitchen medicine, first aid, lifestyle, nutrition, and expert advice from doctors. ‘Solla Vallayo’ which means ‘What’s your opinion?’ is a programme that features live discussion on a specific topic relevant to the community members. In the evening, the CRS broadcasts the programme ‘Seithi Siluvudu’ which provides information on the day’s events and as well as short speeches from local experts, freedom fighters and prominent people from different backgrounds. Wings Cafe is a game show and Medai Alankaram (On Stage) is another prime-time programme that provides a platform for local artists to showcase their talent. ‘Vaaram oru Theme’ and ‘Inaiya Munaiyam’ are weekly prime-time programmes.
Innovations in format or any other way: The CRS does both broadcasting and narrowcasting to reach out to its target audience. In addition to these conventional techniques, the CRS also maintains cordial relations with the local government and administrative bodies, organisations, schools etc. in order to engage with the local community.

Core Team: The CRS is led by the Chairman and Managing Trustee of Wings Trust, who is also a social activist, educationist, economist and a member of the Rotary Club. He provides valuable input in terms of administrative responsibilities and also supports the CRS financially.

The programme department is headed by the Station Director who has worked as the Programme Head of All India Radio with a rich experience of 31 years and is also an Akashavani awardee. There are five members who work as support staff at the CRS.

Major Projects Undertaken: The CRS has been a part of many national and local projects. It broadcast jingles on Har Ghar Tiranga for 25 days (10 spots per day), for the Ministry of Culture, Government of India.

The CRS scripted, produced and broadcast 12 episodes of 30 minutes on COVID-19 awareness for breastfeeding women and senior citizens in association with UNICEF and CRA. Additionally, the CRS works on its internal projects that focus on mental health, youth, cultural events, arts, sports etc.

Sustainable Strategies: Wings Trust is the CRS’ sole funding source at present. The CRS also creates its own revenue streams through different projects and collaborations.

Number of listeners and Potential Outreach: The CRS has an active listener base of approximately 15,000 people. It is also expanding its listener base through Web Radio.

Major Concerns in the Community: The major concerns in the target community are health and hygiene issues, waste management, environment conservation, lack of knowledge about technology and opportunities (especially amongst the youth), etc. The community requires more support from government bodies in the form of welfare schemes and policies.
Contact Person: Mr. K Subramanyam, Project Manager
Contact Number: +91-427-2345896, +91- 999 433 2896
Email: info@sona.fm
Website: https://www.sona.fm/
Broadcast Languages: Tamil
Broadcast Hours: 10:00 AM to 12:00 noon, 4:00 PM to 6:00 PM (Repeat) and 8:00 PM to 10:00 pm, for 6 hours

Genesis: Sona FM is an initiative by Mr. V. Chockalingam, Managing Trustee of the Valliappa Foundation. The Valliappa Foundation and People’s Power Collective, a community radio capacity-building group, worked together to incubate Sona FM over a period of 18 months. CR Sona FM was launched on November 21, 2022, and is based in Salem, Tamil Nadu. With years of multi-sectoral service to underserved communities, Valliappa Foundation commits to empowering the community in Yercaud and Salem districts through this community radio station. Through their very own participatory Tamil CR station Sona FM (i.e., Namma Makkalin Kural - the voice of our people), the foundation recognises the true potential of CR to educate, motivate, amuse, and engage the community.

Thematic Focus: Sona FM 89.6 Community Radio focuses on local community needs. 89.6 Sona FM Local community needs are the main focus of community radio. The CR’s thematic focus has so far covered a wide range of topics, including agriculture and farming, gender equality, revitalising local folk music, and human interest stories. It also offers a platform for local musicians and other local talents.

Sustainable Development Goals: The SDGs that Sona FM focuses on include:
SDG 2: Zero Hunger
SDG 3: Good Health and Well-being
SDG 4: Quality Education
SDG 8: Decent Work and Economic Growth
SDG 11: Sustainable Cities and Communities

Primetime Programmes: The primetime programming includes Salethin Mugangal (Humans of Salem - human interest stories), Muthamizh Thingal (Celebration of Tamil literature), Muthoor Sol Amiltham (Priceless wisdom of our elders), Oorai Sutri Oor Ula (A tour of our town), Magalir Manam (Minds of women), Puthaga Buthan (Book of the week), Anbudan Aadavar (With love, for men), Vivasaya Viyalan (For farmers and farming),
Kavithai Neram (Poetry time), Arintha Idamum Ariyatha Thagavalum (Unknown, unusual things in our district's known places), Valipattu Thalangalin Varalaru (History of places of worship), Arokiyamum Nalva-zlvum (Wellness and wellbeing), Sattam Arivom (Awareness of laws), and Kulanthaigalin (Sweet voices of children).

Salethin Mugangal is a popular programme featuring regular people from the Salem District. It aims to give citizens a voice in the true spirit of community radio by inspiring, motivating, and inspiring them. Vivasaya Viyalan is a weekly farming programme that discusses age-old farming techniques while also shedding light on fresh developments and opportunities within the sector. Local farmers are profiled and their experiences are shared through the programme, imparting crucial knowledge to the listeners. Innovations in format or any other way: With a strong emphasis on Fieldwork to understand the pulse and win the trust of the larger community, Sona FM has already conducted more than 260 field visits throughout its catchment area within a brief span of five months of live programming, as on April 2023. The foundation of SONA FM's success is the solid partnerships it has forged with local leaders, NGOs, and institutions.

On March 24, 2023, World TB Awareness Day, the station was felicitated by the District Administration for its ongoing work.

The CRS has prioritised the development of independent musicians and sports talent and promoted their career growth.

The CRS also regularly shares its content and engages with the audience on different social media platforms such as Twitter, Facebook, Instagram and WhatsApp.

Core Team: Since August 2022, Sona FM's entire staff, all of whom are members of the neighbourhood, has undergone training and capacity building. The eight-person team has been collaborating closely with the incubator partner, People’s Power Collective, to develop their strength and broadcasting expertise so that they can operate their CR station in a meaningful and sustainable way. The team makes all decisions collectively, assisted by the Valliappa Foundation. This core team produces all content locally and is growing in confidence each day as a result of the rigorous experiential learning process.

Major Projects Undertaken: Sona FM commemorated UN World Radio Day 2023 with special programmes based on radio and its contribution to peacebuilding. On the 13th of February, this on-air community engagement campaign came to an end. Through live phone-ins, interviews with local NGO representatives, and advice from local psychologists, local issues of concern such as mobile addiction, transgender people, and senior citizens were discussed on-air. A year-long campaign on TB eradication is being launched by SONA FM in 2023–2024 in collaboration with the District Administration and other stakeholders. In terms of local entertainment, SONA FM is currently collaborating on an upcoming Salem Town Event featuring independent Tamil music artists from the area.

Sustainable Strategies: The parent company, Valliappa Foundation, is currently the primary source of funding. The goal is to use on-air collaborative content and the government-allowed advertising time as our main sources of future funding as the CRS works towards self-sustainability. Since the station is new, self-sustainability is still a work in progress but is unquestionably a top priority.

Number of listeners and Potential Outreach: In its fifth month of operation, SONA FM has reached more than locations throughout Salem District, including some remote regions of Yercaud. At this early stage, this geography has a potential reach of around 1,00,000+ people.

Major Concerns in the Community: Being a very diverse community with a sizable peri-urban, rural, and urban population, the prime concerns in the region are education, community dialogue, promoting local action on issues like youth engagement, livelihoods, farming, TB, plastic waste management, road safety, human-animal conflict, and disaster management in the Hills of Yercaud.
Genesis: The Mahendra Educational Trust established Mahendra Community Radio in 2022 on the Mahendra College of Engineering campus in Salem to serve those living in the coverage area. In a short span, the CRS has become the pulse of the region and has served to create a community that is aware, educated, and confident. The subject, language, and presentation of the programmes all reflect the region’s culture and essence. The community members who frequently participate in the production of shows achieve the goal of enhancing the lives and thoughts of the target audience and meeting their unique needs.

Thematic Focus: The importance of education among students, health, nature and environment, agriculture, rural and community development in the target community have been the CRS’ primary intervention areas.

Sustainable Development Goals: The SDGs that the CRS focuses on are

SDG 4: Quality Education
SDG 5: Gender Equality
SDG 7: Ensure access to affordable, reliable, sustainable and modern energy for all
SDG 8: Decent Work and Economic Growth

Primetime Programmes: The primetime programmes of the CRS are Thagaval Kalanjiyam (a health programme), Therinthu Kolvama (a programme that discusses Tamil culture, science and technology), Palsuval Neram (a programme for women and children, and also discusses topics related to agriculture), Adutha Padikattugal (a programme for students)
Innovations in format or any other way: Mahendra Community Radio also uses Web Radio and various social media sites, including Facebook, Twitter, and YouTube, to communicate with its audience. In order to engage the audience and share knowledge on various issues, the CRS also invites celebrities, public figures, political figures, and experts from various fields.

Core Team: Mahindra Community Radio’s staff consists of nine members. It includes the Station Director, the Station Manager, the Executive Director of Mahendra Engineering Colleges, the Manage Director of Mahendra Educational Trust, and other core members who each have specific roles to play in the operation of the CRS.

Major Projects Undertaken: Together with the Tamil Nadu Science Forum (TNSF), the CRS undertook a project to promote science education, which proved to be beneficial for the students in understanding the importance of science in everyday life and the advantages of technical education. The CRS has also contributed to spreading awareness of the Unnat Bharat Abhiyan Scheme, Selvamagal Semippu Thittam (Sukanya Samriddhi Scheme), Ponmagan Podhuvaippu Nidhi Scheme, Pradhan Mantri Mudra Yojana, Mahila Samman Savings Scheme, PM Kisan Samman Nidhi, etc. among community members by making several visits to the nearby villages.

Sustainable Strategies: The Mahendra Educational Trust is the only source of financial and technical support for the CRS as of now, but the team is working towards a self-sustaining model.

Number of listeners and Potential Outreach: The broadcasting and other endeavours of Mahindra Community Radio reach 15 nearby villages. According to census data gathered from the local governments, there are about 30,000 people living in these villages, out of which the CRS has an active listener base of about 5,000 people.

Major concerns in the Community: The main area of research in the area focuses on the value of education and the chance for self-employment, as well as the importance of hygiene among female students during their menstrual cycles. Education is still a basic requirement for urban, rural, and tribal populations even though some people from these areas are educated. Since there are many resources available to produce green energy, energy supply can be diversified and dependence on non-renewable fuels can be reduced.
Genesis: Radio Tirupur got established under the aegis of Sakthi Medical Trust, a philanthropic charitable trust, approximately 3 years ago. The trust for the past 18 years has provided schooling and higher education and medical treatment to the poor and oppressed sections of society with the aim of ensuring social emancipation of rural and the unemployed section.

Tirupur is an industrial city with 25000 medium and large-scale factories employing more than 5 lakh migrant workers and supporting 15 lakh residents. The radio station caters to the needs of the people living in and around Tirupur who are employees in the factories, middle and management segment, agricultural community and residents. The station broadcasts new developments in the businesses, industries, agricultural operations, social and health development programmes, etc.

Thematic Focus: Primary focus of the radio station is on education and skill development. With more than 2000 elementary, middle and high schools in Tirupur district, the station understands the need to impart confidence, general knowledge and life skills to children apart from teaching them the regular syllabi. The CRS assists in this by providing lectures and initiating community development programmes like printing, packaging, logistics, etc.

Sustainable Development Goals: Radio Tirupur focuses on the following SDGs:
SDG 1: No Poverty
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 8: Decent Work and Economic Growth

Primetime Programmes: Radio Tirupur brings forth unique content like broadcasting community temple functions. Its programmes are primarily designed for educational purposes and to disseminate knowledge in a simple language. The programmes also carry an entertaining aspect to them in the form of broadcasting songs and instrumentals.
Innovations in format or any other way: The CRS employs innovation in its every-day programmes. For instance, the radio organises music competitions and broadcasts some of its content live for the listeners. The radio also recreates its content by focussing on newly developing industrial innovations.

Core Team: The station is supported by a strong team of dedicated individuals. The team is managed by a station director and facilitated by programme coordinator. The RJs are responsible for delivering educational content. Overall, the team ensures a seamless functioning of the radio

Major Projects Undertaken: The radio station collaborates with community members frequently to get their input on the programmes. For this, advisory committees are formed to include all the concerned members and the resulting programmes are a fruit of a major major collaborative efforts by all.

Sustainable Strategies: The CRS sustains itself through collaborations and engaging closely with the listeners and the industrial sector for gathering finances.

Number of listeners and Potential Outreach: The station has an active listener base of 10,000 people.

Major concerns in the Community: There is a need to ensure a seamless adjustment of the migrants in the local community. For this proper knowledge of culture, language and customs is required, along with the general knowledge of advancement in agriculture and industries.
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Broadcast Timing: 08:00 AM to 11:00 PM
Broadcasting Language: Urdu & Hindi

Genesis: Radio Charminar was established by Ahle Bait Institute and started its broadcast in October 2015. The community radio station was established for the welfare of the marginalised and impoverished in the old city of Hyderabad. The CRS aims to empower the community and drive its overall development with the help of innovative initiatives in different areas.

Thematic Focus: Radio Charminar primarily focuses on education, health, employment, governance, culture and language, and education. The CRS develops programmes on all issues and problems that stand as obstacles to the development of the society.

Sustainable Development Goals: Radio Charminar is focussed on achieving the following SDGs:
SDG 3: Good Health and Well-Being
SDG 10: Reduced Inequalities

Primetime Programmes: The primetime programme that are broadcast by Radio Charminar are:

Dholak ke Geet: It is one of the most popular programmes of the CRS, and focuses on preserving the dying folk art and local culture.

Samaaji Masayel: It is a programme that addresses the prevalent social problems in the local community and strives to resolve them through the active involvement of the community.

Sehat aur Hum: It is a health-based programme that educates the listeners about different diseases, health conditions, and their treatment. It also promotes adopting a healthy lifestyle.

Do Rahe: It is a flagship programme developed in collaboration with Yugantar to create awareness about issues that affect the youth. It is a platform for the youth to interact with members of Yugantar and the police.
Innovations in format or any other way: The programmes of the CRS are produced in local dialects to preserve them. The CRS promotes the dying folk arts and local culture of the Deccan region through its programmes. The CRS serves as a platform for the community to interact with experts from different fields.

The CRS is also active on major social platforms which helps it reach out to potential listeners.

Core Team: The core team of Radio Charminar is constituted by eight members which include the Station Director, Station Manager, and technical and support staff.

Major Projects Undertaken: Radio Charminar has worked on initiatives that mainly focus on girl child welfare and education. The CRS has been a part of many external as well as internal initiatives for the welfare and empowerment of the target community.

Sustainable Strategies: Radio Charminar is financially supported by its parent organisation, Ahle Bait Institution. It is also developing strategies to create different revenue streams in the future.

Number of listeners and Potential Outreach: The potential outreach and listener base of Radio Charminar is yet to ascertained.

Major concerns in the Community: The community members suffer from unemployment. They are often unaware of the welfare schemes and policies of the government and therefore are not able to draw the benefits of the same. The area also needs improvement in terms of educational and healthcare infrastructure, along with adequate sanitation and hygiene facilities.
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Website: www.cgcindia.org  
Broadcast Timing: 10 AM to 11AM for 13 hours a day  
Broadcasting Language: Telugu

Genesis: Radio Swarna CGC was established by Child Guidance Centre, as a part of its communications initiative in Ghatkesar, Telangana. The parent organisation, established in 1973, of the CRS is a pioneer in the service of people with disabilities and aims to work for the welfare of those in the remote areas of Telangana, with the motto 'Reach the Unreached'. Radio Swarna and its parent organisation work with the vision of creating better opportunities and facilities for the differently-abled, and thereby building an equal society.

Thematic Focus: The primary thematic focus area of Radio Swarna are health and skill development, with specific focus on the welfare of the differently-abled and other marginalised sections of the society.

Sustainable Development Goals: Radio Swarna focuses on the following SDGs:
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 8: Decent Work and Economic Growth
- SDG 17: Partnership for Goals

Primetime Programmes: The primetime programmes that are broadcast on Radio Swarna Vidya Mantra (educational programme), Aarogya Mantra and Doctor’s Time (health programmes), Randi Maarg (programme on government schemes), Swarna Mahila Maarg (programme on women empowerment), Kisan Mithra (agricultural programme), Mana Ooru (programme on latest updates in the city), Panchathanthra Kathalu and Prerana (storytelling programmes), Mana Vantillu (cookery programme), Navvul-Puvvul, and Meeku Telusa.
Innovations in format or any other way: Radio Swarna believes in serving the community through active involvement beyond broadcasting, and therefore the staff of the CRS regularly visit the community to interact with them, understand their problems, and find solutions to these concerns.

Core Team: Radio Swarna has a team of fourteen members that include the Station Director, General Secretary, Chief Advisor of Programmes, four system operators, four radio jockeys, and three field staff (all women).

Major Projects Undertaken: Radio Swarna was part of the COVID Suraksha initiative in which the CRS distributed food packets to the poor and marginalised in the community. Along with this, the CRS was a part of several initiatives related to COVID-19. Radio Swarna has been a part of International Day of Yoga campaigns in association with the Ministry of Ayush and CEMCA. The CRS has participated in many emergency relief activities in the region. It was also part of a cultural campaign in association with CRA.

Sustainable Strategies: Radio Swarna is fully funded by the parent organisation, Child Guidance Centre, and also generates revenue through its different collaborative ventures.

Number of listeners and Potential Outreach: Radio Swarna is based in the Ghatkesar town, with a population of more than five lakh people, and has an active listener base of nearly two lakh people.

Major concerns in the Community: The community, and the society at large, needs to develop an inclusive attitude towards the differently abled and other marginalised sections like transgenders. Lack of digital and financial literacy hurts the community. The farming community needs access to critical information and equipment. The region also faces many environmental concerns. Child marriage, gender-based discrimination, and addictions are a matter of social concern.
Genesis: Pragnya community radio station started its operations from 20th January 2016. Pragnya Radio is run by Gokaraju Rangaraju Educational Society (GRES) and is located on the premises of Gokaraju Rangaraju Institute of Engineering and Technology (GRIET) in Bachupally, Hyderabad. The aim of the CRS is to be an agent of change and build an educated, aware and healthy community.

Thematic Focus: Radio Pragnya primarily focuses on poverty to health, education, gender equality, women empowerment, environment, and other topical subjects concerning the community.

Sustainable Development Goals: Pragnya, through its work, aims to achieve the SDGs listed below:
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 6: Clean Water and Sanitation

Primetime Programmes: Mutchatlu, Naa Telangana Kotiratanala Veena and Badi Baata are the primetime programmes that are broadcast on Radio Pragnya. Mutchatlu is a programme that discusses various problems in the community and tries to find resilient solutions for the same through civic or community interventions. Badi Baata is a knowledge enhancement programme that focuses on helping Telugu-medium students. This programme discusses different academic topics to help the students understand concepts better. Naa Telangana Kotiratanala Veena is a programme on the history and culture of Telangana and is very popular among the masses.
Innovations in format or any other way: Radio Pragnya organises activities and events for the welfare of the student community. Such events enhance their knowledge and boost their confidence to participate in public events.

The CRS makes its programmes available as podcasts; the CRS is also active on various social media platforms.

Core Team: There are at least six CRMC members on the board of Radio Pragnya. The core team is constituted of four members. In addition to the core team, students also volunteer in the activities of the CRS and contribute to all stages of programme development from conceptualisation to delivery.

Major Projects Undertaken: Radio Pragnya collaborated with UNICEF for a health campaign. It was a part of the Girl Child Education initiative in association with Room To Read. The CRS also executed Operation Red Alert which dealt with trafficking, in association with My Choices Foundation.

Sustainable Strategies: Radio Pragnya is supported by funds from its parent organisation, the Gokaraju Rangaraju Institute of Engineering and Technology. The CRS also manages to generate revenue through externally funded projects in collaboration with other organisations.

Number of listeners and Potential Outreach: Radio Pragnya covers Bachupally, Nizampet, Miyapur, Kukatpally and other surrounding villages in the Qutubullapur Mandal of Medchal-Malkajgiri District of Telangana, which is in an area with a population of nearly twelve lakh people and has an active listener base of 14,000 listeners.

Major concerns in the Community: The community needs better healthcare and educational infrastructure. Poverty and illiteracy also affect the community. The local administration and social sector organisations must step forward with developmental schemes to help the community improve its living standards.
Contact Person: Mr. B Naveen Sen  
Contact Number: +91-9394315787, 040-23135542  
Email: bolhyd@uohyd.ac.in, bolhyd90.4@gmail.com  
Broadcast Timing: 6 AM to 9 AM 5 PM to 12 AM for 10 hours on weekdays, and 3 PM to 12 AM on weekends  
Broadcasting Language: English, Hindi and Telugu  

Genesis: Bol Hyderabad 90.4 FM was established as a campus radio station on 15th August 2011, to provide young people and the larger community around the University a platform to express their perspectives, aspirations while reflecting the local culture and language(s).

The CRS mainly caters to the student community in the campus and is a space for them to explore and showcase their creativity. The CRS works on the principle of ‘of the students, for the students, and by the students’.

Thematic Focus: Being part of an educational institution, Bol Hyderabad primarily focuses on creating informational and entertaining content for the student community. The CRS also focuses on addressing social issues and guiding the students to become responsible citizens who contribute to the nation.

Sustainable Development Goals: The SDGs that the CRS focusses on and aspires to achieve are:
- SDG 3: Good Health and Well-Being
- SDG 4: Quality Education
- SDG 8: Decent Work and Economic Growth
- SDG 9: Industry, Innovation and Infrastructure
- SDG 10: Reduced Inequalities

Primetime Programmes: The popular primetime programmes of Bol Hyderabad are:
- Dastaan - Everyone loves to listen to stories and has a nerve for it, throughout life. On ‘Dastaan’, the CRS narrates Hindi and English stories.
- Community Connect is a programme that provides a platform for the listeners to know about the work being done by the various NGOs in and around the city of Hyderabad.
- Saptaswara is a classical music programme that is a fusion of both the Carnatic and Hindustani traditions.
- Musical Journey with Balu: S V Balasubramaniam DJ mixes Western and classical music in this popular programme.
- Caught in Passing, is an interview-based programme where eminent guests visiting the University speak to the listeners of Bol Hyderabad.
- Stories of Change is a show through which the CRS explores heartwarming narratives of grassroots organisations and ordinary individuals taking the initiative to address a pressing problem in their own neighbourhood, village, or city.
Innovations in format or any other way: Bol Hyderabad believes in both entertaining and educating the student community, and being a vibrant part of their campus lives. The CRS also focuses on knowledge dissemination while also creating unique and entertaining programmes.

The programmes of Bol Hyderabad help students explore different aspects of the city, learn about the interventions created by small organisations and individuals for the service of the community and draw inspiration from them to become better individuals and responsible citizens. The programmes also feature members from civil society groups, eminent personalities, and experts.

Core Team: Two faculty coordinators work with the Station Incharge to oversee the activities and programmes of Bol Hyderabad. The CRS is almost completely handled by the student community except for the administrative part.

Major Projects Undertaken: Bol Hyderabad collaborated with the Election Commission for a campaign on raising awareness about elections and the important role of citizens.

Sustainable Strategies: The station is completely funded by the parent organisation, University of Hyderabad.

Number of listeners and Potential Outreach: Bol Hyderabad has a huge listener base of more than 1,50,000 listeners.

Major Concerns in the Community: Better career prospects and employment opportunities will certainly motivate the youth to contribute to the welfare of the society and nation at large. They need guidance on a variety of subjects that will enlighten and empower them into becoming better individuals and responsible citizens.
Contact Person: Mrs. AK Khamar Rahman, Station Head
Contact number: +91-888500815, +91-7207145145
Email: vjmsawaazwmpcrfc@gmail.com
Website: www.vjms.org
Broadcast Timing: 8 AM to 2 PM for 6 hours a day
Broadcasting Language: Telugu, Hindi, and English

Genesis: VJMS Awaaz Wanaparthy 90.4 FM was established in 2019 by Vanitha Jyothi Mahila Sangam. The CRS was established to focus on women’s safety and empowerment, health and hygienic, organic farming, community development, and improving literacy and educational infrastructure. The mission of the CRS is to truly serve the society, especially the marginalised and under-privileged sections of the local community by informing, educating, enlightening and awakening the people in order to uplift their social, psychological and physical well-being.

Thematic Focus: The major thematic focus areas of VJMS Awaz CRS are health, education, women empowerment, and agriculture. The CRS also designs broadcast programmes to cater to the specific needs and concerns of the target community.

Sustainable Development Goals: The SDGs that the CRS focusses on are:
SDG 3: Good Health & Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth
SDG 12: Responsible Consumption and Production

Primetime Programmes: The primetime programmes are Mana Mata Manchi Mata, Mana Pata Manchi Pata and Raithe Raju. Mana Mata Manchi Mata is a programme where retired teachers, officers and professors from the locality come to share their knowledge and experience on various topics including gender equity, women safety etc. Mana Pata Manchi Pata is a programme which encourages local singers and talented people to showcase their talents. Mana Raithe Raju focuses on agriculture. The staff curates quality content on organic farming, discussions about natural pesticides etc. In Mana Raithe Raju, also discusses appropriate farming methods and crops that suit the soil type and climatic conditions of the region.
Innovations in format or any other way: Along with broadcasting, the CRS is an active proponent of narrowcasting. They also collaborate with leading NGOs and other agencies across the country to run campaigns, seminars, cultural activities, awareness programs, and other intervention projects in the community. The CRS is also active on all major social media platforms.

Core Team: The staff at VJMS CRS is presently ten strong. It includes the station director, manager, five support staff including radio jockeys, and a panel of three SHG members. The SHG panel guides the content curation related to agriculture and creates content helpful to the farmers.

Major Projects Undertaken: VJMS CRS has undertaken several major projects. It partnered with CEMCA and the Ministry of Ayush for Yoga certification programs. VJMS CRS partnered with Room to Read to develop literacy skills and a habit of reading among primary school children, and support girls to complete secondary school with relevant life skills to succeed in school and beyond.

The CRS also collaborated with DEF and British Council to to focus on children’s spoken English education and awareness. In an ongoing project, VJMS CRS is collaborating with SMART on a health campaign for the local community.

Sustainable Strategies: The CRS receives around forty percent of its annual budget from the parent organisation Vanitha Jyothi Mahila Sangam. The CRS raises the remaining amount from the collaborative projects with different organisations.

Number of listeners and Potential Outreach: VJMS CRS broadcasts its programmes in a region with a population of nearly 6,50,000 people, and the CRS estimates to have an active listener base of nearly five lakh people.

Major Concerns in the Community: The community needs intervention from government agencies and other organisations to address various concerns such as illiteracy, unemployment, health issues, etc. that affect its well-being.
Contact Person: Jagdishwar Yadav, Station Head
Contact number: +91-9491059474, 7277990088
Email: radiomanjeera@gmail.com
Website: www.radiomanjeera.in
Broadcast Timing: 6 hours 30 mins on weekdays and 4 hours 30 mins on weekends
Broadcasting Language: Telugu and Hindi

Genesis: Radio Manjeera 90.8 FM is a Sangareddy-based Community Radio Station under the NGO called Sister Nivedita Society, registered in Sangareddy. The CRS started broadcasting in July 2018 with a broadcast duration of just two hours, but the CRS has scaled up over the last five years and is heading in the direction of being fully-operational with the latest equipment, in the near future. The mission of the CRS is to empower its target community.

Thematic Focus: The main focus areas based on which Radio Manjeera design its programmes and initiatives are youth, lifestyle and health, and employment. Apart from these major themes, the CRS also works on a wide range of other focus points that require immediate attention in the target community.

Sustainable Development Goals: Radio Manjeera aspires to achieve the following SDGs:
SDG 3- Good Health and Well-being
SDG 5-Gender Equality
SDG 15-Life on Land

Primetime Programmes: Good Morning Sangareddy and Vijjakka Muchhatlu are the prime time programmes that feature in Radio Manjeera. Good Morning Sangareddy is the primetime morning show that helps the listeners start their day with live updates on national and international affairs, sports, entertainment and much more. Vijjakka Muchhatlu is a Telugu language-based show that promotes local traditions, art and culture.
Innovations in format or any other way: Along with its broadcast service, Radio Manjeera engages with the community by hosting a number of cultural events, health camps, and fun activities for people from all demographic divisions. The CRS makes sure to reach out to even the remotest pockets in the community to understand and address their concerns, especially that of women. The women-centric initiatives by Radio Manjeera have greatly helped the community members in voicing their concerns and finding solutions.

The CRS also has different social media handles and a website of its own.

Core Team: The core team at Radio Manjeera comprises the Station Director, Station Coordinator, Programme Head, and Production Head. The Station Coordinator manages the station’s activities and is also responsible for community coordination.

Major Projects Undertaken: In its five years of service, Radio Manjeera has been an active partner in projects with different leading organisations that include the CRA, CEMCA, UNICEF, Room to Read, and Factshala. Some of the major campaigns that the CRS featured in are Har Ghar Tiranga, International Yoga Day campaigns in both 2021 and 2022, and Young Warriors.

Sustainable Strategies: Radio Manjeera majorly works on its internal projects while also raising funds through its collaborations with the government agencies and NGOs. It also receives support from its parent organisation.

The CRS strives to be a part of externally funded projects to create its own revenue streams.

Number of listeners and Potential Outreach: Radio Manjeera caters to an area with a potential outreach of nearly two lakh people. With its limited broadcast duration, the CRS has an active listener base of 9,000 listeners as per the surveys it conducted.

Major concerns in the Community: The major concerns in the community include alcoholism, lack of awareness about fundamental rights, lack of awareness among farmers about the latest technology and techniques in agriculture, health, sanitation and hygiene issues.
Contact Person: Jagdishwar Yadav, Station Head
Contact number: +91-9491059474, 7277990088
Email: radiomanjeera@gmail.com
Website: www.radiomanjeera.in
Broadcast Timing: 6 hours 30 mins on weekdays and 4 hours 30 mins on weekends
Broadcasting Language: Telugu and Hindi

Genesis: Radio Manjeera 90.8 FM is a Sangareddy-based Community Radio Station under the NGO called Sister Nivedita Society, registered in Sangareddy. The CRS started broadcasting in July 2018 with a broadcast duration of just two hours, but the CRS has scaled up over the last five years and is heading in the direction of being fully-operational with the latest equipment, in the near future. The mission of the CRS is to empower its target community.

Thematic Focus: The main focus areas based on which Radio Manjeera design its programmes and initiatives are youth, lifestyle and health, and employment. Apart from these major themes, the CRS also works on a wide range of other focus points that require immediate attention in the target community.

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Major concerns in the Community: The major concerns in the community include alcoholism, lack of awareness about fundamental rights, lack of awareness among farmers about the latest technology and techniques in agriculture, health, sanitation and hygiene issues.
Contact Person: Ms. Debanjana Devbarman
Contact Number: +91-9366762940, 9863186281
Email: crsprojecttripura@gmail.com
Broadcast Timing: 8 AM to 2 PM & 6 PM to 10 PM for 10 hours a day
Broadcasting Language: Bengali, Kokborok, Hindi and English

Genesis: Friends CR 90.4 FM was established in 2017 by the organisation, David Super Star Bodol. The station officially started its broadcast from 29th May 2017. Friends CR was founded with the mission to enhance the lives of the community members by effectively addressing their needs through the medium of community radio. The CRS is committed to being an integral part of the community and ensuring its holistic development. Friends CR had a humble beginning but has gradually grown into a force to be reckoned with in the region because of its immense influence and popularity among the community members.

Thematic Focus: Friends CR develops programmes that are directly related to the concerns of the community. The major focus areas of the CRS have been reducing gender-based discrimination and violence, building and nurturing a peaceful and socially aware society, introducing means of quality education, and being a guiding force to the community members from the marginalised and weaker sections. The CRS’ programmes focus on health, education, community welfare, and social harmony.

Sustainable Development Goals: The SDGs that the CRS focusses on are:
- SDG 3: Good Health & Wellbeing
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 10: Reduced Inequalities
- SDG 16: Peace Justice and Strong Institution

Primetime Programmes: The primetime programmes are Friends Cafe, Best Friends, and Morning Friends. Friends Café is a programme where the CRS connects with the listeners to discuss local issues, literature, science and technology, etc. Best Friends is a two-hour long daily show that addresses a wide range of areas which include health and nutrition issues like mother and child care, lifestyle choices and problems etc. The programme also educates women of their rights, provisions under the law, and special government schemes for their benefit, while encouraging listeners to express their concerns and seek advice from experts like doctors, academics, psychiatrists, lawyers and police and government officials, who regularly feature on the show. Issues like human trafficking, exploitation and abuse of children, child marriages, women’s education also form topics of discussion during the programmes. Morning Friends is a programme that broadcasts news from AIR, discusses the latest developments in the region, and provides guidance about career, employment opportunities, and scholarships available for the student community.
Innovations in format or any other way: Friends CRS designs community-oriented programmes and organises immersive events for the well-being of the community members. The events focus on building awareness about social issues and areas that need attention. The CRS also narrows casts its programmes for the benefit of the community members in media-dark and remote areas. The CRS also promotes the bamboo industry of the region.

Core Team: The team at Friends CR has ten members which include five core members, and a panel of experts. The CRS also appreciates community-participation in its programmes and other events related to the station.

Major Projects Undertaken: Since its establishment, Friends CR has collaborated with many leading organisations like UNICEF, UNHCR, EU, CRA, SMART, and different ministries of the central and state governments.

Sustainable Strategies: Nearly sixty percent of the expenses of the CRS are met by contributions from the parent organisation, David Star Super Bodol. The remaining funds are drawn through funded collaborations with different organisations.

Number of listeners and Potential Outreach: As many as 150 villages of Tripura fall within the broadcast range of the CRS and these villages have a population of nearly six lakh people. The CRS has an active listener base of 30,000 listeners.

Major Concerns in the Community: Bridging socio-economic gaps, promoting small-scale local entrepreneurship, promoting the bamboo industry, building better educational and healthcare infrastructure, and educating the community members about various subjects and social issues are the areas that require action.
Radio Kanchenjunga 91.2 MHz
Middle Martam P.O, Bermiok Bazar, Dist: Gyalshing, Hee-Martam Block West, Sikkim-737113

Contact Person: Mr. Pahal Man Rai
Contact number: +91-9832399558/
8016674011
Email: andswest@gmail.com
Broadcast Timing: 8 AM to 5 PM for 9 hours a day
Broadcasting Language: Nepali

Genesis: Radio Kanchenjunga 91.2 was established by the non-profit organisation
Arithang Neelgagan Development Society (ANDS), in Martam, West Sikkim. The efforts
to establish a community radio started in 2011 and after eight years of ceaseless work, Radio
Kanchenjunga finally became operational on 16th December 2018.

Radio Kanchenjunga is the only community radio station in the north-eastern state of Sikkim.
Thematic Focus: Radio Kanchenjunga focuses on creating content which is relevant to the local community and focuses on a range of areas including health, education, women empowerment, and agriculture.

Sustainable Development Goals: Radio Kanchenjunga is focussed on achieving the following SDGs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 12: Responsible Consumption and Production

Primetime Programmes: The primetime programmes that are broadcast on Radio Kanchenjunga are Krishi Karyakaram, Jana Swashtha Karyakaram, and Mahila Evam Sishu Kalyan Karyakaram.

Krishi Karyakaram is for the farmers of the local community of the villages. The head of the concerned department (Agriculture/Horticulture) visits the station once every month and gives interviews on different schemes launched by the state for the convenience of the local farmers. The farmers share their experience on farming through this programme.

In Jana Swashtha Karyakaram, health workers are invited to the CRS. They interact with the community and address their concerns on various diseases, and discuss their preventive measures and treatment.

Mahila Awam Sishu Kalyan Karyakaram focuses on women and children, especially the breastfeeding mothers and infants in the community. ASHA and Aganwadi workers discuss the importance of breastfeeding and nutrition through this programme.
Innovations in format or any other way: Despite being situated in a challenging geographical terrain, Radio Kanchenjunga often resorts to narrowcasting as it helps to engage with community members who are either in media-dark areas or do not tune in to radio programmes.

Because of the high altitude, harsh weather conditions and difficult terrain, the CRS often faces trouble in broadcast, but this does not deter Radio Kanchenjunga’s efforts to work for the welfare of its target community. The CRS has primarily focused on rural livelihood development and as a result, the target community is now equipped. The CRS has played a pivotal role in maintaining momentum for sustainable development in terms of SDGs.

Core Team: In order to ensure the smooth functioning of the CRS, Radio Kanchenjunga has a general body, executive board and technical staff. The executive board is constituted by the President, Vice President, General Secretary cum Executive Director, Joint Secretary, Treasurer, and Joint Treasurer.

Major Projects Undertaken: Radio Kanchenjunga has been a part of the following projects.

1. Usha Silai School project sponsored by Usha International Ltd.
2. Engaging Community Radios to Empower Adolescents and Youth for COVID-19 response as ‘young warriors’ sponsored by CRA-UNICEF
3. International Yoga Day campaign 2021 and 2022, sponsored by the Ministry of AYUSH (Govt. Of India) with an aim to popularise the practice of Yoga among the local communities through the Common Yoga Protocol course.
5. Pledge for Good Health project, sponsored by UNICEF, in association with CRA.

Sustainable Strategies: Radio Kanchenjunga is able to raise funds through its externally funded projects. The CRS also actively involves volunteers from the local community which significantly helps in cost-management.

Number of listeners and Potential Outreach: The CRS covers the region of West Sikkim and has a healthy outreach potential. The actual listener base is to be ascertained.

Major concerns in the Community: The community has been severely affected by unemployment. Access to drinking water is another issue that the community is concerned about. Connectivity by road is also a major concern due to the difficult terrain and geographic conditions.
Genesis: 90.8 Hills FM is Nagaland’s first community radio station initiated by an NGO, Faith Ministry Society. 90.8 Hills FM came into operation on the 8th of September, 2022. The vision of the CRS is to be the voice of the people. The CRS aims to educate, inform, promote, and entertain the community through its broadcast programmes and adopts a ‘community first’ approach. The CRS is known for its popular programmes and initiatives. Despite being a young community radio station, Radio Hills has already started to create positive ripples of change in the target community.

Thematic Focus: The unwavering focus of Radio Hills is on the welfare and development of the community. The programmes centre around issues about women empowerment, mental health, environmental awareness, and promoting local talents. Radio Hills creates content in English, Nagamese and Hindi, tailoring it to suit the needs of the local community.

Sustainable Development Goals: Hills FM focuses on the following SDGs:
SDG 3: Good Health and Well-Being
SDG 5: Gender Equality
SDG 13: Climate Action
SDG 15: Life on Land

Primetime Programmes:

1. Know your Entrepreneur: Unemployment continues to be a major problem in Naga society today. In a society, where many are striving for government jobs, individuals who have looked beyond such a narrow lens continue to shine as examples for the community to emulate. This segment aims to highlight such personalities with the hope that the youth will be inspired to follow their dreams and pave their own path.

2. Community Welfare: As the need for humanitarianism grows, there are individuals who stand up and answer this call in their own way by working alone or joining hands with like-minded people to make the world a better place. Through this programme, the CRS highlights such selfless personalities and talks about the good work they have done for the community.

3. Music in Focus: It is safe to say that music is deeply rooted in the Naga way of life. With the rise of talented artists from Nagaland the CRS feels it is the right time to celebrate the music created by the talents of the state. The CRS supports the local talent by listening to and reviewing their music.

4. Hills Campus: Awareness of various career options available to students is very limited in the state. With such a lack of knowledge, making a life-long decision can be challenging. On this show, the CRS helps individuals make adequate educational and professional choices and make well-informed career decisions based on their interests, qualifications, and skill set.
5. Doctor’s Corner: Using the show ‘Doctor’s Corner’ as a platform, the CRS focuses on health issues by inviting medical professionals who are experts in their field to discuss with the listeners on various health-related topics and answer their queries.

6. Hills Book Club: Through reading and having a discussion about books published by the Naga authors, the CRS inspires budding writers and revives the reading community. In the show, the CRS interviews writers, publishers, and have book-reading sessions for the listeners, including children. As many new writers are emerging from Nagaland alone, the CRS hopes to spotlight talented authors, promote their work, and support the literary community.

7. She Who Matters: The focus on empowering women has become essential for building an equal and sustainable world. In the show, the CRS highlights women from all walks of life, emphasises the importance of women’s role in the overall development of the society, and initiates discussions around gender justice and equality.

Innovations in format or any other way: Hills FM has extensively worked along its line of vision which is to be the voice of people by actively conducting narrowcast projects in schools & colleges. In order to have more participation, Hills gives constant updates on social media giving more transparency and a broader reach to the listeners. Interview content is uploaded on YouTube and scheduled programmes are posted on Instagram on a daily basis.

Core Team: Radio Hills has twelve members in its core team. The team is led by the Managing Director, and also includes a consultant, Station Executive, Station Manager, Duty Associate, audio engineer, content writers, intern and radio jockeys.

Major Projects Undertaken: The following are some of the major projects undertaken by Radio Hills:

1. Collaborated with the Traffic Police Cell to share updates about traffic congestion, car accidents and catastrophic events and in the meantime educate the masses about traffic rules.

2. Collaborated with SMART NGO on Digital Rights Literacy. The CRS visited 7 institutes and market-places and sensitised over 1000 individuals on how to be safe on the internet in 3 months.

3. Collaborated with FactsHala India and SMART NGO on Media Literacy by producing three episodes and fun quizzes over radio in the month of April 2023.

4. Held a charity event for a 7-year-old boy who had to undergo kidney treatment. Through the event, the CRS was able to raise a total sum of Rupees 1,62,500.

Sustainable Strategies: : 90.8 Hills FM plans to sustain itself via departmental funding from the State Government on IEC targets and by collaborating with reputed NGOs for campaigns.

Number of listeners and Potential Outreach: The CRS is still young and an extensive study needs to be done to ascertain the listener base. Online and offline surveys show that 78 out of 100 people in the region tune in to the programmes of the CRS.

Major concerns in the Community: Nagaland, even after 58 years of statehood, is considered as one of the most underdeveloped State in India. There are still numerous pressing issues such as, unemployment, poor electricity, political unrest and corruption, low access to health facilities, rise in pollution, poor condition of roads, and second highest HIV/AIDS prevalence in the country.

These are some of the few major concerns which can be addressed collectively. The community radio station can be a tool to educate, inform people about the rights and entitlements. With proper partnership with the government and organisations, the CRS can help produce development programmes which will help increase good health, education and governance.
Contact Person: M. Hemanta Singh  
Contact Number: +91-7005347328  
Email: 912diamondradio@gmail.com  
Broadcast Timing: 7:00 AM to 2:30 PM and 5:30 PM to 11:30 PM for 13:30 hours a day  
Broadcasting Language: Manipuri, English and Regional Languages.

Genesis: Diamond Radio is the first community radio station in Manipur. It was set up to serve the people as a change agent of the economic cultural barriers within the community. Diamond Radio was established in 2017 by Khongjom War Memorial Trust (KWMT). The CRS was established with the vision for creating equal opportunities for different communities of the society to participate in different developmental programmes. It aims to create strong bonds of local culture, values, ethos, good beliefs and tradition among the community members by broadcasting informative and educational programmes.

Thematic Focus: The primary focus areas of Radio Diamond are health, education, industries, environment, agriculture, human rights, human trafficking, HIV/AIDS awareness, legal awareness, child protection, anti-corruption campaigns, government schemes, and other issues related to the local community.

Sustainable Development Goals: Radio Diamond aspires to achieve the given SDGs:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 15: Life on Land  
SDG 16: Peace, Justice and Strong Institution

Primetime Programmes: The primetime programmes broadcast by Radio Diamond are Pukningee Warol and Khongchatsigee Wari. The CRS also broadcasts programmes that include songs, drama, Sumang Leela, Epom, Kabi Samilon, and short stories. Such programmes preserve the unique cultural heritage of the local community.

The programmes also provide a platform for the community members to come together, interact, and voice their concerns.
Innovations in format or any other way: Diamond Radio effectively uses narrowcasting along with conventional broadcasting. The CRS collaborates with local educational institutions like Manipur Nursing Institute (MNI), Tentha, Kha Manipur Development Organisation, Kakching etc. for mass awareness campaigns and intervention programmes in the community.

Core Team: There are seven CRMC members on the board of Radio Diamond. The core team has ten members who work together to ensure the seamless operation of the CRS.

Major Projects Undertaken: Radio Diamond was a part of the TB Challenge in association with SMART, New Delhi. The CRS produced twelve episodes related to COVID-19 awareness and vaccination which were both broadcast and narrowcast in the local communities: the initiative was sponsored by CRA. The CRS was also a part of CRA’s #Young Warriors COVID-19 campaign involving youth.

Sustainable Strategies: Radio Diamond is supported by its parent organisation, Khongjom War Memorial Trust (KWMT). The CRS generates additional revenue through paid projects with external organisations and government agencies.

Potential Outreach and Listener Base: The CRS’ broadcast limits include the villages of Khongjom, Sapam, Tentha, Sambram, Tekcham, Wangjing, Kairembikhok, Langathel, Phundrei, Sora, Kakching, Chingthem, Heirok, Kakching Moirang, Thanga, Lilong, and Wabagai. These villages have a total population of around one lakh people. From this outreach potential, the CRS has an active listener base of around seventy-five thousand listeners.

Major concerns in the Community: There is an urgent need to improve socio-economic conditions in the community. Awareness campaigns and workshops must be organised on areas of critical concern. The community needs better educational and healthcare infrastructure. Training workshops related to agriculture and allied sectors will help improve the income of local farmers.
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Contact Number: +91-8884126131, 8837346184
Email: crsfeeds@outlook.com
Broadcast Timing: 9 AM to 3 PM for 6 hours a day
Broadcasting Language: Manipuri and Thadou

Genesis: Radio FEEDS was launched on 1st May 2019 by the Foundation for Environment and Economic Development Services (FEEDS) with the objective to ensure the holistic development of the target community through its programmes and initiatives. The CRS is the voice of the local communities, and works to preserve their cultural and social identities.

Thematic Focus: Social empowerment, culture, education, and economic growth through skill building are among the primary focus areas of Radio FEEDS. The CRS focuses on all critical areas that have a direct bearing on the well-being of the local communities.

Sustainable Development Goals: Radio FEEDS aims to achieve the given goals:
SDG 4: Quality Education
SDG 6: Clean Water and Sanitation
SDG 8: Decent Work and Economic Growth

Primetime Programmes: The primetime programmes of Radio FEEDS are often advisory episodes from KVKs featuring agricultural experts and progressive farmers who discuss different aspects of agriculture and its allied sectors. This helps the local farmers to choose the right seasonal crops, improve their yield, and also increase their income through activities such as animal husbandry and pisciculture. The CRS also broadcasts educational programmes for students and youth to provide information on academic subjects, career opportunities, and scholarships.

Innovations in format or any other way: Through the means of narrowcasting, Radio FEEDS reaches out to community members in remote and media-dark areas to pass on crucial information and include them in the activities of the CRS. The problems and concerns of the community members are registered, and the CRS strives to resolve them by encouraging community participation and collective efforts. Such interactions also help create awareness about prevalent health concerns and social issues.
Core Team: Radio FEEDS has six team members in its core team which is led by the Secretary and includes the Station Manager, Programme Co-ordinator, a technician and two radio jockeys. Apart from the core team, Radio FEEDS also has a dedicated group of community and student volunteers.

Major Projects Undertaken: Radio FEEDS was a part of the TB Challenge in association with SMART. The CRS worked in association with DataLEADS for the FactShala project to promote media literacy. The CRS has also worked with bodies and organisations like CRA and CEMCA.

Sustainable Strategies: The CRS is funded by its parent organisation, Foundation for Environment and Economic Development Services (FEEDS), and it also generates through the means of externally funded partner projects.

Number of listeners and Potential Outreach: Radio FEEDS has listeners in 10 villages with a population of 60,000. In the recent survey carried out by the CRS’ staff, it was found that the CRS has an active listener base of nearly 40,000 listeners. With the recent survey carried out by our staff from this outreach potential, we have an active listener base of around 40,000 people.

Major concerns in the Community: Agricultural, horticultural, veterinary and health issues are the major concern areas within the community. The CRS staff reaches out to experts in their respective fields to broadcast as well as narrowcast programmes to address the specific concerns and fulfil the needs of the underprivileged in the community.
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Contact Number: +91-8920654897  
Email: ysfc.ngo@gmail.com  
Website: ysfc.org.in  
Broadcast Timing: 11.00 AM to 9 PM for 10 hours a day  
Broadcasting Language: Meiteilon

Genesis: Radio Nongin was launched on 14th March, 2020 when the country was reeling under COVID-19 pandemic lockdown. The CRS assumed its operations to spread awareness regarding the pandemic as it became important to establish contact with people without coming into physical contact. The radio station took the help of expert doctors and sought their advice through phone-ins during live broadcasts.

Radio Nongin became the sole functioning radio station during that time period and the only source of entertainment and awareness for the local community of the area. The programmes brought much-needed respite to the listeners. The Radio was finally officially inaugurated on 4th April 2021 when the pandemic restrictions had eased out. The CRS, licensed by the Ministry of Information and Broadcasting, is rendering its services to the people with equal participation from all the communities in its vicinity.

Thematic Focus: Thematic focus of the radio station has been predominantly on education and healthcare. The station has been broadcasting for rural development, covering science and agriculture, art and culture, legal awareness and women’s education. In terms of healthcare, it has covered topics like yoga and psychological awareness.

Sustainable Development Goals: The CRS focuses on these goals mainly:
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 5: Gender Equality  
SDG 12: Responsible Consumption and Production

Primetime Programmes: The radio has a large pool of diverse programmes designed to both educate and entertain its listeners. The programmes are aired in the local language and curated to serve their needs. Some of the shows are Nongin Gi Atiya Live Phone in Programme and Nongin Gi Tomthin Live. The former is entertainment-based while the latter specifically focuses on spreading awareness. Apart from this, the station also broadcasts the Serial Mahabharat right before its closing time.
Innovations in format or any other way: The station has adopted several innovative techniques to reach out to the audience like telephonic conversation, live transmission broadcasting. It has also leveraged social media platforms like Youtube and Manipur Online Radio App to reach a wider and a more diverse audience. In terms of programmes, the station has organised talent hunts, and collected feedback to play choice-based songs.

Core Team: The core team of the CRS consists of 19 members. There are four members in the Advisory Committee and seven members in the Programme Committee. These members are supported by a dedicated staff of eight to run the station efficiently.

Major Projects Undertaken: The CRS has undertaken the following main projects:
- Yoga Day Celebration in collaboration with CEMCA in association with Ministry of Ayush
- Har Ghar Tiranga Campaign of CRA supported by the Ministry of Culture
- COVID-19 awareness and vaccination with CRA supported by Ministry of Health and Family Welfare
- TB Awareness (TB Mukt Bharat Abhiyan) with SMART supported by Ministry of Health and Family Welfare

Sustainable Strategies: The CRS gathers most of its funding from local business advertisements and through various collaborations with governance agencies. The station is further exploring options to sustain its funding.

Number of listeners and Potential Outreach: The Radio’s broadcasts cover Imphal West District, Imphal East and some parts of Bishnupur, Thoubal and Kakching District. The estimated number of active listeners is about 5,00,000.

Major concerns in the Community: The major area of concern is the finding of a sustainable way of serving the community with more advanced technology in near future and create better opportunities through the same.
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Contact Number: +91-9954481645
Email: jituranjan44@gmail.com, swapnal-ibhuyan1234@gmail.com
Website: https://dibru.ac.in/radio-gyanmalinee/
Broadcast Timing: 8 AM to 8 PM for 12 hours a day
Broadcasting Language: Hindi, Mising, Sadri (tea-tribes), Nepali, Bengali and in English

Genesis: The Gyanmalinee Community Radio Station was established by Dibrugarh University in the year 2019 with support and licensing from the Ministry of Information and Broadcasting, Govt. of India. The commissioning of the programmes of the station was done on 7th of February, 2019 as a part of the extension and outreach activities of the university. It aims to serve the needs of the community surrounding in and around the university with the motto of giving back to the society. Gyanmalinee is committed to social welfare and to encourage the community in its overall growth. The CRS strives to reach the last of individuals in the community and provide them the opportunity to voice their concerns, and uphold their right to freedom of expression.

Thematic Focus: The CRS has primarily focused its intervention on the following areas for the target community: education, agriculture, health and well-being, law, and justice. Governance, environment, gender equality, and professional and economic development are further areas of emphasis.

Sustainable Development Goals: Radio Gyanmalinee aims at achieving the given SGDs:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 10: Reduced Inequalities
SDG 13: Climate Action

Primetime Programmes: The knowledge-based Pragyar Batere programme is broadcast during primetime and covers topics like science and technology, social science and history, environmental challenges, and teacher training. Xarir Aru Mon is a programme on physical and mental health. Hello Doctor Is an interactional programme between community members and doctors. Gramya Bani is a rural community-based programme. Pathare Bazare is an exclusive training programme for farmers and entrepreneurs, dealing with topics ranging from specific farming methods to market trends. Aainor Janibologia Kotha is an awareness programme on law and justice.
Innovations in format or any other way: Along with broadcasting, the CRS regularly narrowcasts its programmes in the remotest areas of the community. The CRS produces programmes in all local languages and dialects, and fosters an inclusive attitude towards all sections of the community. Live coverage of different community functions and traditional practices enables to promote and protect local culture and heritage.

Core Team: The radio station is governed by the Board of Management which is chaired by the Vice Chancellor of the university. The Programme Management Committee is responsible for strategic planning, and monitoring the quality of the programmes. The Chairperson is the Head of the CRS who deals with all the stakeholders, and takes initiatives for the overall development of the station. The CRS has two Programme Executives who are responsible for the programme content and daily broadcasting. The CRS has twenty volunteers who contribute as presenters and programme developers, and are the backbone of the station. These volunteers are students and alumni from the neighbouring villages.

Major Projects Undertaken: The CRS has completed several major projects including awareness campaigns on voting rights, immunity enhancement, International Day of Yoga, digital literacy, fake news, disaster management and safety measures, and gender-based violence. The key partners of the CRS include SMART, CEMCA, TERI, UNICEF, Rashtriya Madhyamik Siksha Abhiyaan (RMSA), Samagra Siksha Abhiyaan (SSA), Krishi Vigyaan Kendra (KVK), Assam Medical College (AMC), Election Commission of India (ECI), Ministry of Ayush, and Assam State Disaster Management Authority (ASDMA).

Sustainable Strategies: Radio Gyanmalinee meets nearly eighty five percent of its expenses with financial support from its parent organisation, Dibrugarh University. The rest of the funds are procured by generating revenue through externally funded projects executed in collaboration with other organisations.

Number of listeners and Potential Outreach: Radio Gyanmalinee has a very large community base including students, villages, tea-gardens and char areas. The CRS has an active listeners base of at least 20,000 listeners.

Major concerns in the Community: Lack of awareness of laws, rights, entitlements, government schemes and welfare policies etc. affect the community. The community also needs support in the areas of education, economic growth, digital literacy, and developing scientific temper.
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Website: https://radiobrahmaputra.org/
Broadcast Timing: 7 AM to 10 PM for 16 hours a day
Broadcasting Language: Assamese, Sadri, Hajong, Deori and Mising

Genesis: Radio Brahmaputra 90.4 FM, also known as Brahmaputra Community Radio Station (BCRS), obtained its licence from the Ministry of Information and Broadcasting of India (MIB) and began broadcasting on 7th July, 2015. The CRS caters to the needs of a diverse and rural community that needs support in different areas. Radio Brahmaputra has been able to address these needs and be a catalyst of change contributing to the transformation of its target community.

Thematic Focus: Radio Brahmaputra 90.4 FM is dedicated to serving underprivileged communities in its coverage area, including those in tea gardens, riverine areas, and rural populations. The station focuses on several key areas of intervention, such as promoting maternal and child health, improving nutrition, enhancing livelihoods, preserving local culture, bridging gaps between different ethnic communities, and promoting government programmes for sustainable development. To achieve its objectives, the station employs various participatory and community-engaging tools in addition to its community radio platform.

Sustainable Development Goals: Radio Brahmaputra is actively working towards these SDGs:
SDG 1: No Poverty
SDG 2: Zero Hunger
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 6: Clean Water and Sanitation
SDG 13: Climate Action

Primetime Programmes: The primetime programmes of Radio Brahmaputra are:
● Puwar Brahmaputra: Puwar Brahmaputra is a live morning radio programme in the Assamese language that provides an infotainment format.
● Ajir Brahmaputra: Ajir Brahmaputra is an evening live radio programme in the Assamese language that provides various local updates and positive happenings around the community.
● Brahmaputra Live: Brahmaputra Live is a live radio programme that features subject experts from various sectors such as health, education, governance, livelihood, agriculture, finance, and careers. The program provides a platform for listeners to interact with these experts,
● Cha Baganer Awaz: Cha Baganer Awaz (CBA) is a radio feature programme in the Sadri dialect that promotes the tea garden community dialect and encourages community participation through the radio platform. It aims to celebrate the unique culture and language of the tea garden community and create a platform for the community to engage and share their experiences.
• Phola Aagan is a radio programme in the Hajong language that promotes the dialect and encourages community participation through the radio platform. The program is designed specifically for the Hajong community and aims to preserve and promote the language and culture of the community.
• Igarekun is a radio programme in the Deori dialect of the Deori community. The programme focuses on promoting and preserving the language and culture of the Deori community through the radio platform. Through its various segments, Igarekun aims to showcase the unique heritage and traditions of the Deori people.

Innovations in format or any other way: Brahmaputra Community Radio Station is dedicated to finding new and innovative ways to reach out to communities both within and beyond its coverage area. In addition to having a large number of listeners within its immediate coverage area, the station also has a significant following in different parts of the country. To reach out to these listeners, the station has established a strong presence on various social media platforms, including Facebook, Instagram, Twitter, and YouTube. Using participatory and community-engagement methods, the station works closely with different communities across various districts of Assam.

Core Team: There are five members who constitute the core team at Radio Brahmaputra. Each of them essays a unique role in ensuring the seamless operation of the CRS.

Major Projects Undertaken: The CRS collaborated with UNICEF for an initiative on disaster management. It has been involved in several campaigns related to COVID-19 in association with various organisations. The partnered with Assam Rural Infrastructure and Agricultural Services on a project to empower the marginalised communities. It collaborated with UNICEF and BFFSR&LP for a project on early childhood development, nutrition and health. Radio Brahmaputra has also been a part of several awareness campaigns in association with CEMCA.

Sustainable Strategies: The CRS’ approach to community interventions is centred around evidence-based, low-cost solutions that are implemented with full community participation. As a community-driven institution, the CRS works closely with the communities that it serves, going beyond the role as a radio station. The CRS is not dependent on licensed NGOs and is self-sustaining in its efforts to support community development.

Number of listeners and Potential Outreach: Radio Brahmaputra covers parts of Dibrugarh, Dhemaji and Sivasagar, with a population of around 6,50,000 people, and its outreach potential is nearly 3,50,000 people.

Major concerns in the Community: The local communities often face significant challenges such as limited connectivity, geographical isolation, frequent floods, inadequate access to health and education facilities, and a lack of skilled human resources. Unemployment is also a major concern, as well as the underutilization of local resources for development. Additionally, internal and out-of-state migration due to a lack of opportunities is becoming an increasingly critical issue for these communities. Radio Brahmaputra prioritises addressing these challenges through evidence-based interventions that are tailored to the unique needs of each community.
Genesis: Jnan Taranga Community Radio, patronised by Krishna Kanta Handiqui State Open University (KKHSOU), is the first community radio station in the North-East region. It was established on 20th of November, 2010 with the support given by the Ministry of Information and Broadcasting Government of India and Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi.

Thematic Focus: The primary thematic focus areas of Radio Jnan Taranga are education, healthcare, women empowerment, and economic growth. The CRS also shifts its focus on the prevalent social problems in the community and strives to find resilient resolutions for the same.

Sustainable Development Goals:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 13: Climate Action

Primetime Programmes: Radio Jnan Taranga has a large bank of programmes that are curated to address the specific needs of the local communities around it. The programmes are developed in various formats to engage, educate, entertain and empower the society. The community members connect with each other, voice their concerns, discuss different social issues, and also showcase their talent through the programmes. The programmes are based on areas like health, agriculture, education, and culture. They feature experts from different fields who share their knowledge and experience for the benefit of the local community. Through these programmes, the CRS also tries to promote and preserve the local languages, tradition and culture.
Innovations in format or any other way: It is imperative to narrowcast programmes in order to reach community members in the remote areas, which are often media dark. The programmes of the CRS are also available through internet radio on the global platform iRadioLive.com. The CRS is working on creating accounts on different social media accounts to reach a wide audience as well as connect with the existing ones.

Core Team: Radio Jnan Taranga has an Advisory Committee which includes six members; four of them belong to the local community. The Registrar of KKHSOU acts as the Station Director, who is assisted by the Station Manager. The CRS has a team of ten community volunteers to broadcast and monitor the programmes.

Major Projects Undertaken: Radio Jnan Taranga has worked on many initiatives in association with agencies/organisations like CRA, UNICEF, SMART, CEMCA, and ASDMA, in areas including health, nutrition, and disaster management.

Sustainable Strategies: Radio Jnan Taranga is sustained by financial support from its parent organisation, KKHSOU. The CRS also generates revenue through externally funded projects in collaboration with various government agencies and non-governmental organisations. The CRS often faces financial crises and is developing strategies to attract more funded projects.

Number of listeners and Potential Outreach: Approximately 5000 households fall within the broadcast range of Radio Jnan Taranga. The CRS also reaches listeners through the means of web radio.

Major concerns in the Community: Radio Jnan Taranga mostly caters to a rural community who struggle with issues like illiteracy, unemployment, low wages etc. The community also needs access to better healthcare and sanitation facilities.
Contact Person: Mr. Tolum Takar
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9436044226/9863349970
Email: radiocityitanagar@gmail.com
Broadcast Timing: 12 Hours a day
Broadcasting Language: Hindi, Nyishi, Apa-tani, Adi and Galo

Genesis: Radio City is the first community radio station in the state of Arunachal Pradesh. It was launched on 7th April, 2018. Radio City focuses on the traditional and cultural aspects of various tribes in the state, and preserving their unique socio-cultural identities. The CRS is a significant medium of communication in a region with limited connectivity and media exposure. Within five years of its operation, the CRS has become a vital part of the lives of the local community,

Thematic Focus: The primary focus area of Radio City is preserving and protecting the rich culture, literature and traditions of various indigenous tribes in the region. The CRS designs programmes in the local languages to ensure that they are not lost in a fast changing world. The CRS also rests its focus on critical areas that affect the well-being of the community; this includes agriculture and allied activities, education, health, and livelihood.

Sustainable Development Goals: Radio City is committed to achieving the following SDGs:
SDG 3: Good Health and Well-Being
SDG 12: Responsible Consumption and Production

Primetime Programmes: The primetime programmes that are broadcast by Radio City are Aaj ki Safar, Arunachal Rhythm, Lok Kathaye, Tea Time, and Dil ki Baatein. The programmes of the CRS intend to educate and entertain the local community. Social concerns are discussed and addressed through the programmes. Crucial information and messages are conveyed, especially during times of crises like natural disasters. Prevalent and common health concerns are also addressed by healthcare experts during primetime.

Innovations in format or any other way: Aap ki Awaaz is a door-to-door campaign to spread awareness about different social concerns like drug addiction, alcoholism etc. and other subjects, using hoardings and placards. The activity also encourages community participation; youth in the community are granted fellowships to collect local stories of age-old tribal communities.
Core Team: Radio City functions with a small but efficient team of five members. They are actively involved in broadcasting as well as narrowcasting duties to ensure that important messages reach the local communities.

Major Projects Undertaken: Radio City has collaborated with UNICEF and CEMCA for several projects. The CRS develops internal initiatives that focus on the local culture. A study and broadcast of the local oral tradition was done. Preservation and promotion of various endangered tribal languages is also done by the CRS.

Sustainable Strategies: Radio City is supported by its parent organisation, and is also able to generate some revenue through externally funded projects. This revenue is often not enough to sustain the CRS and its activities that are crucial in the context of the local community. More paid projects sustained over longer periods of time and grants from external agencies will help the CRS sustain and improve its services to the community.

Number of listeners and Potential Outreach: The CRS has an active listener base of at least 15,000 listeners within its broadcast range. This is a significant number considering the sparsely populated terrain and abundance of media dark areas.

Major concerns in the Community: The unique tribal cultures, languages and dialects are under the threat of extinction and are vanishing in a fast changing world. These cultural, literary and linguistics must be treasured for the future generations, lest they and their glory be lost forever.
Contact Person: Mr. Sudipta Das
Contact Number: +91-7908029368
Email: nshmradio@nshm.com, sudipta.das@nshm.com
Broadcast Timing: 9.30 AM to 6 PM for 8.30 hours a day
Broadcasting Language: Bengali, Hindi and English

Genesis: YFM NSHM Community Radio was launched in 2013. NIMD is the first private college in eastern India to start its own broadcasting radio station. The motto of YFM CRS is ‘Inform, Educate, Entertain’. The CRS aims to promote the holistic development of the local community by addressing critical issues, supporting the educational development of the youth, and ensuring the well-being of the community members.

Thematic Focus: Quality education and cultural development are the primary focus areas of YFM CRS. The CRS is a platform for the community to interact and connect with each other, express their concerns and views, resolve them through collective efforts, and showcase their talents.

Sustainable Development Goals: YFM intends to expand its focus area but presently focuses on these two goals:
SDG 3: Good Health and Well-Being
SDG 4: Quality Education

Primetime Programmes: YFM CRS has a strong bank of programmes that are broadcast during the primetime on a rotational basis. The programmes are developed and delivered in various formats to engage, educate and inform the audience. The prevalent social concerns and problems are also addressed through these programmes.
Hello Doctor is one of the primetime programmes and is quite popular among the community members.

Innovations in format or any other way: In addition to broadcast, the CRS is an active proponent of narrow-casting its programmes and initiatives in the remote areas of the community. The CRS coordinates and organises health camps for the community.

Core Team: YFM CRS operates with a small team of two members. One of them essays the roles of the content writer and radio jockey, and the other is a sound recordist.
Major Projects Undertaken: During the COVID-19, YFM CRS was a part of many campaigns and initiatives related to COVID-19 awareness and vaccination. The CRS has also been a part of the election awareness and voting rights campaign run by the Election Commission of India.
Genesis: On April 14th, 2008, Jadavpur University launched its own Community Radio Station, Radio JU. It is the first of its kind in Eastern India. This Community Radio Station is set up as part of the ongoing JU Project TEQIP in collaboration with the School of Media Communication and Culture, JU to promote community interactions and dissemination of all kinds of knowledge.

Thematic Focus: The community radio provides a new platform for students, teachers, and local people to showcase their creativity. The main objectives of Radio JU are empowerment, information, and entertainment, with its main focus on areas like health, education, women, nutrition, etc.

Sustainable Development Goals: Radio JU is focussed on achieving these goals:
- SDG 3: Good Health and Well-Being
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 6: Clean Water and Sanitation
- SDG 10: Reduced Inequalities
- SDG 16: Peace, Justice and Strong Institution

Primetime Programmes: The primetime programmes broadcast by Radio JU are listed below:

- Bisesh Onusthan - Programme focussing on the special events of the day
- Eso Bhulo Thaki - Programme on health and nutrition
- Sisthu Tarang and Sohoj Path - Programmes on child education
- Haath Baralei Bondhu - Programme that focuses on different social concerns and their solutions
- Manush Hoe Pashay Darao - Programme based on the challenges by members of the differently-abled community
- Ain Kotha - Programme that provides legal guidance to the community
- Barir Parsay Arshi Nagar - A musical programme
- Ful Futuk na Futuk - Programme for the community members to showcase their creativity like poetry, recitations etc.
Innovations in format or any other way: The team members of the Radio JU reach out to the community and narrowcast the programmes, especially in the slum areas. The CRS also promotes educational and informative campaigns in these areas.

Core Team: The core team of Radio JU is headed by the convenor. There are two full-time internal staff, two part-time staff, and two interns who support the CRS in its different activities.

Major Projects Undertaken: Radio JU has been a part of several major initiatives. The CRS has collaborated with UNICEF for different projects like SBCC, Ganapratiidhwani, Aatmadeep etc. The CRS collaborated with DataLeads and SMART for the FactShala project on Media Literacy. Other key partners include Vikramshila, Swaya and other NGOs.

Sustainable Strategies: Jadavpur University provides all the technical and financial support required by the CRS. Radio JU also generates revenue through the means of different paid collaborative ventures with different organisations.

Number of listeners and Potential Outreach: Radio JU has an outreach potential of nearly ten lakh people within its broadcast range.

Major Concerns in the Community: Lack of opportunities, lack of resources, lack of correct information and ways to achieve the objectives, poverty, educational drop-outs, and unemployment are a few of the areas of concern in the community. Initiatives by government and organisations from the social and development sector can be significant in addressing these concerns.
Contact Person: Dr. Debdut Ghosh Thakur, Dr. Partha Pratim Lahiri  
Contact Number: +91-9831054696, 8910349401  
Email: radiomakaut@gmail.com  
Broadcast Timing: 10.30 AM to 5.30 PM for 7 hours a day from Monday to Friday  
Broadcasting Language: Bengali, English and Hindi

Genesis: Radio MAKAUT was officially inaugurated on 1st March, 2023. It is the campus community radio station of Maulana Abul Kalam Azad University of Technology, West Bengal (MAKAUT, WB). The CRS was established with a vision to disseminate knowledge in the society, especially among the student community. Radio MAKAUT pledges by its vision to impart knowledge and educate the people on the emerging technologies and tools to improve their livelihood.

Thematic Focus: Being part of an educational institution, the primary focus area of the CRS is education and knowledge dissemination. The CRS strives to empower the youth in the community through education. Health and hygiene, agriculture, environmental concerns like pollution and climate change, professional development and economic growth, and local art and culture are among the other areas of focus of the CRS.

Sustainable Development Goals: Radio MAKAUT caters to the community by following these SDGs:  
SDG 3: Good Health and Well-Being  
SDG 4: Quality Education  
SDG 8: Decent Work and Economic Growth  
SDG 9: Industry, Innovation and Infrastructure

Primetime Programmes: Swapner Uran, Connection, and Students Zone are the primetime programmes broadcast by Radio MAKAUT. Swapner Uran is a programme featuring the professors and faculty of the institution to share their knowledge and expertise to guide the youth regarding career and employment prospects. Connection focuses on discussing the latest technological developments and innovations. Students zone is a programme where students of the university come together to discuss different topics related to different fields and address contemporary concerns. It also includes activities like singing, recitals, and playing musical instruments.
Innovations in format or any other way: Radio MAKAUT features students from the local schools in its programmes and gives them a chance to showcase their talents. Such activities encourage social participation at a young age, build confidence in children, and enhance their social skills.

Core Team: Radio MAKAUT functions with a small but efficient team of five members. It includes the Programme Coordinator, Programme Manager, broadcasting consultant, sound engineer, and voice artists. The CRS receives huge support from the faculty of the institution in the form of insights and feedback on the programmes. Their ideas also help conceptualise new programmes.

Major Projects Undertaken: Since the CRS is still in its early stages, it is yet to be part of a larger project or initiative. Radio MAKAUT has made proposals to different organisations and agencies for collaborative projects in the future.

Sustainable Strategies: The CRS is financially and technically funded by its parent organisation, Maulana Abul Kalam Azad University of Technology, West Bengal. The CRS also receives grants from MPLAD.

Number of listeners and Potential Outreach: Radio MAKAUT has a strong outreach potential and is gradually expanding its listener base.

Major concerns in the Community: More employment opportunities and sustainable livelihood options must be created for the youth in the community. This will empower the community and boost its economic growth.