

COMMUNITY RADIO
#4CHANGE

COMMUNITY RADIO FOR **CHANGE**

Young**India**

act!onaid

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act:onaid

Booklet Published in 2017

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Disclaimer:

This booklet comprises success stories of Community Radio Stations in summary form. While the Publisher and Editors have taken maximum care in compiling the success stories, they make no representation or warranties with respect to the accuracy or the completeness of any information. Neither Editors nor Publisher can accept the responsibility for loss occasioned to any person acting or refraining from action as a result of any material in this publication. The information summarized in this publication is solely based on the information provided by the representatives of stations concerned. The opinions and claims of third parties set out in this booklet are not necessarily opinions of Young India or Action Aid.



Community radio has proved itself as a very effective medium of reaching out to the most marginalized communities. Community radio has played a significant role in connecting people with information on their rights and entitlements as well as in bringing to the fore protagonists of people. It has great potential of becoming an effective means of making the voice of vulnerable communities heard, and building collective energies around issues that impact people the most.

As community radio derives its strength from its close connect with communities it has proved itself as an effective and empowering tool for addressing the issues of community – advocating for rights of women, minorities and Dalit communities; building the community resilience to disaster, grounding of secular values of the constitution and building better understanding within communities in conflict and mobilizing solidarity support of different social groups, and civil society organisations for ensuring social justice to the vulnerable communities.

ActionAid's efforts of bring together communities radio stations from different states across the country in the recent National Consultation on Community Radio held at Bhubaneswar was quite useful to discuss the best practices of community radio stations, the challenges they face and the way forward. We thank Young India and Radio Namskar for partnering with us in this effort.

The present publication on the best practices of the community radios in different parts of the country encapsulate the experiences and journey of the community radio stations in amplifying the voice of the marginalized communities, the change result they have achieved partnering with the communities and the larger aspirations of the community for social justice and equality.

Through this publication we would like to share the learnings emerging from the practice of community radio stations. I look forward to carrying these conversations further with you dear readers, and hence I look forward to receiving your comments and feedback on this report.

Sandeep Chachra
Executive Director
ActionAid India

Message



Young India in association with Action Aid is bringing out a publication involving success stories and best practices from functional community radio stations.

Ansari is an example of having a right mix of activism and development communication be it be newspaper or radio or more recently video.

Having known about 150 CR stations, I do believe that every CR station has a success story, a new programme experience, which is not highlighted anywhere. When I organised the first Sammelan, I was pleading to the Ministry, to give at least 10 minutes to each CR station to explain their uniqueness. Sammelans became platforms for theoretical foreign linked activists and later a mouth piece of the bureaucrats of government departments

I used to quote, that Community Radio is never with the community, but in campuses, corporates, and other 'C's

I once again congratulate Ansari and Action aid for bringing out this publication. Many of the stories are true and there may be some exaggeration in some of them. But I request the readers to study it with a pinch of salt and sugar

Dr. R. Sreedher
Media expert and Community Radio Practitioner
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SUPRIYA SAHU, IAS
Director General, Doordarshan



सुप्रिया साहू, भा०प्र०से०
महानिदेशक, दूरदर्शन

November 28, 2017

MESSAGE

I am glad to know that Young India & Indian Community Radio Broadcasters are publishing a booklet to capture the best practices/success stories including the learning and experiences of the Community Radios.

Undoubtedly, Community Radio is the most effective and powerful medium for community level broadcast. It has potential to bring a paradigm shift for the ground based communication initiatives by making it a voice of the community. We really need to popularize this medium effectively to make it a mass movement.

My Best Wishes for your initiatives.


(SUPRIYA SAHU)

प्रसार भारती | PRASAR BHARATI
(भारत का लोक सेवा प्रसारक) | (India's Public Service Broadcaster)

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Preface



Community Radio is one of the powerful mediums to reach out to people with information and be a vehicle of their voices to the local administration and local leaders. It also has an entertainment value. A combination of all these elements and much more has made community radio one of the most appealing and effective communication mediums. The range of best practices given in this book is mindboggling. It ranges from teaching mathematics to women workers to containing violence in a riot affected town.

The value of this medium cannot be underestimated. It is true that we have not been working with these community radios to make it more effective. It is high time that civil society actors not only use this medium but also lend helping hand to develop the content of the community radio considering their experience on locating best practices or local issues. This medium can also be used to give critical information like weather updates to a community like fisher folk to help them to decide whether to venture into the sea or not. This book captures very innovative methods of using this medium.

We sincerely hope that in near future there would be collaboration of the community radio representatives, civil society actors, community leaders, universities and educational institutions and local administration. This would really help people and us to become change makers in all the fields. Recently we have seen in Odisha how children can make use of community radio to speak out their minds and hearts on a issue which affected them – Child Marriage.

ActionAid thanks all the community radios who made it to the National workshop and all those who sent in their contributions so that all can learn from it. ActionAid sincerely thanks Young India and Radio Namaskar for partnering with us to hold the National Workshop with community radios from all over the country and help us in compiling the best practices. We hope there would be more such collaborations in future.

Debabrat Patra

Regional Manager, Odisha, ActionAid India

Acknowledgement Community Radio:

Furthering justice to marginalized community



The community radio movement in the country got an official nod in the year 2003 with the announcement of a policy which though limited the license to run station to educational institutes only but marked the beginning of giving a voice to the community. The first campus radio came up in February 2004 but when the broader objective of providing community a voice didn't materialize, Government of India ushered in a new policy on 16th November 2006 which allowed NGOs & non-profits to operate CRS. Sangham Radio, managed by Deccan Development Society, in Pastapur village of Medak district in Andhra Pradesh made history on 15 October 2008 by being the first non profit CRS.

People living in remote areas of under developed region very often don't enjoy the fruits of good governance due to lack of transparent & accountable system. Ignorance & lack of opportunity strangle their voice. Since the mainstream media don't reach such pockets as it is not viable commercially, community has been struggling to raise its voice of dissent & community radios provide the much needed platform in their area of operation. With a mandate to produce majority of their programmes locally, they have been able to give voice to the voiceless community by broadcasting programmes in the local language or dialect & most importantly as they feel about it. This engagement has not only strengthened the voice of the community but has often shown path breaking results with simple solutions. There have been numerous examples of community empowerment, social inclusion & equity that CRSes have ignited, nurtured & highlighted. While the educational institutions have been able to disseminate knowledge, technology & awareness resources, the NGOs have initiated & solved many a social issues of their area besides creating awareness. There have been many instances of CRS addressing disasters saving people's lives & property. The concept & the presentations are varied & effective by ensuring participation of the community anchors. Such experimentation in a low resource setting has produced astounding results which is why the Community Radio movement need a support from all stakeholders.

The growth of community media has been marginal all these years as the promoters have been struggling with low resource, inadequate patronage & technical issues. Despite the fact that it has been touching the lives of the marginalized, initiating social movement & bringing about change in society, it has not been owned by the civil society. As of now, 201 Community Radio Stations have become operational in the country, out of which 76 are operated by NGOs, 110 by the Educational Institutions and 15 by State Agriculture Universities / Krishi Vigyan Kendras.

Young India, a national level development Organisation in association with ActionAid organized a National Consultation to discuss the potentiality of Community Radio in bringing social change and capture the best practices from the work of Community Radio stations across the country. A group of fifty Community Radios operating in different states of the country met on 1st & 2nd Aug 2017 at Bhubaneswar, Odisha to share their tales. The presentations were on varied subjects & themes showcasing the radio's work in ensuring peace & justice in the conflict situation, building disaster resilient community, facilitating people's movement on social evils & many more. The stories also articulated radio's strong prospective for bringing social change by reducing the vulnerabilities of people & building resilient communities. There were tales of community mobilizing solidarity support of different social groups, and CSOs ensuring social justice to the vulnerable communities. They touched lives of every vulnerable community, be it women, children, dalits, transgender, rag pickers etc. One of the objective of the consultation was to further the objectives of social justice & empowerment through this network of change agents was achieved during the consultation. There was a broad agreement on areas of cooperation like i) Response to Disaster & Conflict Situation ii) Justice to marginalized community (Accessing Social Security Schemes, Rights & Entitlements) (iii) Livelihood & Agriculture (iv) Empowerment & Engagement of Women & (v) Innovation through Community Radio. I wish this declaration will propel community radios to a new height & their work will need publications of many more volumes.

Till then, I hope you find this publication useful. I would also like to take the opportunity to thank Mr Sandeep Chachra, Executive Director, ActionAid for his vision which was instrumental in shaping this publication. The team of Bhubaneswar Regional Office, ActionAid under the able leadership of Regional Manager Debabrat Patra, Programme Officer BN Durga & research team of Young India facilitated by young researcher Andaz Aaron too deserve a special mention. Also I would like to extend my thanks to Ghasiram Panda, Puspasree Devi, Lopamudra Behera, Sudeshna Mishra and Shyam Sundar Pal for their support. My sincere appreciations for Senior Journalist Basudev Mahapatra & Activist- story teller Biswajit Padhi who helped in articulating the work of the CRS into this volume. The designer team of Studio Edit provided the much deserved vivacity to the publication. I dedicate this publication to the countless unknown faces who put in their contribution to make the society a better place to live & hope this utilitarian yet aesthetic reference material will be useful all community radio stakeholders & development communicators.

N.A.Shah Ansari

President, Young India

Chairperson, Namaskar Community Media Network

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**Response to
Disaster &
Conflict Situation**

Guiding and protecting fishermen in the sea

About the CRS

Name: RADIO ALA

Frequency : FM 90.8 MHz

Establishment Date: January 26, 2013

Total hours of transmission in a day: 18 Hours

Coverage Area: Kakinada Urban and Rural (9 Mandals)

Address: Radio Ala, 2nd Floor, Boggavarapu Municipal Building, Beside TheaterMayuri, Cinema Road, Kakinada, East Godavari District, Andhra Pradesh, Pin: 533001

Mobile: 7794982345, 9248040968, EMail: radioala90.8fm@gmail.com, mcstrust@live.in

Name of the promoter Organization: Malireddy Charitable Trust

Name and contact detail of the Chief Executive: MVR PHANEENDRA, # G-5, Raja Ratna Residency, Gandhi Nagar, Kakinada-533004. East Godavari District. Andhra Pradesh. Mobile: 9440040968



Innovative Programme: "Samudra Samacharam" (Response to Disaster & Conflict Situation)

Duration: 3-5 minutes bulletin

Transmission schedule and time: Daily, every two hours

About the programme

The sea Alerts are issued every Two hours so that the fisher folks can get more fish. In addition to the availability of fish, the alerts also tell about the wind speed, height of the waves and temperature. As per Mr. M. Nagaraja Kumar, Scientist & In-Charge, Potential Fishing Zones (PFZ) Mission and Secretary, Indian Ocean Global Ocean Observing System (IOGOOS), our effort is helping fishermen not only in catching fish but also it reduces consumption of diesel and time. Indian National Centre for Ocean Information Services (INCOIS) appreciated our sincere effort to help the fishermen community

The need

Lack of awareness among the fishermen on the density of fish is the reason of constant poverty in the fishermen community despite increasing catch. In order to improve the living standards of the fishermen community in and around Kakinada, we help the general public by issuing sea alerts. Radio Ala 90.8 MHz station played major role during the Lehear, Helen and HudHud cyclones.

Connecting people

Most of Radio Ala programs are phone-in programmes presented by members of the local community, involving Students, housewife, local traders and the peasant community, beside the traditional fishing folk and weavers. Field Live shows are also integral part of several programmes.

Unique features

We provide innovative guidance and cooperation to the fishing community in various ways. We inform people on the government cooperation and assistance due to them, time to time cautioning on tidal waves and velocity of gales besides advising the fishing folk on the potential fishing zones.

Initial challenges

No such problem has come on our way.



The change harbinger

Radio Ala had cast a great impression on the local public mainly on the younger generation with innovative educational program like the language learning classes viz; the Spoken English program which had greater impact on school going and the higher education aspirers as well. The awareness programs meant for the development of the fishing and the weaver communities also gathered more attention and impact. The good morning Kakinada is also one of the most sought- after broadcast which not only inspired the whole of Kakinada but also made them masses to grab the needed information. One more interesting feature of Radio Ala is the conduct of Karnatic Musical classes regularly. Moreover, The Doctor Special is the best of its kind providing utility message to one and all. Keeping in view the illiterate rural spouses and their adolescent daughters Radio Ala had come out with a physical sanitation and personal health preservation program with which scores of rural women have now learnt and are using the sanitary napkins which are of great help to their young girls in protecting their health. Radio Ala is also guiding the fishing folk on the areas of aqua zones were sea food found aplenty; this helped the fishing folk save their energy, time and also get out of risk if any avoiding the entry in to the deep sea water for fish hunt. Since, Kakinada happens to be a fast developing educational hub where many a corporate educational institutions are on a song the innovative informative programs framed by this particular Radio Ala proved to be of greater help and use to the student lot.

What makes us different

Radio Ala had cast a great impression on the local public mainly on the younger generation with innovative educational program like the language learning classes viz; the Spoken English program which had greater impact on school going and the higher education aspirers as well. The awareness programs meant for the development of the fishing and the weaver communities also gathered more attention and impact. The good morning Kakinada is also one of the most sought- after broadcast which not only inspired the whole of Kakinada but also made them masses to grab the needed information. One more interesting feature Radio Ala is the conduct of Karnatic Musical classes regularly. Moreover, The Doctor Special is the best of its kind providing utility message to one and all. Keeping in view the illiterate rural spouses and their adolescent daughters Radio Ala had come out with a physical sanitation and personal health preservation program with which scores of rural women have now learnt and are using the sanitary napkins which are of great help to their young girls in protecting their health. Radio Ala is also guiding the fishing folk on the areas of aqua zones were sea food found aplenty; this helped the fishing folk save their energy, time and also get out of risk if any avoiding the entry in to the deep sea water for fish hunt. Since, Cocanada happens to be a fast developing educational hub where many a corporate educational institutions are on a song the innovative informative programs framed by this particular Radio Ala proved to be of greater help and use to the student lot.



Empowering communities for peace and justice

Name of Community Radio: Radio Bulbul

Frequency: 90.4Mhz

Establishment Date: 2nd November 2016

Total hours of transmission in a day: Six hours (7AM to 10AM and 6 PM to 9 PM)

Coverage Area: More than 178 villages in Bhadrak District, including Bhadrak Block, Dhamangar Block & Bhanadaripokhri Block

Address: Radio Bulbul, Chandan Bazar, Near RMC Market, Bhadrak, District: Bhadrak, Odisha, Pin: 756100

About the promoter Organisation: DISHA

Chief Executive of the promoter Organisation: Sk Mohd Niyaz, Founder Director

Contact detail of the Chief Executive: Address : Radio Bulbul, Chandan Bazar, Near RMC Market, Bhadrak, District: Bhadrak, Odisha, Pin: 756100, Contact No - 9040181885



Name of the Programme: "Shanti O Sadhabana"

Duration of the programme: The fifteen minutes programme was broadcast every hour from 12th April 2017 to 30th June 2017

About the programme:

This programme was a unique radio programme during communal clash period at Bhadrak. The chief objective of the programme was to restore peace and spread the message of brotherhood at Bhadrak. The Radio tried to bring both the religious communities i.e. Hindus and Muslims to a peaceful coexistence. The peace process was set off from the radio involving religious leaders & elders from both the communities.

The need

Bhadrak has rich heritage of togetherness yet communal clashes occurs when things go out of control. The discussed communal clashes erupted prompted by a derogatory facebook post. The local TV & mobile network was shutdown. The administration clamped section 144 CrpC prohibiting unlawful assembly. But rumour mongers took advantage of the situation to provoke people. Radio was the only medium & Radio Bulbul seized the opportunity & collected messages of peace and brotherhood from the community level leaders, peace makers and common citizens. People from all

corners of locality appealed for restoration of peace which ultimately yielded results.

Connecting people

This programme was purely for the local people & by the local people. The community connect was successful because people used the local language laced with emotions which appealed the people. The radio anchors just facilitated the dialogue process to win mutual faith & trust. The mass appeal of the Radio was established beyond doubt as the peace process was sealed after the radio broadcast.

Unique features

The most unique feature of the programme was it had mass appeal during a communal clash & was able to touch the emotions of people when vested interest were working overtime to disrupt peace. The genuine voice of the people was able to touch the sentiments of the people in a very short time & most



importantly was timely. This was also the only mass medium operational during the communal clashes.

Initial challenges

During any communal clash, there is lot of mistrust which is why people are tense & reluctant to give any opinion. In a situation where political people had vested interest, the radio faced opposition in resurrecting peace. Mainstream media also indulged in spreading incidence of violence to enhance their TRPs. So it was not only challenging to convince people to speak for peace but also to venture out in an atmosphere of violence & distrust. *Radio Bulbul* overcame all these by sheer perseverance & good will.

The change harbinger

The Radio was effectively used to dispel mistrust amongst two major communities living in the area. It also established the credentials of the Radio as a true voice of the people. Bhadrak is a Muslim majority town yet a peaceful town. Radio Bulbul was able to bring voices of people like community leaders, peace makers, youth leaders & local personalities on Radio as a balm to end the violence. This wouldn't have been possible without the faith of the community. Buoyed by the success of this initiative, *Radio Bulbul* has embarked on a drive to enroll maximum number of people into its fold so that such violence is not repeated. There is now a demand from the community to air more peace messages even during the peace. The

good work done during the communal clash also endeared it to the local administration that now uses the medium to connect to the people. Radio Bulbul also played very vital role in facilitating the visit of human rights defenders of the state to meet the victims of violence which was a great morale booster to the victims. During the curfew period the Science Express train made a halt in Bhadrak station. Even then *Radio Bulbul* was able to unleash a campaign exhorting students to visit the science express train which was highly appreciated by the Department of Science & Technology, Government of India authorities & benefitted the students.

What makes us different

Radio Bulbul is truly a voice of the community as it continuously strives to collect & air the opinion of the community members. It is the first community radio of northern Odisha. The broadcast is in typical 'Bhadraki' dialect which is a mix of Odiya, Urdu & Hindi. Because of majority Muslim population, it has programmes in Urdu & Hindi besides Odia. The programme committee conceptualizes a programme after getting feedback from the community which is why listeners own many of the programmes of the Radio. *Radio Bulbul* doesn't believe in TRP & hence focuses on truth & on subjects which can generate positive vibes in the society. *Radio Bulbul* stands for the voices of change, solution and harmony. A true voice of community, it seeks to establish a peaceful society.

Justice to marginalized community

Making administration accountable

About the CRS

Name: Radio Namaskar

Frequency: FM 90.4 MHz

Establishment Date: February 12, 2010

Total hours of transmission in a day: 12 Hours

Coverage Area: Intensively 4 Blocks of Puri District (Odisha)

Address: Radio Namaskar, At/Po- Konark, Dist-Puri, Odisha-752111. Phone: 06758-236471/ 9040904904

Name of the promoter Organization: Young India

Name and contact detail of the Chief Executive:

N. A. Shah Ansari, President, Young India, At/Po- Konark, Dist-Puri, Odisha-752111, Phone: 06758-236471/ 9437036471



Innovative Programme: Sir Tike Sunibe? (Hello Sir!)

Duration: 30 minutes

Transmission schedule and time: Weekly one episode, Sunday 8 PM – 8.30 PM (Fresh broadcast), Monday 8 AM – 8.30 AM (Repeat broadcast). Radio Namaskar also carries short duration teasers carrying grievances frequently.

About the programme

'Sir TikeSunibe?' (Hello Sir!) is a programme to bring to the notice of the administration different issues and difficulties of the citizens/community and to appeal for their redressal. The programme not only talks about the issues but also advocates on behalf of the community members and educates community regarding their rights & entitlements. It shares the community voice among officials in the administrative set up.

This weekly programme has become a citizen based campaign to promote and strengthen the voice of the voiceless community.

Most of the beneficiaries are women, People with Disability and old aged persons who struggle for their rights and entitlements. The stories and their impact say all about it.

The need

Gop block, being at the edge of Odisha on the

coast of the Bay of Bengal, is vulnerable to natural disasters. As most of the population of the block depend on agriculture and fishing, they are more often affected by natural disasters like flood, cyclone and tidal ingression. With every incidence of natural calamity, their economy gets disturbed. They live with many problems. To overcome the issues they need support from the local administrative, at least, under the welfare programmes implemented by the government. But, as usual in India, the administration always wants to block the flow. Here comes the need for a programme like 'Sir TikeSunibe?' (Hello Sir!).

Connecting people

As the community manages the station, content production and broadcast, engagement of people from the community is ensured in every affair of Radio Namaskar. However to take the people connect to higher level, the anchor from the community go to respective community members and get their grievances or issues recorded. The anchor also gets an answer on the issue/ grievance from the concerned line departmental officials which brings the issue to official notice and facilitates its resolution.

During last three years, the programme has carried interviews of more than 3000 members from the community.



Unique features

"SIR TIKE SUNIBE?" is an interactive radio programme. It comprises Telephony Voice/ interactive session, Discussion, Expert Voice, Letter Reading, Discussion and phone-in with Govt Officials. We have one dedicated telephone line i.e. 9040904904 for the listeners. Any one can call this number and say his/her view/grievance. The computerized system records the voice calls automatically in its database. Each week we synchronize all the view/grievances and broadcast them. To answer the questions of the listeners we invite the line department officers to this programme or link them with listener/callers through live telephony. Not only they answer the grievances but also inform about the scheme/projects in detail.

Initial challenges

As the community is directly involved, no major problem arises during production and broadcasting.

The change harbinger

So far, more than 4000 citizens' grievances are broadcasted and more than 3000 grievances submitted in different offices for redressal. More than 12000 people are found benefited through this radio episode. Radical changes are found in implementation of schemes like Public Distribution System, ICDS, Different Pensions, Students Scholarships, MGNREGA etc. 123 Govt Officials and elected representatives have been roped in to answer the grievances and questions of community members.

Achievements:

- More than 2000 RTI applications and 2500 grievances sent by listeners forwarded to different offices. It not only solves their problem but increase participation at grass-root level.
- More than 2000 Old Aged/People with Disability/Widow/AIDS Patients got pension under different govt schemes.



- Numbers of tube wells have been repaired in different villages.
- More than 5000 people got job under MGNREGA.
- More than 4300 mothers got their support money under MAMATA scheme.
- Radical change is visible in Public Distribution System (PDS) in Gop, Kakatpur & Astarang Blocks.
- Number of students got admission in school & back to school. What makes us different

What makes us different: Radio Namaskar is the first community radio of Odisha, started its broadcasting on 12th Feb 2010.

Since its broadcasting, Radio Namaskar has got maximum community participation because this CRS is managed by the local community members. They joined as volunteers and are now leading the entire production and broadcasting after capacity building. Radio Namaskar has not recruited any professional from outside for its management.

Here, we conduct no voice audition for participation in any programme. We have 84 community listeners groups. In regular meeting the groups suggest programme ideas for future production. In different villages, the listeners groups plan the content and get it recorded by radio volunteers. The Radio Management Committee finalises the content for broadcasting. This Radio Management Committee is formed by the representatives of the listeners groups of different villages.

Now we broadcast 12 hours of programmes per day in 2 sessions, i.e. 6 hours (7.00AM-1.00PM) in morning and 6 hours (4.00PM-10.00PM) in the evening.

Message

Community Radio can achieve its objectives only when the community is fully involved in its activities and capacitated to take control of it.

Making health services reach the community

About the CRS

Name: Radio Benziger

Frequency: 107.8 MHz

Establishment Date: November 07, 2010

Total hours of transmission in a day: 15 Hours

Coverage Area: Around 10 to 15 KM from Kollam town in Kerala

Address: Community Radio Benziger, Beach Road, Kollam, Kerala, PIN.691001. Ph. 9744722299, email: radiobenziger@gmail.com

Name of the promoter Organization: Benziger Hospital

Name and contact detail of the Chief Executive: Ferdinand Peter, Phone: 0474-2762477, email: bishopbenzihosp@hotmail.com

Community
RadioBenziger107.8



Innovative Programme: SUKRUTHAM

Duration: 30 minutes (running since last 5 years)

Transmission schedule and time: Every Thursdays, 8 pm, Repeat on Sundays

About the programme

The activity is aimed at the social inclusion of the differently able in the locality. The need of these literally silenced groups in isolation to communicate to the outside world is being facilitated by radio - a tool which makes their voices fly across the town to be heard and answered by thousands of people. Two methods are being adopted in production. Radio reporters meeting people in their homes is one. The other is people reaching the studio through mobile phones and interacting in live programmes.

The need

Differently able bring burden to the families in many respects. The rehabilitation costs in such cases are unaffordable to many, unless supported by other agencies. Unfortunately many are neither identified nor assisted by society.

Apart from this, we are today becoming increasingly aware of the need to provide equal opportunities to the differently able and to include them in social activity. The focus of community radio is on such marginalized groups who are otherwise ignored by the mainstream media for lack of glamour or sensationalism.

Connecting people

The harrowing tales of these unfortunate people who were either crippled from birth or became so in life move people to pity initially and later to a realization that it is their duty to bring succour to fellow beings in distress.

Taking inspiration from these radio programmes, a people's movement was started. The movement was later registered as "Sukrutham society". These volunteer groups engage in the welfare and rehabilitation activities of the differently able. The isolated and immobile individuals are now blessed with thousands of friends.

Unique features

An innovative method of people's participation developed by the radio is to allow listeners to call and express their responses while the programme is on air. In this method the community has the opportunity to complete and complement a pre-recorded programme.

Initial challenges

No major challenge faced.

The change harbinger

Apart from the wide response and appreciation from the public, the activity also won recognitions.

The programme attracted many to come forward with medical assistance for those whose disability



could be reduced either by surgical interventions or medications. However, the amount of human concern and generosity generated in the whole exercise remains to be the biggest impact of the programme.

What makes us different

CRB was established in November, 2010 in Kollam, a port city in southern Kerala. It is managed with community participation and has developed "self regulatory guidelines" with common consensus. The selection, production and quality of content are monitored by a committee. The present status is stable in finance, in human resource, in technology and in content generation.

We have been discussing those issues which the conventional main stream media usually ignore make this a radio of the underprivileged and the marginalized who find an easy access and an appropriate and much needed forum to break their silence and be heard in public. People exchange views, experiences, information and knowledge which create understanding, facilitate work, and strengthen community living and enterprises.

Mobile phones and social media enhance participation potential. Radio has established 25 radio clubs in Kollam. Discussions and seminars on current social issues provide platforms for people especially for women, children, and labourers and for those belonging to the voiceless groups to participate.

CRB is the first hospital based radio in India and the first radio in Kollam. Health care information reaches

the masses quickly and at no cost through this affordable and user friendly medium. Campaigns reach the people at the grass roots level. The radio associates with many health care projects of the government and joins crusades against social evils like alcoholism, dowry, substance abuse, garbage menace, suicides etc. CRB is the first radio in India to broadcast marine weather and marine safety tips on a daily basis with the assistance of INCOIS.

Differently able individuals find an opening to the outside world through radio. Open and flexible learning courses for those deprived of formal education help them to acquire knowledge and skills for their livelihood. Two such courses are running at the moment.

Surveys show that 76% of the local people (which is roughly 4 lacks) listen to the radio at least for some time during the day. 60% listen regularly. Of these, 38 % listen through the mobile phone. More than 70% rate the programmes from good to excellent. On an average, 50 people call to the radio daily.

CRB has received more than a dozen national/state awards.

Message

Constant vigilance to maintain the identity of a community medium is our challenge. In order to achieve this, an effective mechanism of networking of all stations is needed. This is not only for mutual support and understanding but to gain strength to forge ahead as an alternative medium for the marginalized and to withstand trends that may sway it away from true ideals and goals.

Giving an identity to the dirt-pickers

About the CRS

Name: Radio Vishwas

Frequency – FM 90.8 MHz

Establishment Date: August 10, 2011

Total hours of transmission in a day: 24 Hours

Coverage Area: Within 15 Kilometre radius

Address: Radio Vishwas, Basement, Vishwas Bank, Vishwajyoti Apt., Behind Prakash Petrol Pump, Goving Nagar, Mumbai Naka, Nashik - 422 009 Phone : 0253-2472626/ 27, email : radiovishwas@gmail.com, Website: www.vishwasdyanprabodhini.com

Name of the promoter Organization: Vishwas Dnyan Prabodhini & Research Institute, Nashik

Name and contact detail of the Chief Executive: Dr. Kailas Kamod, Phone: 0253-2472626 / 27



Innovative Programme: Swacchata Doot

Duration: 60 Minute slot, 45 minute content

Transmission schedule and time: Every Thursday- 3 to 4 pm & Saturday- 2 to 3 pm

About the programme

This is show about the people who collect garbage. Their daily living is completely based on this work. This show highlights on the difficulties and challenges they face in day-to-day life. This program makes an effort to educate people about this marginalized community. Most of the community targeted in this show is deprived of electricity, clean water and basic necessities. This show has definitely made a significant change in their lives by successfully reaching masses and giving platform to their problems. It helps them to build their confidence and share their stories through Radio programming. This action shapes their identity as a Community Radio Jockey serving voluntary for the benefit of the Community.

The need

Garbage pickers are important yet neglected section of community. They had their own problems which needed a platform so that normal people are educated about their situation. Being an important factor of community Radio Vishwas thought to give them a platform and enhance their lives.

Connecting people

Host interviews the people and ask them about their personal issues as well as life as garbage cleaner. The community then responds. The host is also one among the deprived and from the community. Content creation and production is entirely done by the people who work as garbage cleaners.

Unique features

Making people think and speak about their own community that has never been contacted and allowed for the same. Attaching people to the neglected community emotionally and introducing their new avatar to the people.





Initial challenges

The primary problems faced were making the deprived people speak. Being isolated from public because of their social state, it was a challenge to gain their trust and make them realize the importance of the program.

The change harbinger

The brighter side of the garbage cleaning community was brought out. They were happy because their voice and thoughts were reaching masses. Positive feedbacks from listeners and community kept driving the programme. Self Confidence of the deprived people was enhanced and their increasing participation in the program acted as a guide for us.

What makes us different

Mr. Vishwas Thakur is the founder of Vishwas radio. It was made as a form of communication for the locals so as to discuss issues that trouble them. Issues considered here are important ones and were based on the need of this community. People call and tell what troubles them, and that's how some of the shows started or were reopened. Themes and topics change syncing the need of public.

Radio Vishwas gives people the opportunity to learn about education, sports, culture and traditions – broaden public's mind. Moreover, it grants people the chance to be heard, to read their own poems, to play music. Furthermore, it provides the opportunity to the overlooked and underestimated to speak their mind, spell their thoughts, and tell about what troubles them. The next point would be empowerment and inspiration. There are these music and poetic shows which promote art and inspire people to create and there are these shows which really give strength to make real changes in life, such as show dedicated to women dealing with domestic violence – an issue that cannot be overvalued. For sure, radio cannot be only about educating people and developing them, there are also some entertaining shows for everyone to relax and have some fun in their life..

Message

Community Radio is very useful in the sense that the commonest of the common individuals or sections of the society can avail of and benefit from it.

Bringing light to the community

About the CRS

Name: CMS Radio

Frequency: 90.4 MHz

Establishment Date: July 05, 2005

Total hours of transmission in a day: 16 Hours

Coverage Area: 40 to 50 Villages in a radius of 10 to 15 Kms of Urban and Rural area of Lucknow District.

Address: City Montessori School, Lucknow,
Phone No.: 0522-2637078

Name of the promoter Organization: City Montessori School, Lucknow

Name and contact detail of the Chief Executive: Dr Jagdish Gandhi, Founder Manager,
Mobile: 0941515030



Innovative Programme: JANHIT ME JARI (ROSHAN HUA JAHAN)

Duration: 15 minutes

Transmission schedule and time: 9:00 am, three times repeat - 1:00 pm, 5:00 pm and 9:00 pm

About the programme

The Radio programme *Raushan Hua Jahan* was conceptualized, produced and put for Broadcast by CMS RADIO after it came across during a visit to village Jhijhila Purva that there was no electricity despite being situated just 7-8 KM from Lucknow, the capital of UP. People were bound to live their lives in darkness.

With the regular efforts of CMS Radio about 25-30 families have got the solar home light system installed in their homes and are now living happily. Now they don't have to go market to get their mobile charged neither children have to wait for the SUN to study

The need

It was shocking to come across the fact that a village so close to the capital city had to live without light even 70 years after India's independence.

Connecting people

CMS Radio organized a camp in village Jhijhila

Purva where a large number people gathered to inquire about the subsidized loan scheme of Bank & the demonstration of solar light system. The bank staffs answered all their queries about the scheme and to open the a/c of just Rs 100 and get the loan for solar light system. The manufacturing company also gave a live demonstration of solar light system.

Unique features

It was beyond just producing and broadcasting programmes on radio. It was Radio activism to fetch benefits to the community that had been living in dark till tis time. CMS Radio contacted the local electricity department but SDO and JEs paid no attention to the villagers' plea. Then CMS radio



Providing voices to the voiceless



About the CRS

Name: Alfaz-e-Mewat

Frequency: FM 107.8 MHz

Establishment Date: February 2012

Total hours of transmission in a day: 13 Hours

Coverage Area: Over 225 villages in Nuh district of Haryana

Address: Village Ghaghas, block Nagina, district Nuh (Haryana); Tel: 9813164542; 9810529324; alfazemewat@gmail.com

Name of the promoter Organization: SM Sehgal Foundation

Name and contact detail of the Chief Executive:

Mr. Ajay Kumar Pandey, a.pandey@smsfoundation.org Plot No. 34, Sector 44, Institutional Area, Gurugram, Haryana, Pin: 122003



planned this Unique programme (Roshan Hua Jahan) in association with Aryavart Gramin Bank & Bajaj Solar light system & brought light to the lives of people.

Initial challenges

In the beginning when CMS Radio team visited the community, the people were so scared talking to CMS radio team members. But regular efforts and visits made the community members familiar who became very supportive and regular listeners of CMS Radio programmes.

The change harbinger

Through our live programme "JANHIT ME JARI," Anwar Hussain, Chief Manager Aryavart Gramin Bank informed the caller during the live programme about subsidized loan given to the villagers for Solar Home Lights. A nearby small village Jhiljilapurva had no electricity hence many villagers enquired about the loan on solar home light system. CMS Radio promptly arranged a camp for the demonstration with coordination of Aryavart Gramin Bank and Bajaj Home Lights Ltd. After regular efforts and initiatives of CMS CR, many homes in the village are lit with Solar Home Lights.

What makes us different

City Montessori School Community Radio Channel at CMS Inter College Gomti Nagar came into existence on first July-2005 at a frequency of 90.4 MHz. Shri Arjun Singh, then Union Minister for Human Resources and Development, inaugurated CMS Radio Station. Inauguration of another CMS Community Radio Station at CMS Girls' Degree College was done by none other than Shri Jaipal Reddy, the then Union Minister for Information & Broadcasting, at a glittering function at CMS amidst high dignitaries, in the same year. CMS Community Radio was started with the sole aim to provide education to the masses.

Radio is an effective medium accessible to the poor and to the rich and covers large population areas with a low cost in short span of time. Therefore Community Radio has been a great advantage to the poor and needy children who cannot bear the expenses of studying at school. Through CMS - CRS not only the urban community but also the rural community is highly benefited.

CMS Radio, however, is not only limited to educational development, but it also produces programmes for community welfare.

Innovative Programme: "Gaon ki Chaupal"

Duration: 30-45 minutes

Transmission schedule and time: Thrice a week 11:05 am-11:30 am. The programme is aired twice a day on all transmission days, one new and one repeat.

About the programme

GaonkiChaupalis a community connect programme where the village's "Chaupal" (A common place to sit) is literally transported to the studios to interact with experts who not only answer people's queries but also provide expert advice on different subjects. This being a live show, the listeners have an opportunity to participate from their village & raise issues around them.

The need

The villagers have multiple issues & challenges, yet no formal redressal system. The Chaupal was a place for discussion of local issues to find solutions but was losing its value because of its inability to find solutions. The need to address local issues at village level with some expert advice not only rekindled the faith on their ability but empowered them to seek their rights in proper forums. The station truly provided voices (alfaz) to the people of Mewat.

Connecting people

Since its community driven, people engage with the program to share their views and opinions

on issue concerning them. Sometimes if an issue specific to one particular village is raised in the program, listeners from different villages pitch in with local solutions and workable model adopted by them in such situations. Listeners can participate in the programme through live calls & recorded calls. The radio reporters of the station bolster up issues by recording people's question much before the programme which throws up the challenges before the people leading to expert opinion for the benefit of the community.

Unique features

It reinforces people's ability to tackle local issues & challenges with or without expert advice as many a times advices from fellow listeners have worked wonders. The programmes have initiated dialogue, sparked debates, and have promoted partnerships for change. It has over the years instilled confidence amongst people to find solutions to local issues.





Initial challenges

Due to low self confidence of the listeners, the radio was being treated as a solution provider to unsolved issues. These initial hick ups have vanished over period of time & people engage & discuss to find solutions themselves.

The Change Harbinger

GaonkiChaupal has highlighted various issues of local importance. Besides information dissemination, the program bridges the gap between the citizens and the government. It has opened up new horizons by promoting community perspective on issues that rural villagers grapple with on a day-to-day basis. These could be emulated by administration for their grievance redressal mechanism.

What makes us different

Established in 2012, Alfaz-e-Mewat (Rural voices of Mewat) FM 107.8 has provided a media platform for local community voices in Mewat district, which has been rechristened as Nuh. The station broadcasts in Hindi and Mewati language to encourage listeners' learnings & promote discussion and debate important local issues amongst themselves. By championing the voices of the most isolated and vulnerable population, Alfaz-e-Mewat has raised citizen's awareness and empowered individuals to participate in their own development.

Serving over 225 villages in rural parts of Nuh, , Alfaz-e-Mewat is managed by a local team, trained and chosen from the community, who work

together with the community members to produce relevant programs and promote local culture. Based in a closed conservative Muslim dominated area, which fares low on almost all development indices, the station faced several challenges, women participation being a key concern. Special efforts are made to encourage women participation, promote gender equality and empower women.

Alfaz-e-Mewat leaves no stone unturned to partner with government & non government agencies including multilateral agencies for the benefit of its listeners. Alfaz-e-Mewat roped in Government of India ministries and departments such as Agriculture, Panchayati Raj, National Rural Livelihoods Mission & National Skills Development Corporation for its empowerment drive. The education and health departments of the state have also aligned to energise community.

The contribution of Alfaz-e-Mewat has been acknowledged at national level in the year 2015 when it was chosen as the winner of the Manthan Award in community broadcasting category. The state & district has recognized it's contribution to education and school enrolment campaigns through its programme Dastak-e-Taalim. Mission Indradhanush on immunization was similarly a rewarding programme for having increased immunization. Alfaz-e-Mewat is committed to provide power in the hands of people by citizen centric governance & providing voices to the voiceless.

#4 CHANGE COMMUNITY RADIO

Livelihood & Agriculture

Prioritising women's health

About the CRS

Name of CR: Radio Active CR 90.4 MHz

Frequency: FM 90.4 MHz

Establishment Date: 25th June 2007

Total hours of transmission in a day: Twenty three hours on weekdays & Twenty four hours on weekends

Coverage Area: 15 kms radius

Address: 1/1-1, Atria Towers, Palace Road, Bangalore-560001

Tel: 080-22355490, E: radioactivecr90.4mhz@gmail.com

Name of the promoter Organisation: Jain University (Sri Bhagawan Mahaveer Jain College)

Chief Executive of the promoter Organisation: Dr Chenraj Roychand, Mobile: 9845888686 (For Radio Station contact Ms. Pinky Chandran)



About the programme

“YariVaru” or “who are you?” Is the programme about identity of one of the stigmatized group of population? Stigmatized by society, disowned by family and neighbors, alienated by the schools, harassed by the police, stereotyped by mainstream media, the transgender community in Bangalore took to amplifying their voice and establishing their identity by creating their own media.

By May 2010, the community members conceptualized, produced, developed, hosted, and edited their own show titled YaariVaru. Hosted by RJ Priyanka, who incidentally became the first transgender Radio Jockey in India, the programme voices concerns related to the diverse issues faced by the community members like identity, education, unemployment, lack of housing facilities, social security, stigma and discrimination, sexual harassment, issues of homophobia, and criminalization of the community.

Duration of the programme: Half an Hour, every week

Transmission schedule for the programme Every Thursday from 12.00 to 12.30 pm

The need

From Yaari Vaaru, the journey moved on with many new additions, both in terms of content & groups. In 2013, popular activist Akkai Padmashali joined the station to look at advocacy beyond broadcasting. Out of Shadows: Strengthening Advocacy Activities for Gender & Sexual Minorities and Sex Workers' was launched on December 1, 2013 as an initiative to

amplify voices of the sexual minority community, under the three thematic areas of Communication and Media Generation, Capacities and Skill Development & Policy and Advocacy. Soon after towards the end of 2015, an idea germinated that of an initiative on convergence. Radio Diary was format used to see what it would be like to live someone else's life".

Jeeva's Diary was launched in 2014. "Jeeva" means life in Kannada and Jeeva's Diary is a true and personal account of Uma's life story, the happenings around her and her interpretations, understandings, opinion on the issues concerning the sexual minority community in India and abroad. The community also made an effort to document the issues of stigma and discrimination through the series Mounada Mathu (literally translated means Silence Speech or Talk of the Silenced). In 2015, Colourful Kamanabillu, a special program by queer communities sharing unheard stories, pushing the boundaries of gender further, spearheaded by a young student Shilok Mukkati started connecting with the English speaking LGBTQIA communities and Ghanateya Dudimegaagi Naavu Manshyaru produced by Sexual Minorities and Women in Sex Work, hosted by RJ Shanthi Sonu, focussing on the need for dignity.

Connecting people

The show provided a platform to the sexual minority community in addressing identity, recognition, and space. The RJs are active participants in transgender events and meetings including being part of the Queer Pride planning committee.

Members of the transgender community regularly use the office space to conduct meetings, with no costs attached. Members of the community have always been integral parts of the planning, networking, and production work attached to the shows which helps the RJs to identify & address the current issues confronting them. The members have consistently kept in touch with the radio station in terms of event updates, be it book releases or protests. Community uses it as an ally & awareness building tool.

Unique features

Yari Varu, started in 2010, with strong focus on the working class transgender community has strong emphasis on identity issues & has come a long way in inspiring the community members to launch their own show or projects. Currently in the third season, its content is distinguished by its focus on not just life stories but on the transgender culture as a whole covering language, rituals, customs, medical realities, and interconnection with sex work. The show takes a both macro and micro view of the community, without ever sacrificing nuance and sensitivity.

Initial challenges

The earlier reticence about revealing life stories has waned considerably with passage of time once they started asserting their rights.

The change harbinger

We have received regular feedback from the members of the community about the positive impact of the content of the shows. Admittedly, the shows have encouraged some members to stop begging and seek out more fruitful & permanent employment opportunities. Their participation in the shows has spiked & now RJs receive regular calls about events, workshops, and other happenings concerning the transgender community. RJ Priyanka's popularity as the first transgender radio jockey has created greater awareness about job possibilities for sexual minorities. She also regularly counsels youngsters confused about their sexuality and identity.

What makes us different

The first community radio station to be set up in the city of Bengaluru covers urban issues and concerns. The initial months were dominated by conversations about students and topics relating to education.

The programmes gradually began to shift towards marginalized communities. The foremost project started by the station was 'Science for Women', which



included surveys on women's health in the Mattikere area. The first geographical area that was brought into focus was JJR Nagar, for which it collaborated with Vimochana, the NGO to survey Muslim family and marriage structures.

Till 2010, Radio Active built a strong network of NGOs and other CSOs and collaborated with them on multiple projects. From 2010, Radio Active started identifying and involving members of specific communities to host their own shows, bringing their unique perspectives and opinions. One of the first such RJs was Shanthamma who brought with her a treasure trove of personal stories and concerns from Srirampura. Two other such RJs were Jaidev and Lavanya, both of whom are living with partial visual impairment, who came in as representative to speak about disability issues, government schemes and benefits and life stories.

Later it began in-depth research on waste management by visiting landfills and understanding segregation at source and the importance of its mandate at various institutions. More & more communities like waste pickers, sexual minorities, autorickshaw drivers, garment workers; people living with HIV, animal activists joined the shows.

Radio Active continued to organize outreach programmes like health camps, pet adoption camps, training sessions for PDS system access, clean-up drives, film screenings, talks, storytelling & workshops . Ten years on, Radio Active's focus remains on community involvement, where it had started. Radio Active believes that working closely with communities is a highly satisfying and unifying process.

Protecting women in bidi industry from threat of TB

About the CRS

Name: VIT Community Radio

Frequency: FM 90.8 MHz

Establishment Date: January 01, 2014

Total hours of transmission in a day: 11 Hours

Coverage Area: Within 20 Kilometre radius

Address: VIT Community Radio, VIT University, Vellore, Tamil Nadu (632014), India, 0416-2202323, Email: vitcr@vit.ac.in
director.crp@vit.ac.in

Name of the promoter Organization: VIT University

Name and contact detail of the Chief Executive: Dr. G. Viswanathan, Chancellor, VIT University, email: chancellor@vit.ac.in, Website: www.velloregv.com



Innovative Programme: Maruthuva Neram & Vallunar Paarvai (for awareness on TB)

Duration: 30 minutes

Transmission schedule and time: 2 episodes with 10 rebroadcast

About the programme

VIT Community Radio had broadcast of two awareness programmes and two public meetings under this Project REACH offered by Resource Group for Education and Advocacy for Community Health (REACH).

“Maruthuva Neram” episode with Dr. Prabhakar from Adukamparai Government Medical College and Hospital gave an understanding about Tuberculosis (TB) and treatment related queries.

“Vallunar Paarvai” with Prof. Thirumaran from Vellore TB Forum and Mr. P. Rajendran, a TB Survivor gave a better understanding of the ground reality of Tuberculosis awareness among the community and participation. These shows were hosted by Mr. S. Nithiaraj, Sound Recordist cum Announcer, VIT Community Radio.

The need

Tuberculosis awareness programmes produced in support of NGO REACH focused on in the most affected areas in Vellore, where the Bidi making is the cottage industry. It is an important activity for

the community to understand what TB is and how to prevent it.

Connecting people

People from Kalinjur Mottur village are our special targets for this awareness meeting, because of their Beedi rolling cottage industry. We got more queries on financial support and government schemes for Tuberculosis affected people. We got queries on financial support for Tuberculosis affected people under government schemes. During our interactions with the community, we got feedbacks from them.

Unique features

This programme is an interview series which take interviews from Doctors and Consultants from various medical fields. This series interviewed experts from the fields of Diabetics, Paediatrician,



Surgeon, Occupational Therapist, Dental, Psychological issues, Blood Donation, Homeopathy Practitioner, Cardiac issues and more. In total, 25 episodes were aired and 20 more episodes are in post-production.

Initial challenges

VITCommunityRadiodidnotfaceanyproblemduring programme production, but while conducting the public meetings, crowd management was the big issue. Community had different opinions and ideas on the topic we discussed during the awareness campaign. With the effective role played by the experts who spoke during the campaign the crowd management issue, the issue could be addressed.

The change harbinger

These awareness programmes provided sufficient information regarding History of Tuberculosis and how Tuberculosis spread around the world, government assistance, nutritional and moral support for the Tuberculosis affected people, safety precautions and aftermath challenges for the Tuberculosis survivors etc. Rebroadcast of these programmes on a rotational basis increase the chance of covering more listeners in need of information on TB.

What makes us different

VIT CR's first test transmission was done on the 1st of September, 2013 and it was officially inaugurated

on the 9th of January, 2014 at Dr. Channa Reddy Auditorium. Our full-time Transmission (6 Hours per Day) started with a Fixed Point Chart on 14th April 2014. Later it was increased to 11 hours broadcast and online streaming of radio programmes on our website (<http://www.vit.ac.in/about/communityradio>) with full audio archive facility from 15th August 2015.

A Project from NGO REACH was executed to spread the awareness on Tuberculosis and public meetings were done in the most affected areas in Vellore, where the Bedi making is the cottage industry.

Every year VIT CR conducts Independence Day Competition for school students in 8 categories and awards them during the flag hoisting ceremony.

Every year, VIT CR gives radio production training to 100 students under a 2 Credit course structure. We have also created a club for radio production with VIT students to produce weekly live shows and special shows.

Message

Instead of spending more time in posts and promotions, we can create a blog for a radio which will connect and post in all other social network channels with a single click. This may take your community to the next level with the theme of “Think Locally, Act Globally”.

Popularising organic farming in indigenous communities

About the CRS

Name: Radio Kotagiri

Frequency: FM 90.4 MHz

Establishment Date: February 13, 2013

Total hours of transmission in a day: 12 Hours

Coverage Area: Within 15 km radius

Address: RADIO KOTAGIRI, KEYSTONE CENTRE, PB-35, GROVES HILL ROAD, KOTAGIRI – 643217, The NILIGIRIS. Phone – +91 4266 271977, Email – radio@keystone-foundation.org

Name of the promoter Organization: KEYSTONE FOUNDATION

Name and contact detail of the Chief Executive: Mr Pratim Roy, Phone- +91 9442629877, Email- pratim@keystone-foundation.org



Innovative Programme: Namma Vivasayam & Arindhu Kolvom (Livelihood and Agriculture)

Duration: 30 minutes each

Transmission schedule and time: Each, thrice a day; one fresh and two repeats. Namma Vivasayam- 2:00pm and Arindhu Kolvom-8:00am

About the programme

The programmes are about importance of organic agriculture and the different ways in which it benefits the farmers, soil and the environment. It explains how people should convert from inorganic farming to organic farming and the required methods to produce healthy food. It tells how Rajesh works on organic and inorganic fields and how organic farming changed his life.

In livelihood, the programme narrates how buffalo's play a major role in the life of Thoda people. It also covers how Thoda embroidery is done and how the knowledge is passed on to the younger generations for it is one of most important part in the life of a Thoda. The programmes also bring into its content how the Kota people's lifestyle has changed from millet agriculture and pottery to vegetable agriculture.

The need

In Niligiris, there are a lot of fertile fields but many people are not aware of organic agriculture and its

benefits. The main objective of the programmes is to spread awareness on organic farming and to help people who are willing to convert their land for greater benefits. Programme says how buffalo's are important in maintaining the culture and traditions of the Thoda people. It also informs how Thamayanthi and Sneha have achieved sustainable living by practising it in their village.

Connecting people

People shared their knowledge on the respective fields in great detail and the reasons why they are doing inorganic farming and the success they have achieved in organic farming.

We received a very warm welcome in the Thoda village and the people shared the importance of buffalo in their culture. It also profiles the traditional embroidery works and how the ancestral knowledge is passed on through generations.

Unique features

The uniqueness of the programme is the impact of organic farming on the farmers and the change it has brought in the life of the farmers. Thoda and Kota are one of the oldest indigenous tribes in the Niligiris and the programme tries to document their culture and traditional knowledge.



Initial challenges

The recording of the programme was a challenge due to heavy winds and noises in the field, which caused some difficulties while editing.

The change harbinger

The programmes had done extremely well in bringing awareness among farmers regarding organic agriculture and the benefits of organic agriculture on the environment, health and the high nutrition food that can be achieved by following organic agriculture. The programme informs the people how the life of Thoda and Kota people have changed due to the modern changes. It covers how the indigenous people are trying to hold on to their culture which has been followed for centuries. This also provided us with the documentation of the importance of cultural and traditional methods of the indigenous tribes as they have no script for their language. It also helped the youngsters of their community to understand the importance of their culture and tradition.

What makes us different

Radio Kotagiri was started to empower the people, particularly the tribal communities, to improve the social, environmental and economic status of the indigenous communities of the Nilgiri Biosphere Reserve by enabling them to find their own voice via the medium of Community Radio. Radio Kotagiri is a well functioning Community Radio Station that is managed by members of the indigenous communities at all levels from content creation to production and broadcasting, and to day to day running of the Radio Station. A set of trained indigenous people (barefoot journalists) play a key/central role in the success of our Community Radio Station. There are already a set of tribal youth

who are barefoot journalists for the Seemai Sudhi newspaper. Their capacity was enhanced so that they could produce content for the community radio, produce audio clips, disseminate information from the hubs, collect data for updating the databases at the hubs and centre, access online sources of information themselves. In short, they are examples within their communities.

The content that aired is focused on filling up information gaps in key areas to address the issues of the communities. Thus it would directly contribute to improving the capacity of the communities to address the issues themselves. The radio programmes attempt to utilise resources from within the community (such as village elders, organic farmers, healers etc.) so that the relevance to and acceptance by the people is maximum. Unlike the written medium, radio programmes can be in any dialect and therefore reaches the full diversity of audience.

Since mobile phones are very common in the area, dial in queries or feedback can be easily obtained from audience, many of whom may not be able to communicate in writing. The CRS has a limited range (15 km maximum) around Kotagiri.

We have done a lot of projects such as FREEDEM, Panchayath Raj, TB Awareness and currently we are working on DST project. Our signature programme include namma Vivasayam, traditional medicine and environmental awareness

Message

CRS need to create a strong platform with the local authorities and communities in order to bring a drastic change. CRS of each state should have a separate portal (eg.manch) to share their programmes and innovative ideas.

Creating a comfortable society for women in period

About the CRS

Name: Green Community Radio

Frequency : 90.4 MHz

Establishment Date: August 22, 2010

Total hours of transmission in a day: 17 Hours

Coverage Area: 10 KM radius

Address: Basement, Shiv Pavilion, Rammandir Chowk, Sangli-Miraj Road, Sangli-416416 M.S (India), Phone No.: 0233-2322012, email: greenradio@gmail.com

Name of the promoter Organization: Sasneha Kala, Krida, & Sanskrutik Mandal

Name and contact detail of the Chief Executive: Mr. Rajiv Patil, Mobile: 9823093598



Innovative Programme: The Unacceptable Truth - Menstruation

Duration: 30 minutes

Transmission schedule and time: Four episodes transmitted on April 2, 9, 16 and 23, i.e. On Sundays, between 10-10.31 AM. Repeat: twice a day.

About the programme

The success story of our Green CRS relates to the reality of our society and that's Menstruation/Periods of women. We, the Green CRS Team, Worked together for creating the awareness on Periods among people as our society is not accepting the fact that menstruation is a natural process which a women faces every month. So we focused on taking several interviews of gynaecologists and a few lectures were conducted by our Rj's in Colleges for giving a specific message on periods to our youngsters. Interviews included the health of women while they are in their periods and they even took us to a bright side of menstruation that "Periods are stingy, disgusting, and weird but they are a blessing as women can reproduce."

The need

Because women's of our society face many problems when they are in there periods, it was essential to

bring awareness and make the society accept it as a natural occurrence with woman. The women should also speak about their periods without getting ashamed of it.

Connecting people

People's engagement played a crucial role in our awareness campaign. As our success story included interview with a gynaecologist, we tried to spread message to the society about the health of women when they are in their periods and how much they suffer. We interviewed various College students' on this topic and the support we got was incredible. Discussions were held with the youngsters about the menstruation. So to say People connect played an important role in this initiative.

Unique features

We as a society are shy while talking about the periods/Menstruation. People consider it as a disgusting, Stingy and Awful thing. But the reality is that Periods/Menstruation is a blessing because it allows women to give a birth. So the uniqueness of the programme lies in bringing such a topic into discussion in the community and make women feel comfortable while talking about their periods.



Initial challenges

Rather, the amazing thing happened with Green Community Radio team, while planning the awareness campaign, was huge support from the community.

The change harbinger

The fact is that people never accept menstruation/period among women as a blessing or natural process but as a Shame, our team worked hard to change the view of people in the society. The first step we took was interviewing a gynaecologist, which led to the major change in our women's thinking as the doctor explained all the basic details that a woman needs to know about her health and physiology. And second step was taken by our Radio Jockeys. They went to the public, i.e. colleges, and interacted with the students. The response of the students was so supportive that we realized not only us but even youth of this generation is ready to accept this fact and bring mandatory changes in their regular life considering the reality of periods.

We, The Green CRS team, will keep on working on the social issues where a change is necessary.

What makes us different

Since 2010, Green CRS is dedicated towards produce shows related to agriculture and rural development. Initially, the radio transmission was for about 03 hours, which substantially increased and currently the radio transmits for about 17 hours.

"Mazaa Shivar" & "Haritkranti" are the programmes specially aired for the farmers by Green CRS. These programmes provide useful information regarding agricultural schemes, new methodologies/techniques, agricultural market update etc.

Sangli and Miraj are the medical hubs for South Maharashtra and North Karnataka. We have a programme named "Doctor's Room" where we interview expert physician and surgeons who



share knowledge and latest updates about medical facilities to our listener's.

Another remarkable programme we broadcast through our Green CRS is "Green Katta" which is now a good social platform for NGO's, social workers/volunteers, individuals, government etc. who share information/ experiences about their good deeds for the society or about latest happenings for welfare of the society.

We also promote live interactions with public on current issues in public places.

Our radio jockey training programme, running since last 04 years, to develop confidence and enhance calibre of an individual to make his/her career in Radio Jockeying has been immensely popular. Approximately 90 people from Sangli have successfully completed the radio jockey training programme.

As a responsibility, during or after any natural calamity or disaster, we seek help from local authorities, district magistrate and district superintendent officer to share updates with people about the scenario through radio.

Green CRS aims to bring together the continually evolving communities and to establish a platform for cultural exchange. Green CRS has successfully completed 07 years despite all its limitations. It is in line with UNESCO guideline that community radio station should be operated for the community, by the community and about the community.

Message

We wish that all CRS across India should unite and conduct common programme/initiatives about common social issues which will lead our society to build a better India. As India is a developing country, we Community Radio stations have to serve our best so that it transforms into a Developed INDIA.

Empowering farmers with up-to-date knowledge

About the CRS

Name: HAMARA MSPICM

Frequency : 90.4 FM

Establishment Date: March 13, 2008

Total hours of transmission in a day: 13 Hours

Coverage Area: Approximately 15 Kms crow fly area, covering Solan District and parts of Sirmour, Bilaspur, and Shimla districts.

Address: M.S.Panwar Institute of Communication & Management, Rajgarh Road, Shanti, Solan, Himachal Pradesh Pin: 173212, Tel No: 01792-229297, 9218848838, Email Id: brijenderpanwar@gmail.com

Name of the promoter Organization: M.S.Panwar Institute of Communication & Management

Name and contact detail of the Chief Executive: Dr. B.S.Panwar, Director, M.S. Panwar Institute of Communication & Management, Tel No- 9218848838



Innovative Programme: CHALU KHETOO KI AUR (Livelihood and agriculture)

Duration: 30 minutes

Transmission schedule and time: Afternoon 1 PM to 1.30 PM, Repeat Broadcast: 7 PM to 7.30 PM.

About the programme

Agricultural practices in the community of Solan are fast changing. The new generation youth is not inclined towards adopting agriculture as their profession because the traditional/ old techniques in agriculture no more make it a profitable profession. So, the management of HAMARA MSPICM decided to produce and broadcast half-an-hour programme on Livelihood and Agriculture. The radio programme was started in March 2015 with the purpose of taking the latest agricultural technology and best agricultural practices to the farmers and making them aware of the latest techniques that can make agriculture a profitable activity. We invite agricultural scientists/ subject matter specialists from Dr. Y.S.Parmar University of Horticulture & Forestry to speak on their respective areas of agricultural research.

The need

Agriculture is the main occupation of the rural people in our community. The farmers have small land

holdings which are further being fragmented. So, there is a need to provide them information about the new research in agriculture. Since the farmers are regular listeners of Community Radio, they get regular updates about different crops from the scientists and they get benefited by this information. We broadcast programmes matching the season and crop preferences of the farmers and keep on changing the experts.

Connecting people

Before starting the programme, we visited the selected areas of our coverage area and interviewed the farmers to find out what topics they wanted to be covered in the programme on Livelihood and Agriculture. We also verified about the convenient time for the farmers to listen the programmes. We conducted the survey through a questionnaire. On the basis of the feedback of the farmers, we made 30 programmes and started the broadcast. Whenever a scientist is available in the studio, we open the lines for the farmers during the broadcast of the programme and farmers ask questions to the specialist and get immediate reply. In case, the specialist has no ready answer he/she ask for time and replies through phone. We broadcast the phone numbers of the agricultural scientists/ subject matter specialists so that the farmers can contact them at their convenience and



clear their doubts. We also invite some progressive farmers to the studio and broadcast their interview so that the small farmers can be motivated to adopt new techniques of agriculture.

Unique features

The programme is unique because it gives accurate and relevant information to the farmers of the community on modern technology and practices in farming and the farmers use this information to adopt the best practices in modern agriculture. The farmers are getting benefitted from the radio programmes and the Community radio is serving the community in the best possible manner.

Initial challenges

The main problem faced by the radio was scarcity of funds. The agricultural scientists are in a habit of getting good amount of money for interviews which they give on All India Radio, Shimla. They expect the same from the Community Radio. So, we pay them a token amount and many retired scientists give time for the programme free of cost.

The change harbinger

The programme has good impact on the farming community. The farmers get a lot of useful and updated information on latest agriculture techniques and best practices. As a result, many farmers have adopted greenhouse technology. We invite scientists from all disciplines and inform farmers on beekeeping, mushroom cultivation and dairy farming along with their regular traditional farming.

We have National Institute of mushroom in Solan and the Horticultural & Forestry University is also nearby. So, we are in a position to pass on the latest research to the farmers. Many farmers have increased their production and enhanced their income. The farmers also get information on Dairy and livestock from the Veterinary doctors who visit our studio regularly. This has helped farmers to increase the production of milk and other dairy products.



What makes us different

M.S. Panwar Institute of Communication & Management, Solan is a Centre of Excellence in Media and Management Education offering PG Diploma programs in Journalism, Mass Communication, Radio & TV Journalism, affiliated to Bhartiya Vidhya Bhawan, Mumbai.

Setting up of a Community Radio by M.S.Panwar Institute of Communication & Management (MSPICM), Solan - a media and management Institute, in a small hill town of Solan with a population of 50,000 was a historical moment for Himachal Pradesh. HAMARA MSPICM 90.4 is the first community radio station not only in the state of Himachal Pradesh but also in other hill states of India.

Initially, from March 13, 2009 onwards, test broadcast was started for the period of two hours daily. From 15th August, 2009, radio is on air for 12 hours a day. In June, 2010, a team from University of Hyderabad, (UNESCO Chair) conducted a survey in the coverage area of the Community Radio and interacted with the listeners. They got a positive feedback from the listeners and we were surprised to learn that we have such a wide and dedicated listenership covering four districts - Solan, Shimla, Sirmour and Bilaspur.

Issues covered in programmes of HAMARA MSPICM 90.4 CRS include Health, Nutrition, Problems of Community, Sports, local talent, women and child related programmes etc. The main focus of the programmes is to create awareness amongst the local community on employment opportunities, hygiene, agriculture, environment, health, issues of women, female foeticide etc.

HAMARA MSPICM 90.4 CRS Solan received projects from different NGOs as well as the government of India.

Message

We come across lot of problems and face difficulties. But we should remember that we are not here to earn profits. We are operating Radio Stations to empower our Communities. We are there to give, not to take.

Helping farmers insuring their crops

About the CRS

Name: Radio SSM

Frequency: FM 90.8 MHz

Establishment Date: February 13, 2012

Total hours of transmission in a day: 12 Hours

Coverage Area: Within 18 KM radius

Address: SSM COMMUNITY RADIO 90.8 MHz, NH 47, Salem Main Road, Komarapalayam, Namakkal District, Tamilnadu-638 183. Contact: Prof. J. Jaganpradeep, Station Manager, Mobile: 98947 04992

Name of the promoter Organization: SSM College of Engineering

Name and contact detail of the Chief Executive: M. S.Mathivanan



Innovative Programme: Udhira Kathirgal

Duration: 15 minutes

Transmission schedule and time: 4 episodes (03-12-2016, 11-12-2016, 21-12-2016, 30-12-2016)

About the programme

Due course due to modernization and the development of technology, agriculture has lost its charisma. Climate changes and droughts threatened agriculture, due to which the farmers are in distress.

In this context, "Pradhan Mantri Fasal Bima Yojana" has been announced to the aid of farmers. This scheme will cover all the farmers who lost their harvest due to Natural calamities, if they had insured their crops.

Udhira Kathirgal is produced and broadcasted to create awareness among the local community about the crop insurance.

The need

We mainly focus on the various announcements of the government scheme for the farmers. This programme aimed to benefit the farmers through suggestions and recommendations on crop insurance - 'How much to be insured and what to be insured.'

Connecting people

Engagement of farmers was ensured during the production of the programme and collection of

feedback during meetings and official discussions at different camps.

Unique features

Through the programme, Agricultural department officials, clarify the queries of the farmers and give suggestions based on their questions.

Prior announcements about the broadcast of the program are made in the camp itself. So that those who did not attend the camp, can listen to our CR to know what happened in the camp.

Initial challenges

Any new programme does not get the attention of the farmers immediately. So, we had to overcome this challenge through awareness among people.



The change harbinger

SSMCR broadcasts awareness and other related program for the benefit of farmers. Though there are several programmes which create awareness for the farmers, it doesn't reach everyone. Further farmers hesitate to insure their cultivation. There are several scheme announced by the government for the farmers, but only few are benefited by this scheme. So we interact with the farmers who have benefitted out of this scheme, and broadcast their opinion in order to impact the minds of other farmers.

What makes us different

Initially we are broadcasted two hours of programmes per day. From May 7th 2012, we have increased broadcasting time from 2 to 6 hours. Now, broadcast time is from forenoon 6.00 am to 12.00 pm, and the repeat broadcast is from evening 3.00 pm to 9.00 pm.

SSM Community Radio Situated at our college has been conferred with the Most Creative/Innovative Programme Content Award on 11th February, 2013. SSM Community Radio has won the 3rd prize in the category.

The Ministry of Information & Broadcasting has congratulated the winners for taking initiative to promote the stream lining and simplification of community radio.

SSM Community Radio has received "Best Community Radio Programme award" for producing good programmes on 'Hand washing, Hygiene and Sanitation' from Anna University, Chennai & UNICEF India on 28.12.2015.

Community Radio has received "National Community Radio Award 2016" in the category of Promoting Local Culture its programme series of Tholekalai Payanam awareness from Ministry of Information & Broadcasting, Government of India.

Message

Community radio plays a pivotal role in making the masses aware about their basic rights and duties. Not only limited to solving problems which a common man faces in his day-to-day life, community radio provides him a strong platform from where he can freely disseminate his ideas before his community members in the best possible manner. Thus, community radio becomes one of the important instruments to strengthen the 'Freedom of Speech and Expression'.

Building a resilient community and ecosystem

About the CRS

Name: Radio Bundelkhand

Frequency: 90.4 MHz

Establishment Date: October 23, 2008

Total hours of transmission in a day: 12 Hours

Coverage Area: Orchha in Tikamgarh district Madhya Pradesh and Jhansi in Uttar Pradesh

Address: Orachha, Madhya Pradesh 472246. Phone: 0510-3206904, email: radiobundelkhand@devalt.org, ashukla2@devalt.org

Name of the promoter Organization: Society for Development Alternatives

Name and contact detail of the Chief Executive: Mr. George C Varughese, email: radiobundelkhand@devalt.org



Innovative Programme: Shubh Kal (Climate change communication model – a success on the ground)

Duration: 30 minutes

Transmission schedule and time: Twice daily, 9:10 am (Fresh broadcast), 5:30 pm (Repeat broadcast)

About the programme

This program is around communicating climatic change at the grassroots through community radio. This program talks about impact on agriculture and farming activities due to adverse climatic conditions. It aims to bridge knowledge gap between communities, scientists, and policy makers. The idea is to strengthen community knowledge by enabling them to share their experiences in coping with climate change.

Trained community radio reporters in climate change journalism serve as an effective two way communication link at the grassroots between farmers, line department of the government and scientists from agriculture extension agencies such as Krishi Vigyan Kendras.

The need

The issue of climate change is particularly important for the Bundelkhand region as it faces water stress

and recurring droughts on a regular basis. The impact of this has been extremely negative on the agriculture, livestock and people of the Bundelkhand region. Many farmers have committed suicide in the region due to loss of crops and debt as a result of drought. In such a situation, the information provided on agriculture using practice to policy approach is not only of use for the farmers but can influence various policy decisions at the local and state level.

Connecting people

It brings together key stakeholders that aim to strengthen community knowledge, build capacities of communities to share their experience in adapting to climate change. Through this program community radio reporters serve as an effective two way communication link at the grassroots between farmers, government line department officials and scientific expert.

Unique features

The programme is unique in many ways as Radio Bundelkhand is the only Community Radio station in the country that works around the issues of climate change. The programme has been designed to bring together policy makers, scientific community and rural communities on a single



platform, thus ensuring a practice to policy connect in programming. This uniqueness helps in ensuring impact on the ground.

Initial challenges

Sometimes due to technical glitches of transmitter the reach of radio program falls down and the potential listenership rate decreases.

The change harbinger

Radio Bundelkhand's campaign contributed to following:

- Strengthened community knowledge and voice on climate change impacts and adaptation by enabling communities to share their experiences in coping with and adapting to climate change
- Increased awareness of the scientific community and government authorities on how climate change is impacting local development. Addressed concerns of the farming community by bringing their queries and concerns to the scientists and line department government officials.
- Disseminated information from the scientists and the government officials on adaptation options and relevant government schemes to the farming community.
 - » 4 participating radio stations in Bundelkhand
 - » 35 radio reporters trained in climate change journalism
 - » 50 radio shows disseminated on climate change issues
 - » 400 villages reached
 - » 4,00,000 + villagers made aware about climate change.

What makes us different

Radio Bundelkhand is a participatory model and jointly managed and run by the community and Development Alternatives. The programmes of



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

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

Till date Radio Bundelkhand has developed many programs based on community interest, covered various issues and addressed possible solutions. It is one of the medium that helped in empowering and educating various groups of the community. One such signature program of Radio Bundelkhand is Shubh Kal (Climate Change Adaptation). We have been engaged in creating awareness about the climate change adaptation especially since Bundelkhand region is facing extremities and dependent on scarce resources and their adaptation experiences can be a lesson for others in the community

Message

The success of Community Radio programming rests in community engagement and their participation in the content creation. However, Development Alternatives' campaign on climate change has reflected upon the importance of drawing linkages between scientific community and stakeholders in the community. The involvement of different stakeholders at various stages of community radio programming is critical for developing high impact campaigns.

Bringing back youth into traditional craft and enhancing income

About the CRS

Name: CHANDERI KI AWAAZ

Frequency: 90.4 MHz

Establishment Date: 27th March 2010

Total hours of transmission in a day: Eight Hours (8AM to 12PM, 4PM to 8PM)

Coverage Area: 15-20 km (60 to 70 villages)

Address: C/O- Sanjay Kumar Jain house, Near Rest House, Ashoknagar, Chanderi, Madhya Pradesh Pin: 473446, E mail - chanderikiawaaz@gmail.com

Name of the promoter Organization: Bunkar Vikas Sanstha (BVS)

Name and contact detail of the Chief Executive: Mr. Swadesh Samaiya (Director), Mob- 9425768634



Innovative Programme: “Meri Prana Mera Hunar”

Duration: 15 minutes

Transmission schedule and time: Morning 9.00 am and Evening 7.00 pm. The programme is aired twice a day on all transmission days, one new and one repeat.

About the programme

Meri Prana Mera Hunar is an ode to the skill building of the rural artisans, especially the weavers of Chanderi who have carved a niche for themselves since long. Chanderi Sarees (a long piece of cloth worn by Indian women) are famous for its unique design. The programme helps weavers, who are mostly illiterate, to sell their products through e-commerce. The programme has provided a new lease to their business as it helped them to use new technique to market their products not only in the country but also worldwide. The weavers are now getting better price for their products & saving their time & energy. This has energises the weavers to take up their business with renewed vigour.

The need

Chanderi handicrafts are famous since the times of Raja & Maharaja who had promoted it then. With mechanisation & poor marketing support, around five thousand families engaged in this traditional form were finding it difficult to sustain the trade. Since the Radio was envisioned for the people of Chanderi, it was but natural to support a world famous handicraft and more than ten thousand people engaged with it. There was a need to win over youths who were reticent about the family business.



Connecting people

The programme has been able to take into its fold all the stakeholders of the weaving industry in Chanderi. This has also facilitated the support of the local handicraft department. Since the weaving community has directly benefited from the programme, their participation & sharing of their success has become a learning platform for all those engaged in weaving.

Unique features

The programme teaches all about e-commerce to a population who are illiterate. The programme has instilled so much confidence in the minds of the weavers that they have overcome their greatest handicap Illiteracy to embrace e-commerce for selling their products all over the globe. Youths of the target group have shown extraordinary courage to learn which was initially unthinkable.

Initial challenges

The challenge was to elicit information about their income as they were very secretive about it. Since the objective was to promote their income, a baseline was needed & the roadblocks started

from their. This was addressed by winning their confidence over a period of time.

The change harbinger

Meri Hunar effected the change from within. Community had the skills, “Chanderi Ki Awaz” only polished it using experts who taught them to use computers & later e – commerce. Increased use of e-commerce has enhanced their income & brought back youth into the traditional craft. Youths were earlier reluctant to take up the family avocation for low income. Exposed to a world of new clients, they are also working on new designs to satisfy their ever growing clients. Recognition to “Chanderi Ki Awaz” came in the form of first prize in NSDC-CEMCA skill programme challenge in the year 2016.

What makes us different

“Chanderi Ki Awaz” takes pride in the fact that it is owned by the community for which it works. The community has not only contributed to buy the transmitter but manages it by volunteering to run the station. It believes in the fact that each community radio must keep its door & heart open to the needs & ideas of the community to be a true change agent.

Building skill and livelihood of farmers

About the CRS

Name: KISAN VANI

Frequency: 90.4 MHz

Establishment Date: 2nd October 2008

Total hours of transmission in a day: Eight Hours

Coverage Area: 15-20 km (250 villages)

Address: Kisan Vani CRS, Indian Society of Agribusiness professionals, Mandi prangan ,Begam Bag, Sironj, Vidisha, Madhya Pradesh, Pin: 464228, Ph.No: 07591253942, Mo: 9319969042 Email- jitenderkumar@isapindia.org, sironjcrs@isapindia.org

Name and contact detail of the Chief Executive: Mr. Sudarshan K Suryavanshi, B1B1, Mohan cooperative Industrial area, Near Kent aro office, New Delhi, 110044



Innovative Programme: “Livelihood & Agriculture”

Duration: 15 minutes

Transmission schedule and time: Morning 9.00 am and Evening 7.00 pm. The programme is aired twice a day on all transmission days, one new and one repeat. Fresh programme with repeat on 2nd day.

About the programme

Kisan Vani is committed to its name & listeners & believe livelihood & agriculture are the biggest concern of its community. Reducing agricultural land & increasing population are a major challenge for the community living around Sironj Block area . The programme has been stressing on sustainable & scientific agricultural practices. The three hours day programmes discusses various improved method cultivation, use of bio pesticides, sustainable use of fertiliser etc in agriculture.

The need

Kisan Vani is promoted by ISAP which is a body of professional agriculturist who could visualise the challenges of the coming years & wants its community to be ready to face those challenges.

The programme seeks to introduce new agricultural practices which could help people to make an honourable livelihood so that they will be financially well off to meet their basic needs of food, clothing & shelter.

Connecting people

Kisan Vani Sironj has been receiving feedback from the people through phone calls. The other major strategy has been to narrowcast the episodes which farmers not only listen very enthusiastically but also



raise questions. The questions raised by the farmers are answered by agricultural experts. *Kisan Vani Sironj* also have a healthy tradition of encouraging community participation where listeners come to our studio & prepare their own programmes which is then broadcasted. Efforts are on to manage the day to day affairs of the radio by the community.

Unique features

Kisan Vani Sironj have been promoting local talent using folk songs for entertainment. Instead of film songs, it uses the tunes of folk songs to put forth social messages & agricultural related information. Since the beats of the folk songs are very popular, the messages are received as a form of entertainment. This unique method has won the hearts of the people & the results are also seen in the field.

Initial challenges

Because of low power transmitter, the signal strength is in poor in some villages where the farmers have shown keen interest to learn from *Kisan Vani Sironj's* programmes.

The change harbinger

Listeners are trying to become part of the station post appreciation of the agriculture & livelihood programmes. Farmers are also developing interest for new & improved method of farming after listening to the programmes. Amateur artists whose talent

were not getting recognised have found a platform in the radio. They have been using the radio to further polish their talent & are now getting the much desired recognition. There have been more socially relevant messages, especially against social evil for the listeners now after involvement of many artists of the area.

What makes us different

Kisan Vani Sironj has not only enhanced the skill & income of the farmers but also made them stakeholders in the radio. Many of them are coming forward to make programme of their own for the radio. *Kisan Vani Sironj* has been airing programmes in Hindi (70%), Malwa, Bundelkhandi language which no mainstream media does. People are able to know about government & non –government programmes & schemes from their villages. There has been increased demand for government services in the area post airing of such programmes. Community has also come forward to renew many of the folk traditions (Rai, Kalgitura, lamtera, Kingadi) of the area. *Kisan Vani Sironj* has received National Award from Ministry of Information and Broadcasting in year 2013, Mantan Awards in the year 2014 for its contribution to the society. *Kisan Vani Sironj* hopes to develop a common national platform for development of agriculture & livelihood with all community radios.

Encouraging community involvement and broadcasting

About the CRS

Name of CR: Mann Deshi Tarang Vahini

Frequency: 90.4 MHz

Establishment Date: 17th November 2008

Total hours of transmission in a day: 08 Hours 30 Minutes (7AM to 10 AM, 12.30PM to 2.30PM, 6PM to 9.30PM)

Coverage Area: One hundred thirty villages in about 15 kilometer radius (which block, district)

Address: Mann Deshi Tarang Vahini, Shingnapur Chowk, Mhaswad, Dist- Satara, Maharashtra, Pin: 415509

Name of the promoter Organisation: Mann Deshi Foundation
Chief Executive of the promoter Organisation: Mrs. Chetna Sinha
Address , Mob.: 09423033481, Email: chetna@mandeshi.org.in



About the Innovative Programme:

'Malawarche Shiwar' (meaning of the programme in English) is one of the key programmes of Mann Deshi Tarang Vahini discussing agricultural information for well-being of the farming community within the operational area. The programme takes up many farmers related topic periodically which includes water literacy, organic and natural farming, farming best practices & non-conventional farming. It also discusses market rates of agri products, weather forecast, agri-businesses as per need of the listeners. During the programme, progressive farmers are interviewed & their experiments and innovations are shared . Agri-experts are roped in for phone in programmes so that farmers are able to find solutions to their problem instantly

Duration of the programme: Daily fifteen minutes each twice a day.

Transmission schedule for the programme : Daily (repeat on 2nd day evening)

Morning Slot: 08:10 AM to 08:25 AM

Evening Slot: 07:10 PM to 07:25 PM

The need

More than 70% of the listeners are dependent on agriculture and allied activities for livelihood. The core team decided to serve the needs of the majority i.e. the farming community. Being a

draught affected and remote area, the farmers in the area are in much need of guidance.

Connecting people

Mann Deshi Tarang Vahini has put progressive farmers on a pedestal where others can only learn from them. Since the programmes are recorded outdoors by visiting the actual fields, there is a both ways connect. Recognition to best practices within the community is very much appreciated & emulated easily which has sustained the programme. Farmers discuss and exchange their best farming and marketing practices in the Farm2Market meeting arranged by Mann Deshi Tarang Vahini. Farmers benefit directly from the water and soil testing programmes conducted by the radio.



Unique features

Since the draught is a major issue, special attention is paid to discuss crops that require less water. Organic farming promotion and certification are the other subjects which directly enhances the income of the farmers. Innovative agri-allied business tips have helped farmers to look beyond draught. The programme has not only helped farmers economically but also built their self confidence to tackle problems.

Initial challenges

Due to unavailability of agri experts in the area, there were problems for phone in programmes. It is now being addressed by making a list of panelists who could speak on different topics.

The change harbinger

Mann Deshi Tarang Vahini has created many change agents in the community & one of the brightest is Janardan Katkat of Vadajal village in Satara district, regular listeners of 'Malawarche Shiwar'. Owner of thirty acres of barren land, he listened to one episode on farming in hilly and uneven lands which has changed his life.

As suggested in the programme, he planted Mangoes, Tamarind and Amla in his barren land as the conditions were suitable for these crops. After a few years when he started harvesting the crops, he faced marketing problem & reached out to Mann Deshi Tarang Vahini. The team in the radio guided by the experts suggested doorstep marketing of mangoes which he did ably nudged

by the Radio. He started receiving telephonic orders within a radius of one hundred kilometers & got the mangoes delivered at the doorsteps which fetched him double the price the middlemen were offering. Now many farmers are adopting his methods to maximize their profits

What makes us different

Mann Deshi Tarang Vahini started its journey by a ten minute per day broadcast in the year 2008 leading to eight hours and thirty minutes broadcast per day in the year 2017.

It encourages community involvement & has broadcasted all community generated programmes. It has also taken up innovative programmes like 'Prashna Aamche, Uttar Tumche' for increasing community participation. Forty schools from the operational area are contributing programmes to the radio shows the involvement of the community. It takes up many need based awareness programmes from time to time & voter registration and voting awareness programmes before each election is a highly liked programme of the radio. Since health is a major issue concerning the community, it has taken up health related programmes with the help of Public Health Centre of the area. Awareness programmes on TB, nutrition has endeared it to the community. The team in Mann Deshi Tarang Vahini wishes to involve the community members in regular operations of CRS and build capacity so that they run the radio. The team also appeals to fellow community radio practitioners to document their practices properly to leave a lasting impression on people.

Empowering women for good governance

Name of CR: Radio Dhimsa
Frequency: FM90.4 MHz
Establishment Date: July 2008
Total hours of transmission in a day: 9 hours
Coverage Area: 60 villages including Koraput Township in Odisha
Address: Near Village-Chappar, Block Koraput, Dist-Koraput, Odisha-764020
Name of the promoter Organisation
 South Orissa Voluntary Action (SOVA)
Chief Executive of the promoter Organisation: Mr.Sanjit Patnayak, Secretary, C/o South Orissa Voluntary Action (SOVA)
 At: Rangabalikumbha Road, Po/Dist. Koraput-764020, Odisha, India, Mobile No: 09437077718, Email - sova@sovakoraput.org



Innovative Programme: “AamorSapan Su Sasan”

About the programme

This thirteen episode programme was designed for women of Self Help Grou, mothers, young girls & women of age group between 25 – 40 years old from tribal villages in Koraput . Besides highlighting the achievements & accomplishments of women SHGs, individuals , young girls it focused on bringing equity in society. Special efforts were made to allow the voices of women to be heard in Gramsabhas & Palli Sabhas in tribal villages. The dream of having good governance in the grassroot being the objectives, these thirty minute episodes created awareness on government acts, rules, schemes of programmes.

Duration of the programme: 30 minutes episodes were broadcast in the morning between 9.30 to 10.00 am. The programme was broadcasted thrice a week on Monday, Wednesday & Friday. It was again repeated in the evening between 6.00 -6.30pm.

The need

Radio Dhimsa works in tribal area & could see that the rights conferred under PESA were not reaching the people, especially women who are dominated in tribal societies. SOVA, the promoter of Radio Dhimsa has been working on good governance for more than twenty years & they wanted rights should also flow to women to have an equitable society not

only on paper but also in the field. Like the name, the programme sought to preach good governance by targeting tribal women.

Connecting people

SOVA's years of experience was very handy in bringing the elected Panchayat Raj representatives on Radio Dhimsa. Tribal women block chairpersons, vice chairpersons spoke of their experience in the panchayat Raj system. This sharing of working experiences helped new elected representatives to polish their skills in good governance. Many a times the elected representaives faced problem in speaking in odia language but the excellent rapport that SOVA had built in last two decades came handy. Aanganwadi workers, schools teachers assisted in facilitating the discussion with tribal women speaking only tribal dialects. Radio Dhimsa regularly



organised Jan Manch in the field which were being supported by the Panchayat. The voices of people in the Jana Manch were heard b many when broadcasted. Radio Dhimsa also invited dynamic SHG leader, young women & girls to speak about their role in good governance which encouraged the community to more participation

Unique features

The most unique feature is that the community has designed, written the script and has participated in recording it, Radio Dhimsa playing the role of facilitator only. The involvement of the community members in the programme has enhanced their knowledge which is why they are able to ensure better government programme delivery in their area. Buoyed up by the success of the programme, they have taken to recording programmes on their culture, songs, food habits & history.

Initial challenges

It was very difficult to hold a discussion on rights to women in front of men in the village. Many a times violent situation were created by men which with passage of time has got mellowed down.

The change harbinger

The programme has not only empowered women but has ushered in good governance in the villages with more women participating in the process. Women are having a say in the Gram Sabhas & Palli sabhas. Confident women are now also adopting birth spacing which was earlier left to men. It has enthused the women & youths to participate

in governance. People have started adopting new technology & adopting improved farming techniques. As per the report of the CHILDLINE, the average age of marriage of women has increased because of decision making by women. Women have started having a say in financial matters in the family which was unheard of.

What makes us different

Radio Dhimsa is the only community radio station in the entire south Odisha & is located in tribal district of Koraput bordering Andhra Pradesh. Radio Dhimsa reaches its target audience in sixty villages perched in the magnificent hills of Koraput . Despite the fact that it took almost four years to get WoL after signing GOPA, the team never felt disheartened. It has successfully established linkages with different government line departments, PRI members, CSOs, commercial units, village level committees to facilitate exchange of ideas. Radio Dhimsa has successfully used narrowcasting of programmes to observe various health days at community level & ensure people's participation. It has promoted village volunteers and community reporters employing the “Each one Teach one” concept. It is trying to generate local revenue to make the radio sustainable. Radio Dhimsa envisions a society where people participate in planning for their own development by optimizing government schemes delivery. It also encourages community's work in protecting and reinvigorating the local culture and cultural practices using local talent.

Augmenting livelihood for better women's health

About the Community Radio Station (CRS)

Name of CR: Rudi No Radio

Frequency: FM 90.4Mhz

Establishment Date: 26th November 2009

Total hours of transmission in a day: Eight Hours of broadcasting

Coverage Area: Sanand Area , Ahmedabad district (no of villages approximately)

Address: Community Rudi No Radio, Manipur Village, Sanand District ,Ahmedabad

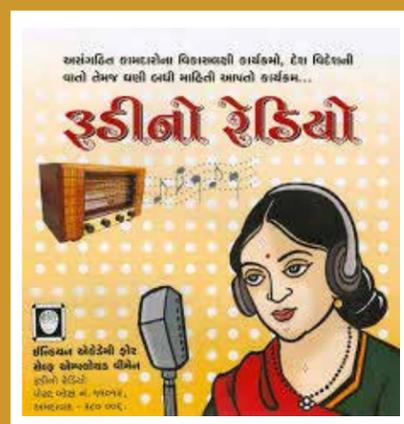
About the promoter Organisation: Name of the promoter

Organisation: Indian Academy for Self Employed Women

Chief Executive of the promoter Organisation: Shanta Koshti

Contact detail of the Chief Executive: Address : Phone: 079-26577115

Email id: mahilasewatrust@vsnl.net , sewaacdy@bsnl.in



Name of the Programme: Satvik Jeevan

Theme: Livelihood and Agriculture

Duration of the programme: 15 minutes

Transmission schedule for the programme 12.30 PM

Twice (timings ???? same day on afternoon repeat slot)

About the programme:

Satvik jeevan is one of the special programmes of the Rudi No Radio. This special segment carries information on healthy and good lifestyle. The programme was on organic farming and kitchen garden. Dr KG Mehta, a renowned agriculture expert shared his in-depth knowledge on kitchen garden and organic farming. This was very well received by the community.

The need

The majority of listeners being farmers, it was decided in the core group to introduce a programme which would improve their livelihood. Dr KG Mehta, a very people friendly environmentalist of the city advised to take up kitchen garden promotion & organic farming which will propel the farmers to a niche market & hence generate more profit. The idea of self consumption of vegetables was equally stressed while promoting kitchen garden.

Connecting people

Rudi No Radio conducted many awareness sessions trainings on organic farming and kitchen garden where many listeners, mostly farmers & housewives, attended to learn the new techniques. Those who couldn't attend the awareness programme listened to the broadcast. People had the advantage of collecting personal tips from Dr K G Mehta who spearheaded the awareness drive. The expert team of Rudi No Radio also visits the community member's house personally to monitor their farm & make corrections whenever required. This helped the people to connect to the programme.

Unique features

The community had never thought of small space around them could be utilized for kitchen garden. With inputs from the programme, now many people in the area have started kitchen garden in their house. That kitchen garden could augment livelihood was another eye opener for the community.

Initial challenges

People were little sceptical about organic farming but the demonstrations & awareness sessions helped them overcome it.

The change harbinger

Life changed for many women post the programme



& thirty-two year Geetaben Vaaliya from Chekhla village is just one of them. She was not able to convince her mother in law to start a kitchen garden in the house even after attending an awareness programme conducted by Rudi No Radio. Her mother in law who had belief that proper land is required for agriculture listened to the programme. It was then that the family started growing vegetable for self consumption. Her husband who worked in a private farm encouraged her & they started using cow dung as they had a few cattle with them. The family is selling the surplus vegetables in the market to increase their income. Geetaben has not only helped herself but has become a role model for scores of women in the community.

What makes us different

Rudi No Radio has been touching many lives as it conducts training & awareness programmes in its campus throughout the year. Since it is located inside a training campus, the space is regularly used to connect to people directly. The listeners benefit from the live demonstrations & technical inputs. It has been felicitated by the Ministry of Information & Broadcasting, Government of India for unique

content for three consecutive years. Dept. of Science and Technology, Govt. of India has sponsored a series of programmes on health issues (addiction, anemia, menstrual hygiene, women health related issues) in the year 2015 & again in 2017. Rudi No Radio was chosen to host the Community Radio consultation of the Ministry of Information & Broadcasting, Government of India in the year 2013. Popular channel MTV has broadcasted one complete episode on Rudi No Radio's achievements.

Rudi No Radio which works for women empowerment has set high benchmark by the fact that it is managed entirely by women, that too by those women who are coming from informal sector. After training & capacity building, six members from the community are also contributing to programme production. It takes pride in the fact that it has afforded technology is in the hands of poor women who are using it for changing the lives of women of their community. Rudi No Radio feels sustainability is the big challenge for all existing community radio & every stakeholder must come forward to find a solution in the interest of the community it serves.

Empowerment & Engagement of Women

Empowering women against open defecation

About the CRS

Name: WAQT KI AWAAZ

Frequency: FM 91.2 FM

Establishment Date: September 25, 2013

Total hours of transmission in a day: 9 Hours

Coverage Area: Maitha Block, Akbarpur Block, Rasoolabad Block, Chaubepur Block and Sivrajpur Block of Kanpur Nagar and Kanpur Dehat. Waqt Ki Awaaz Community Radio Station covers a population of more than 300,000 from about 303 villages.

Address: Village Bairi Dariyav, Block Maitha, Kanpur Dehat, Uttar Pradesh. Pin: 208001

Name of the promoter Organization: Shramik Bharti

Chief Executive of the promoter Organisation: Mr Rakesh Kumar Pandey

Contact detail of the Chief Executive: Village Bairi Dariyav, Block Maitha, Kanpur Dehat, Uttar Pradesh
Phone:9935535680



Innovative Programme: Ghar Ki LutiyaKhet Na Jaihe

Duration: minutes (15 minutes produced programme + 15 minutes public interaction)

Transmission schedule and time: Morning 07:20 am to 07:50 am, Repeat schedule: Afternoon 01:25 pm to 01:55 pm, Evening 07:05 to 07:20 pm .

About the programme

Ghar Ki LutiyaKhet Na Jaihe is a radio series produced in a Diary Format. Close to 100 episodes so far, the programme focuses on bringing awareness on the problems that women/girls face because of open defecation. It highlights the issues of safety and dignity of women as well as health risks associated with open defecation. Keeping in view that women are usually forced to wait till nightfall to defecate, it increases their chances of infections and exposing them to violence as they go out in remote places. The programmes also talks about bathroom facility for women within the household, issues of privacy, how bathing in the open makes women prone to infections. The series also raises the issues of girls who are also forced to drop out of school once they reach adolescence because of lack of privacy and toilet facility in schools.

The need

During our research we found that children and aged people were not given food to avoid toilet calls at night, during winter and rainy Seasons. Women were always in tension because they have to dispose of faeces of children and aged people of the family. Again, during menstruation time, girls and women face a lot of problems since they do not get enough space for personal hygiene. They did neither share this problem nor did anybody ask them about it.

Connecting people

The programme served like a two-way engagement of the radio station with people. For production of the first 15 minutes of the programme, Radio team reached women and initiated discussions on sanitation. Here, the women got an opportunity to speak out their problems and sanitation needs. They got so involved that gradually they themselves came forward and dug pits for toilets, in a way forced the male members of their family to construct toilets at home.

In the other 15 minutes, there is a live connect with people through phone-in. Here, the radio host interacts with listener groups, gets their feedback on the program and answers the queries/ questions. Live phone-in interactions have been a source of



case-stories, which encourage the listeners to learn from others' experiences.

Unique features

The radio series raised and initiated discussions on issues/ problems that were not discussed earlier. The programme informed the community about the importance of the issues and the health hazards of open defecation. The series not only discussed the problems but provided solution for them through information about appropriate toilet technology for low cost toilets.

Initial challenges

Sometimes, girls whom we recorded for the program got married and went to the in-laws' house. Such incidents cause difficulties in ensuring their participation in the discussion on the day of broadcast of the programme. Availability of women for programme production and live engagement remained an issue during the harvest time. These could be overcome gradually through proper planning and execution.

The change harbinger

"Ghar Ki Lutiya Khet Na jaihe" has been successful in creating visible impact among its listener community. It not only created awareness about sanitation among women folk but also empowered them to advocate for their sanitation rights within the family demanding household toilet and bathroom facilities.

Not only women but we had also been successful in initiating discussion among the male members of the community on issues related to sanitation. It was quite encouraging that young boys got sensitized about the sanitation problems of their mothers and sisters and they convinced, sometimes even forced, the elder male member(s) of the family for construction of household toilet.

This series reiterated and established the importance of sanitation both within the family and in the community. This encouraged and enabled the male members of the community to demand support from Block Development Office and PanchayatiRaj Institutions for sanitation facilities as envisaged under Swachhh Bharat Mission.

There was also improvement in the quality of toilets constructed under 'Swachhh Bharat Mission.' As the community became aware of appropriate toilet technology, they started participating actively during the construction.

What makes us different

Started in October 2009 in Bairi Dariyav of Maitha Block of District Kanpur Dehat, Community Radio Station Waqt Ki Awaaz promoted by Shrammik Bharti trained young people from 15 nearby villages as volunteers to produce programs. Initially narrowcasting was done with reporters, singers and artists from the community.

On 28th August 2012, test broadcast of Waqt Ki Awaaz 91.2 FM was started for 3 hours a day, 1 hour morning, noon and evening respectively. Regular broadcast started on 25th September 2013.

With 9 broadcast hours at present, Waqt Ki Awaaz covers 10 to 15 KMs around the station. We have a very serious and loyal listenership. Since most of the programs are in local language and produced with the local community, the community has a close association with CRS. Even for personal problems/issues, people of community approach CRS. Despite Government Radio and other commercial radio channels, CRS remains deeply connected with the community.

CRS is helping community to solve their problem/issues and to preserve their custom, traditions, art and culture.

The community believes, Waqt Ki Awaaz has given them the voice and is helping them to develop their villages.

Message

CRS should produce and broadcast programs with active participation and engagement of the community. Programmes should be issue based and female members of the community should be empowered and their engagement should be ensured. Active involvement of the female and young listeners of the community can bring drastic changes in the community.

Empowering community to grow with Vikaspedia

About the CRS

Name: Alwar ki Awaz

Frequency: FM 90.8 MHz

Establishment Date: January 01, 2013

Total hours of transmission in a day: 13 Hours

Coverage Area: Within 10- 15 Km radius from the station, covering the rural population of Ramgarh and Rajgarh Tehsils of Alwar District and Alwar Rural.

Address: CRS Alwar ki Awaz 90.8MHz, All India Society for Advance Education & Research, IET Group of Institutions, MIA North Extension, ALWAR, Rajasthan Pin: 301030, Tel: 0144 -5121 190, 9587909908,

Email: radioalwar@gmail.com.

Name of the promoter Organization: All India Society for Advance Education & Research

Name and contact detail of the Chief Executive: Dr. V. K. Agarwal, Chairman, All India Society for Advance Education & Research



Innovative Programme: Vikaspedia – a step towards empowerment

Duration: 15 minutes (8 episodes)

Transmission schedule and time: Twice weekly; Fresh programmes: Wednesday 12:00pm and Saturday 12:00pm; Repeat: Wednesday 7:00pm, Friday 12:00pm, Saturday 7:00pm and Monday 12:00pm.

About the programme

"Vikaspedia – a step towards empowerment" is based on the government of India initiative of Vikaspedia knowledge Portal through the Centre for Development of Advanced Computing (CDAC), under the Ministry of Communications and Information Technology. A multilingual web portal in 23 Indian languages, Vikaspedia acts as a single-window access to information, products and services, with specific objective of reaching the 'unreached' communities of India, especially poor.

As a pilot project to popularise the idea and bring awareness on its utilities, 25 Community Radio Stations from Haryana, Himachal Pradesh, Madhya

Pradesh, Uttar Pradesh and Uttarakhand have been involved to produce and broadcast programmes. In our programme, Vikaspedia – a step towards empowerment, we educate people on the use of Vikaspedia Web Portal and, also highlight the State Government Schemes for welfare of the rural population.

The first episode of the series broadcasted on 22 June 2017.

The need

Such a programme was needed to keep the community informed on various welfare schemes by the governments of India and Rajasthan and empowered to grasp 100% benefits.

Connecting people

The people from villages in the listening zone shared their views on various Government schemes being run by the state and central Government for them.

The programmes are made in drama format in an easy to understand format. During the recording



itself, the participants got involved and interested to know about the schemes.

Unique features

The uniqueness of the programmes was that the local community, specially the women folk who had never participated in mainstream Radio programmes, got involved with media by participating in and raising their voice through the programme.

Initial challenges

There was issue with broadcast timing, which was overcome by creating repeat slots keeping convenience of different groups in mind.

The change harbinger

The series has been effective as disseminates information on central as well as state schemes, which are beneficial to the community.

1. Awareness among people on various welfare schemes implemented by the Governments is increasing.
2. People are happy to learn about the benefits entitled to them in the central and state Government schemes.
3. People actively participate and demand the benefits under the Government schemes not only for themselves but also for others.
4. The programme has ensured participation of women in production of the programmes.

What makes us different

Alwar KI Awaz is the first Community Radio Station in Alwar District of Rajasthan. The Community Radio Station started its operation on 01 January 2013 with few hours of broadcast. Now it broadcasts 13 hours daily. The Station has worked on many

Government Campaigns on Beti Bachao Beti Padhao, Swachh Bharat Abhiyan, Health and Family Welfare schemes, TB, Consumer Affairs, Financial Service-Banking Division, SEBI and PAHAL etc

Some of the important projects undertaken by the Station include 180 Episodes of Radio Maths Project - Ab Ganit Hua Assan – for Department of Science & Technology, Govt. of India, Mahro Panchyati Raj on Community Radio (20 Episodes) for Ministry of Panchayati Raj, Govt. of India, Project Hamara Rashan Hamara Haq (10 episodes) in association with Sehgal Foundation, Rajasthan State Legal Authority, Rajasthan High Court Project - Kanoon Ki Baat (a continuous weekly programme), Ideosync - Women Empowerment over years in two states - a collaborative programmes between two Radio Stations in Rajasthan and Haryana, Beti Hai Anmol in association with Ideosync Media under United Nation Democracy Fund and Full On Nikki(78 Episodes) with BBC Media Action and UNICEF etc. Skill Development Project with NSDC. The Station was awarded with the Best Consumer Awareness Award by District Administration, Alwar (Rajasthan) on National Consumer Day in 2014.

Message

The Community Radio Stations have a mandate to give voice to voiceless in the community in which they operate. Frequent visits to the community to bring them on the Radio platform are required from time to time. Stress should be given on listener feedbacks for their valuable inputs for quality control of existing programmes and also for bringing new programmes or removing some programmes. No opportunity should be left by Stations to take programmes or advertisements to improve their financial sustainability.

Converting women into health educators

About the CRS

Name: RADIO SNEHI

Frequency: FM 90.4 MHz

Establishment Date: November 17, 2010

Total hours of transmission in a day: 18 Hours

Coverage Area: 500 Villages within 10-15 KM radius

Address: Nai Basti Fatehpur, Shiwajee Nagar, Siwan, Mobile: 9334069148, Email: snehingo@rediffmail.com

Name of the promoter Organization: SNEHI LOKOTTHAN SANSTHAN

Name and contact detail of the Chief Executive: Mr. Madhu Sudan Pandit, Mobile: 9334069148, email: radiosanehi@gmail.com



Innovative Programme: “Swayam Swasthya Samuh” (Self health group)

Duration: 30 minutes

Transmission schedule and time: Weekly, Wednesday, 7:00 am to 7:30 am, repeat: 7:00 pm to 7:30 pm

About the programme

This program is based on women’s and adolescent girl’s health & hygiene. Then we started to build self health groups only for women and girls. They crowded in a place and start talking on a given topic/ issues then they talked in their self health group. What was the topic we help them to choose a topic based on health like, how to maintain hygiene in menstruation period.

The programmes informs the community what is the health card, role and responsibility of a ANM & ASHA as well as AANGANWADI WORKER, primary health centre, health centres, schemes for the women and girls health, nutrition of lactating women, pre and post delivery diet & hygiene about the immunization during pregnancy period, benefits of using toilets, consequences/effect on health, going toilets in the open fields, use of boil water, hand wash. We also make the aware about importance of different vegetables and grain/cereals, diet useful for lactating women & adolescent girls, etc.

The need

Most of the women were not aware about the health facilities in their nearby health centre. Only after our programme came, they came to know about many government schemes on women’s health. They built strong groups to talk about their health issues. Before this, they used to spend a huge amount of their income on the medicines and in others.

Connecting people

In this program mainly women are engaged. We have made 15 different groups of women in different villages. In one group, there are 10-12 women. So, 150 women have been engaged with this programme.

Unique features

The self health groups are very famous and many women and girls want to join us. We give them





Initial challenges

The first 2 episodes of this segment were not real but just story produced by Yeralavani team. This is essential to promote women to be open and connect with Yeralavani. There onwards this segment included 26 Stories shared by women and the number increased even after we stopped it. Total 45 such women shared their stories with us among those 26 are dramatized just to avoid repetition.

The change harbinger

The project 'Science for women health & nutrition' had very good connection with women in the area where women are hardly expressive and open. It was most important that this group should promote not only to listen to the radio but also to be part of it. Its long way we to go kind of situation was there. Thus the segment "Mazi Kahani" planned to get women into confidence to open up with what they wants to share, wants to enquire, wants to get information, and wants to participate. It worked pretty well and we got good response to this segment. The women have started calling to share their stories; they involved in village level gatherings, meets and share their views, give opinion and ask information about any problem, seek advices. The involvement of women in village campaigns, in meetings increased. They have started expressing not only their health issues, family health problems but also about the discrimination, the change in behaviour. These gatherings and meets helped us identifying the deserving women to be part of program preparation, script writing and interviews of women in villages.

What makes us different

The area YPS is working in and for experience 14-15 hrs of power cut, which is a major hurdle in the process of starting Radio. Another challenge was to get the radio tower assembled and established.

The remoteness of the area is a problem to get professionals available as skilled people are not locally available. Program preparation and running radio station locally with unavailability of proper staff is a challenge. The community we are working with is bilingual (Kannad & Marathi).

YPS handled all these challenges bravely. A small windmill had been spared to ensure uninterrupted power supply. For assembling of tower we had discussion with local people and key persons of YPS within villages. They came out with local person to assemble tower and place successfully.

Similarly YPS decided to have two studios for recording - one at Jalihal and another in Head office Sangli. This is the better solution to have skilled and experienced staff to take responsibility of program production focusing on the need of local people i.e. target group while ensuring quality.

Development of community is the major objective of Community radio Stations. Focused on this, YPS had started right from educating the community through the radio. This is the sole radio station in this area. The station tuning not only on radio set but also on mobile, which had been displayed within villages through hoardings and also YPS extension staff visited each village for handholding to villagers. The expert team provided trainings to identified willing and interested youths, women to prepare programs, to take interviews and editing of programs through studio at Jalihal (bk).

Hence the CR Yeralavani 91.2FM is bridging the gap between under privileged community of Jalihal area and the outside developing World.

Message

Community Radio must be serving the needs of community and their daily life, it must provide information and knowledge that enlighten their lives!

v

Promoting young women for participation

Name of CR : Radio Universal

Frequency : 106.8 MHz

Establishment date : June 21st , 2008

Total hours of transmission a day : 6 hours i.e., 9a.m to 12p.m and 2p.m to 5p.m

Coverage Area : Vijaynagara, Tollgate, Rajajinagar, Gandhinagar, Mahalakshmi layout, Basweshwarnagar, Kamakshipalya, Sunkadkatte.

Address : #90 Magadi Main Road, Vijayanagar, Tollgate Circle, Bangalore-560044, Ph.: 080-41673379, Email ID : radiouniversal.info@gmail.com

Name of the promoter organisation : Universal Educational Trust

Chief Executive of the Promoter Organisation : Mannar Mannan

Contact number - 9886989727, Email ID - mancool102000@gmail.com



The best programme produced and transmitted by the CRS.

Empowerment and Engagement of Women.

Name of the programme : Oh Gelathi

About the programme : Oh Gelathi programme has been designed to create awareness amongst people for empowering women in India. Women not only constitute almost half the population of this country but are important members of the family. The programme tries to reinforce the idea that women can not only be harbinger of change but also tough decision makers. Together with men, they can create a just & equitable society.

Duration of the programme : 1 hour

Transmission schedule for the programme : 10a.m to 11a.m and 3p.m to 4p.m

How many times the programme is being transmitted (with detail of scheduled time-band) : Twice a day. From 10a.m to 11a.m and again at 3p.m to 4p.m

Why the programme is/was innovative/effective

The programme tries to address many social barriers that women face in the society to establish themselves. This also affects the economical independence of the women but many a times affect their self esteem. Women's safety & security

is another aspect that the programme tries to highlight.

People's engagement in the programme:

The programme's host encourages people, especially women from all walks of life to participate & share their skills, knowledge & experience to inspire young people. Experts also share tips on social skills, positivity, communication & collaboration to polish the skills of the target group. Women who are already employed are particularly encouraged to speak in the show to inspire other young women who face multiple issues to get mainstreamed. Since Radio Universal is promoted by an educational institution, students also contribute to the effectiveness of the programme.

Uniqueness of the programme:

The programmes showcase real role models who are not only employed but also oozing with confidence





to inspire a young generation of listeners. The role models help youngster build a successful working career & take the work pressure effortlessly. Since the programme also supports training and employment for women, there are many direct beneficiaries of the programme. The programme has also ensured increased participation of women in different fields in the region.

Overall achievements of the CRS:

“Radio Universal” 106.8MHz, promoted by Universal college is Bengaluru’s 13th Radio station and

second community radio station. The station broadcasts from Vijanagar Tollgate circle, Magadi Main Road in Bengaluru City. It has endeared itself to the people in general & students & young people in particular. It airs programmes on many issues including art, culture, education, health, hygiene, social, empowerment, entrepreneurship and entertainment. It believes in broadcasting “ By the community, Of the community & For the community”.

COMMUNITY RADIO
#4CHANGE

**Innovation
 through
 Community Radio**

Helping high school students to score better in board exams

About the CRS

Name: VENUDHWANI KLE KANASU

Frequency: FM 90.4 MHz

Establishment Date: May 01, 2015

Total hours of transmission in a day: 12 Hours

Coverage Area: Within 10-15 KM radius

Address: 3RD FLOOR, KLE ACADEMY OF HIGHER EDUCATION AND REASERCH, JNMC CAMPUS NEHRU NAGAR, BELAGAVI-590010, PHONE.NO- 0831-2472141 , 9844971345, email: venudhwani@gmail.com , www.klevenudhwanifm.org

Name of the promoter Organization: KLE ACADEMY OF HIGHER EDUCATION AND RESEARCH

Name and contact detail of the Chief Executive: DR. VISHWANATH D. PATIL, REGISTRAR, KLE ACADEMY OF HIGHER EDUCATION AND REASERCH, NEHRU NAGAR, BELAGAVI-590010



Innovative Programme: SSLC PAREEKSHA MITRA (SSLC EXAM GUIDE)

Duration: 30 minutes

Transmission schedule and time: 19th January 2017 to 31st March 2017, (8.00 PM – 8.30 PM) Monday To Saturday

About the programme

The SSLC PAREEKSHA MITRA (SSLC EXAM GUIDE) was initiated in collaboration with department of education Government of Karnataka Belagavi with the aim to build the self confidence and to enhance the knowledge of students appearing exams.

The programme was scheduled to meet the needs of students by involving the teachers who are expert in the subjects deputed by department of education Belagavi. There were total six subjects and six subject experts were involved with the pre designed syllabus, where they explained the important points in each chapter in local language through total of 25 episodes. The programme was broadcast every Monday to Saturday evening 8.00 pm to 8.30 pm from 19th January 2017 to 31st march 2017.

The need

There were many schools in the coverage area and students studying in these schools are from nearby villages for which it was not affordable to attend the private tuitions. The programme helped the students to understand and learn the important aspects of the exam sitting at their homes through listening to our radio.

Connecting people

The details of the programme "SSLC PAREEKSHA MITRA" were intimated to all schools through Department of education. The print media also actively involved in communicating the daily programme schedules. These communications helped to reach maximum number of students to utilize the benefit of the programme.

The students actively participated by contacting the expert teachers through telephone. The doubts raised by the students were promptly attempted by teachers through the programme.

Unique features

The department of education first time approached a community radio station in guiding the students

"SSLC PARIKSHA MITRA" SPECIAL GAUIDANCE SERIES FOR SSLC STUDENTS THROUGH KLE VENUDHWANI, EXPERT TEACHERS FROM VARIOUS SCHOOLS HAD PARTICIPATED



appearing 10th exams through expert teachers. The series of programmes according to the syllabus were of great help for the students during their preparations.

The programme provided a never before opportunity to interact with teachers directly through phone in the programme to clear their doubts then and there only.

Initial challenges

The programme and the transmission went well, there were no such problems faced during the transmission.

The change harbinger

The 10th board exams are of prime importance in the student carrier, the students were highly in need of intense preparations before appearing exams. The preparation time is crucial and the students will be left with lot of doubts, which can be cleared through expert teachers involved in radio programme, without wasting precious time.

The "SSLC PAREEKSHA MITRA" programme was highly beneficial to the student community of Belagavi, which helped them in their examination. The students approached the radio station and expressed their views on usefulness of such programmes. The authorities of schools also installed radios in their schools for benefits of such programmes. The teachers were also happy and expressed that they will adapt the changes and in days to come will focus on most frequently asked questions.



The interview of students who scored ranks in exams was conducted where they expressed the usefulness of radio programme during their preparation time. The parents also expressed their gratitude towards involvement of radio in education.

What makes us different

"Venudhwani" is a 'community radio', a people's radio by the people and for the people.

Though launched by KLE, it gives an open opportunity to all types of citizens and organizations to express their aspirations, pains and pleasures, achievements and problems.

Venudhwani, 90.4 FM broadcast programs in Kannada, Marathi, Urdu, Hindi, English, Konkani or any other languages spoken by local people.

So far, it has produced and broadcasted many series and several programmes of timely importance with support from the government as well as non-government sources to help people and different sections of the community.

Message

All the community radio stations working in India are with the same aims and objectives as for the community through the community and to the community. Hence the content generated in all the radio stations must be shared according to the programme relevance.

All the CR stations are struggling for their sustenance. So the associations must work towards the schemes, policy changes and advertisements for community radio stations.

Imparting livestock management training to the farmers

About the CRS

Name: Krishi Community Radio

Frequency: 90.4 MHz

Establishment Date: May 17, 2007

Total hours of transmission in a day: 8 Hours

Coverage Area: 15 km, covering 75 villages with population of 2.5 to 3 lakhs

Address: Dr. Devendrappa S., Professor, programme officer and Head, KRISHI CR, UAS DHARWAD, Karnataka-580005, Email: kcrsuasd@rediffmail.com

Name of the promoter Organization: University of Agricultural Sciences, Dharwad

Name and contact detail of the Chief Executive: Dr. D.P. Biradar, Vice Chancellor, UAS, Dharwad, Karnataka



Innovative Programme: Varada Basanna

Duration: 15-20 minutes

Transmission schedule and time: Twice a day, three days alternatively, 8.30 pm - 8.50 pm, 9.30 - to 9.50 am

About the programme

The Krishi Community Radio Station gives the information to educate the farmers in rearing and management of the live stock through "Varada Basanna" programme. Basanna means a messenger who collects the information from University of Agricultural Sciences, Dharwad, about protection of Animal, health coverage and management of livestock. The programmes are produced by collecting farmers' problems and nurturing local talents.

The Krishi Community Radio broadcasts special programme in local colloquial language (Kannada) in order to reach the farmers and educate them effectively on various issues.

The need

Krishi CR located in northern transitional belt of Karnataka surrounded by the villages. The main occupation of farmers is agriculture and livestock management as they own number of diary animals,

sheep and goat, poultry etc. Invariably, the farmers face health and management problems. So, they need constant advice on Animal Husbandry and veterinary diseases.

Connecting people

This Programme is in simple local language, so very easy to understand. Community leaders, School teachers, elder farmers, progressive farmers and people of the villages take active part in dialogue, drama, or discussion with Basanna, the host character who pass messages to the farmer and farm women. As about 3000 episodes have been aired through Krishi Community Radio Station, this programme has become very popular and appreciated by the farming community.



Unique features

Being an agricultural community, every household is engaged in live stock rearing activity as part of their life. The programme helps the farmers take care of their animals without frequently visiting the veterinary hospital at UAS, Dharwad. The programme also inform the farmers on the new technologies developed in the University for the aid if the farmers.

Initial challenges

The farmers were unaware. The other major problem was power cut. The farmers also do not get enough free time to listen to the radio.

The change harbinger

The reach of Krishi Community Radio Station (KCRS) is within 9-11 kms radius except in the direction of East. Majority (58.86%) of the rural households listen to the Programmes through mobile FM Radio. Nearly 50.00 percent have started listening to KCRS since 2-3 years. Raita Mattu Vignyanigala Jote Charche (67.46%), Varada Basanna (60.52 %), Krishi Chintana (58.13%) and Vignyanigala Sandarshana (56.18 %) are most popular programmes among rural households as far as numbers of listeners are concerned. Forty one percent of listeners expressed that they gained knowledge through the drama programmes on crop technology and Twenty four percent found them useful.

What makes us different

Krishi CRS has proved very beneficial for women

population in coverage area. Every day Krishi CR broadcasts new information not only on agriculture but also on health, hygiene, nutrition, balanced diet, child care, immunization, post harvest management of fruits and vegetables, income generating activities, etc. The programmes broadcast are in simple language which can easily be understood by the farming community.

Krishi CRS, UAS, Dharwad is meant for the overall development of the farming community in the area surrounding the University. Krishi CR organised Nine State-level and six national-level trainings on scope of CRS to become voice of the voiceless.

The KCRS has produced 365 special programmes under the DST's 'Science for Women' health and nutrition programme and 130 programmes on planet earth, 180 programmes on documentation of progressive farmers, 25 number of drama programmes on crop technologies.

To increase the listenership, the station has created the banners like **Krishi Chintana** to facilitate farmer to farmers experience sharing, **Krishi Kutumba (farm family)** to involve farmers' families with programming, **Grama Darshan** to involve villagers in production of programmes.

Message

CRS could act as platform to exhibit the talent from the local communities and play as voice of the people.

Building a thriving farming community

About the CRS

Name: Radio Mattoli

Frequency: FM 90.4 MHz

Establishment Date: June 01, 2009

Total hours of transmission in a day: 20 Hours

Coverage Area: District of Wayanad

Address: Community Radio Mattoli, Dwaraka, Nallurnad Post, Mananthavady, Wayanad, Kerala, Pin: 670 645

Email: radiomattoli@gmail.com,

Name of the promoter Organization: Wayanad Social Service Society

Name and contact detail of the Chief Executive: Fr. Bijo Karukappally, Phone: 9446034422, email: radiomattoli@gmail.com



Innovative Programme: Puthen Padavukal(New Steps)

Duration: 15 minutes (One in Malayalam and one in tribal language)

Transmission schedule and time: Weekly, 8pm on Tuesdays and repeated at 6.10am on Wednesday (Malayalam version), 9.10 pm on Mondays and repeated at 9.45 am on Tuesdays (Tribal Dialect)

About the programme

An audio documentary series aimed at propagating information on modern "Food Processing Techniques and Value Added Services" for the people of Wayanad, through Radio Mattoli with the financial support of KSSTE. This mass awareness radio series intends to sensitize farmers and general public on the need and significance of Food Processing and Post Harvest Management Techniques.

The need

Often the farmers in the district complain of economical loss despite their best efforts in farming. They all face multiple issues during the post-harvest period. Since they lack awareness and knowledge of post harvest management techniques, their products fail to fetch reasonable price in the market. Over production/low production, crop failure, natural calamities, pest attacks etc. also result in the degradation of harvested products.

Connecting people

The program started using the expertise of Krishi Vigyan Kendra Ambalavayal in the area of food processing. But after broadcast of few episodes, people started to call the radio station to get the audio of episodes broadcasted through whatsapp so that they can try making these value added items at home. They brought many items to radio stations and recorded their experiences, which we did broadcast in subsequent episodes. There are people who attended agricultural exhibitions to sell their products.

Unique features

Apart from the presence of a subject expert/scientist in each episode, the programmes are produced in a very practical way so that the common people can make use of it. The various food processing techniques suggested were simple and cost-effective and the recipe is available through whatsapp on demand.

Initial challenges

To find a subject expert for each of the episodes has been an issue.

The change harbinger

"Puthan Padavukal" brings forth different techniques to process fruits, vegetables, spices, and dairy products and to manufacture value added products



out of these. The different items like Passion Fruits, Jack Fruits, Rose Apple, Banana, Mangoes, Mixed Fruits, Green Chilly, Bitter Gourd, Mushroom, Pepper, Ginger, Gambooge, Cinnamon, Clove etc. and their processing techniques and associated value added products were detailed through the programme. The various food processing techniques suggested were simple and cost-effective.

From the audience feedback we came to know that these methods were very much helpful for them to preserve food for a long period in the form of jams, jellies, squash, pickles, sauces etc. The program and the value added services it provided were helpful in setting up a healthy agrarian society.

Three feedbacks we received from Cheryamkolli (Mrs. Jaini and Mrs. Lissy), Ambalavayal (Mrs. Sulochana) and Peechamkode (Mr. Vincent) added feathers to our victory. These beneficiaries were able to achieve great profit and gained special attraction of the Agricultural Officer so that they were allotted a project worth Rs. 1,00,000/-. Several other farmers and house wives who were facing great loss in the post-harvest period as they were unaware of these techniques were also benefitted by this program.

What makes us different

Community Radio Mattoli is the Information Communication Technology wing of Wayanad Social Service Society (WSSS). The community radio service was initiated in 2009. It is a 90.4 FM radio located at Dwaraka, five kilometers away from Mananthavady. The service area of Radio Mattoli consists of the entire district of Wayanad and a few villages in the adjacent districts such as Kannur, Malappuram, Kozhikode (all three in Kerala) and Mysore (Karnataka) and Nilgiris in Tamil Nadu.

Radio Mattoli airs programmes that have immediate relevance to the community. Topics like education,

culture, health, environment, agriculture, animal husbandry and rural community development are regularly aired through the radio in local language and tribal dialects making everyone to understand the programmes. It has 20 hours of daily broadcasting, whereas only two hours in the beginning. Radio Mattoli has 18 full time staff and over 100 volunteers. It is associated with organizations such as NABARD, the National Human Rights Commission, the Union Ministry of Culture, the Department of Science and Technology, Indian Coffee Board, the Spices Board, the Kerala State Council for Science, Technology & Environment, the Kerala State Horticulture Mission and the Agriculture Technology Management Agency. All the programmes that Radio Mattoli broadcasted are developed with the participation of the community. Radio Mattoli is also listed in the media list of the state. Radio Mattoli is the only electronic media that broadcasts programmes daily in tribal dialect. Mattoli has become a place of industrial visit and media training centre for media students. The listeners group called Mattolikkootam organized in different parts of the districts gives strong support to CR. Grama Mattoli a new initiative to collect the programs from villages twice in a month all producers of CR go to a village and record various programs. Inter active phone-in programs discuss relevant social issues and help to collect feed backs. Local market rates collected daily from different locations of the district and broadcasting it helps the farmers to choose the market for them.

Message

People listen to CR want to hear such programs that directly help them to make an earning for their livelihood. Producing these types will help us to promote the listenership also.

Creating a mobile convergent community

About the CRS

Name: Rathinavani Community Radio

Frequency: FM90.8 MHz

Establishment Date: May 17, 2013

Total hours of transmission in a day: 24 Hours

Coverage Area: Within 20 Kilometre radius (Ukkadam to Malumichampatti, Coimbatore District, Tamil Nadu)

Address: Rathinam Techzone campus, Pollachi Road, Eachanari, Coimbatore, Tamil Nadu – 641021. Ph- +91 8248303235/ +91422 4040908 email: mukesh.fm@rathinam.in

Name of the promoter Organization: Rathinam Educational Institutions

Name and contact detail of the Chief Executive: Mr. R.Manickam, Phone: +91422 4040906



Innovative Programme: Art'pudha Apps

Duration: 60 Minutes

Transmission schedule and time: 3 times per day, including weekdays and weekends

About the programme

India currently has two vision initiatives, "Clean India" and "Digital India".

We were made aware when we observed our community that they had little understanding of digitization, and "Digital India" was often confused with "Clean India". Out of a sample of 10 people with mobile phones - 6 are smart phone owners, of which only two of them are digitally literate.

The remaining 4 are only aware of WhatsApp, Facebook and messenger. Our aim is to educate them on basic smart phone functions and essential mobile application usage.

We named it "Art'pudha Apps", which translates to Amazing Apps.

The need

Most of our listeners are small scale industry workers. They own old Nokia/LG keypad based phones (Dumb Phones). We intend to teach them basic functions of a Smartphone, e.g. how to switch it on, how to dial a call, how to click a picture etc. Teaching them such tasks give them confidence

and knowledge of digitization. We believe this is the start of true "Digital India".

Connecting people

The following two incidents are testimonials to our engagement with people.

We approached a 40-year-old lady at a workshop in a small scale industry. We asked her if she was aware of Smartphone usage. She had no idea on how to use one. We offered to teach her an app of her choice. Surprisingly she chose to know how to manage her daily expenses on the phone. We researched and taught her on an app that suited her needs.

we once had a chance to interact with a post graduate executive who had listened to the show and wanted us to teach her about digital money transactions using mobile applications such as PayTM.

Unique features

Through the radio show Amazing Apps – we find people who are willing to know and learn about their smart phones and the benefits it offers. There are people who are still unfamiliar with operations of a modern touch focused smart phone. We ask people, with Smartphone what they would like to learn that makes their day to day activities easier, whether be it a consumer or a small business owner.



Initial challenges

Production hurdles - It is tough to get people to open up. Most are reserved and we find it very hard to make them interact with us. We often have to convince them on benefits of app usage in practical terms. But once we get them on board, they are satisfied and are willing to learn more.

The change harbinger

Usually radio shows are very stereotypical, done in a studio background. We differ, as we take the show to the masses in a public setting, e.g. bus stations, salons, etc. The outcome we feel makes the listeners feel the ambiance of the show and make them more connected to the content offered. BBC radio is a good example of this phenomenon, where the BBC radio takes sound bytes from the television news, but the audio invokes the listener to imagine the visual. Another kind of listener also ask us for app suggestions, by putting forth a requirement via social media. Some also call and ask guidance on how to use networks like Facebook and WhatsApp. We feel proud that our listeners feel we are trustworthy enough to ask for our expertise.

A common man's life is very monotonous, and we offer new knowledge and that in turn helps them gain confidence in using technology.

This is the highest ranked of our shows, as shown by the number of responses we get via phone call samples. (As of May, 2017). When the city lead of PayTM Coimbatore visited us, he was incredibly impressed by the way we took the show forward, especially on educating the masses on PayTM and digital wallets.

What makes us different

We launched the community radio in May of 2013. In 2014, we took up the radio max project from the Ministry of Science and Technology, Govt of

India. The project, named "Radio Maths", involved teaching common people how to keep accounts, calculate their interest rates, premium etc.

Our programme Reach Akshaya was to spread awareness on Tuberculosis, which involved interactions with hospitals, doctors and patients. In partnership with IDEOSYNC, we pursued FREEDEM project to educate common masses on their legislative rights.

Rathinavani 90.8 CR bagged 5th National Award of Community Radio from Honorable Sri Arun Jetley – Minister of Information & Broadcast in March 2015. Kulangal Pathukapu Iyakkam (Save Lakes Coimbatore NGO) appreciated our participation on Radio Day, 2017. Mr. Rajesh Dangwani of NPCI (National Payment Corporation of India) acknowledged our efforts on Art'pudha apps show.

We provided employment opportunities to our community people by facilitating them to take up jobs in companies such as PayTM, SPAR Hypermarket and Fixodo Services.

We promote native talents too.

Message

The chances of people listening to radio are dwindling, the reason being the entry of destructive media, be it TV or Online. Rathinavani believes each and every household can create a broadcaster to broadcast their thoughts and news via the medium and make it reach the masses. This in turn facilitates the habit of regular listening from these households. Without stopping at the radio level alone, people should facilitate others to listen to the broadcasts via any platform the listener chooses, e.g YouTube, WhatsApp, Facebook etc. For the purpose, shows like our own Art'pudha apps can be a good initiative to get people involved with radio.

Making radio the classroom

About the CRS

Name: RADIO MEWAT

Frequency: 90.4 MHz

Establishment Date: September 01, 2010

Total hours of transmission in a day: 12 Hours

Coverage Area: 20-25 KM; 168 Villages, 5.5 Lakh People

Address: RADIO MEWAT, MDA TRANSIT ACCOMMODATION; NEAR BSNL TOWER, NUH, MEWAT-122107

Name of the promoter Organization: SEEKING MODERN APPLICATIONS FOR REAL TRANSFORMATION (SMART)

Name and contact detail of the Chief Executive: Ms. ARCHANA KAPOOR, 145, GAUTAM NAGAR, NEW DELHI -110049, phone: 26517545, 26528263, 26524651, email: archana.radiomewat@gmail.com



Innovative Programme: RADIO TUITION

Duration: 35 minutes/ Tuition (episode), 3 hours for many subjects

Transmission schedule and time: 4:30-7:30 pm (every day one subject: Science; Social Studies; Environmental Science/Economics; Political Science; English, Math), Exercises and Q&A every Sunday

About the programme

Radio Mewat has just started FREE Radio Tutorials for classes 6 to 10 for 3 hours every day. Radio Tutorials are interactive, innovative instructional classes. It is inexpensive and highly effective as education will be provided to a target audience and in a pace that will be accepted and understood by the children.

The need

Out of every 10 students that appear for the exam only 4 pass. This is probably the worst performance in the entire country. No place epitomizes it more than the government schools of Mewat where 2 people passed in the recent CBSE held examinations. Thus the idea of Free Radio Tutorials.

Connecting people

The programme is still in its initial stage. The tie-ups are being done with schools. Parents are being motivated to buy transistors and avail of free tuitions

for their children. Retired teachers, students of engineering and degree colleges are volunteering to prepare the material. Parents are enthused about the programme and queries have started pouring in. Students from colleges will be available to answer the questions and solve problems on radio on weekends.

Unique features

Mewat is a poor and backward area with lack of opportunities for quality education. Government schools are ill equipped. Radio Tuition is a unique way of engaging with the children from age 10 to 16 years, strengthening the basic knowledge by simplifying concepts, imparting knowledge in an interesting manner and educating the children both for knowledge and marks.



It is a community based project for the upliftment of the children and raising the quality of education.

Initial challenges

The challenge is to increase the time, as it is not possible to complete a lesson in 35 minutes. The design of the programme is evolving and feedback from the listeners is crucial to improvement. Radio Mewat is also grappling with the idea of supplementing the radio tuitions with physical tuitions or notes, as there is a demand for the same.

The change harbinger

The entire impact of the programme is yet to be assessed as we have just started. But the initial response has been very heartening as we are able to address issues of absence of teachers particularly Science and Math. These programs could then be integrated with the school curriculum and help in upgrading the teaching learning methodology adopted by schools and thus are gaining popularity with teachers too. On the lines of distance learning the radio tuition is gaining popularity and will become an extremely successful programme. The programme has started its broadcast but will be formally launched on August 15, 2017.

What makes us different

Radio Mewat was launched on September 1, 2010, and is centrally located in the administrative block, Nuh. It reaches out to over 500,000 people in a radius of 20-25 kilometers. The broadcast timings

are – 8am-11pm with a three hour break

Radio Mewat, the first community radio in Mewat, is licensed to SMART. In its close to 7 years of operation it has served as a catalyst in the development of rural and underprivileged urban communities. It provides the people with information that promotes community empowerment by providing a platform to voice their concerns and opinions build capacities and participate in the process of development. Reaching out to the underserved and democratizing communications are some of its prime strengths. The Radio builds on the local wisdom and knowledge. Today it is the identity of the people of Mewat and has helped preserve the local traditions, music, culture and values. Its deep engagement with the community has given it an edge and has helped it serve as the bridge between the community and the administration. It has a large listenership base and its programmes on governance and its redressal mechanisms have served the people of Mewat well.

Radio Mewat has received two National Awards in a short span of its operation. In February 2012, it won the Sustainability award, leading the way for many CR stations that were struggling for survival. The program "Aapki Police Aapke Saath" won the National Award for the most innovative program in 2013. In 2014 it won the SKOCH Order of Merit for financial inclusion and deepening of financial

#4 CHANGE COMMUNITY RADIO

Young**India**

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