



# COMMUNITY RADIO **FOR CHANGE**

**YoungIndia**

**act:onaid**  
ActionAid Association (India)

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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.

# Foreword



Of late, community radio has emerged as a beneficial medium in reaching out to communities with information relevant to the local context. Community radio has played a role of crucial importance in emergency response, including early warning and in sharing information about the needs of relief and recovery.

"Undaunted by gusting wind, the RJ who aired cyclone Fani updates", was the headline of Indian Express on 15 May 2019. The story referred to Rojalin Pradhan of Radio Namaskar, Konark. Rojalin continued broadcasting status reports on Cyclone Fani, despite winds preventing colleagues from relieving her, and stopping her from going home. ActionAid Association had the privilege to felicitate Rojalin on World Humanitarian Day.

Community radio channels have also played a stellar role in building disaster resilient communities through leadership development of young women and men. Community radio has thus created space for young men and women from the community, so from being a mere listener, they have emerged as changemakers in the community.

In the aftermath of Cyclone Phailin and Cyclone Fani, ActionAid Association's campaign with Community Radio Namaskar informing communities of their entitlements resulted in significant benefit to the most vulnerable amongst cyclone-affected households. Excluded communities were able to access their entitlements.

We celebrate our alliance and solidarity with Community Radio Namaskar and Young India

in felicitating people from community media and other forms of media through the Odisha Media Awards. This award provides much-deserved recognition for the rich contributions made for social transformation. The stories in this publication inform us about the significant contributions of community radio leaders across the country and in different arenas including building livelihoods, advancing justice, empowering women and strengthening education.

The ongoing COVID-19 pandemic has created great havoc across the world and in our country as well. Amidst the crisis, community radio has come forward to help the communities in providing information on how to protect themselves from the spread of the virus, access the services and entitlements. This publication also encapsulates the best practices of the community radios, including the support extended to communities during the COVID-19 crisis.

I extend my heartfelt appreciation for the hard work of Shri N A Shah Ansari, President, Community Radio Association of India and colleagues of ActionAid Association Odisha Regional Office in bringing out this publication. The collective learning and experiences contained in this publication would help develop appropriate policy and programmes to strengthen the community radio movement in the country.

I look forward to the views and suggestions of the readers.

Sandeep Chachra  
Executive Director  
ActionAid Association, India

# Message

**NAVEEN PATNAIK**  
CHIEF MINISTER, ODISHA



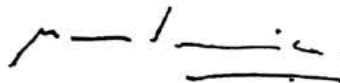
**LOKASEVA BHAVAN**  
BHUBANESWAR

## MESSAGE

I am glad to know that Young India is bringing out a booklet 'Community Radio for Change' carrying the impact of Community Radio programmes through its "Namaskar Community Media Network" wing.

Community Radio has been an effective tool for change by creating awareness on cluster modules. Its advantage is it can address issues endemic to specific areas, such as health, education, farming, and of course, natural calamities. It encourages people to face the challenges of life rationally and make informed decisions. Personal success stories on Community Radio Programmes can have a multiplier effect bringing in a large section of people to follow best practices.

I congratulate Young India team for its endeavour and wish the publication all success.



( NAVEEN PATNAIK)

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# Message

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## Message

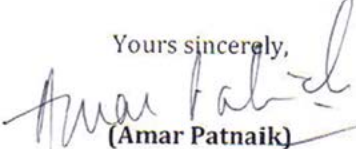
I am glad to know that Young India and Action Aid Association is bringing out a publication on the best practices of Community Radio including the interventions made amid the COVID 19 pandemic to help people stay safe from the spread of COVID 19 virus by disseminating right and complete information in time.

Radio as a community media has been effective in reaching out to the people in rural areas which, otherwise, have limited or no access to mainstream media and internet. Community radio facilitates two-way communication that foster community participation and amplify the voice of the people thus contributing in large measure to enhancing social capital within the community. Also, Community radio is being used for providing last mile delivery and monitoring of government programmes, as part of the efforts towards improving programme implementation. This publication encapsulates many inspiring stories on the efforts of the community radios towards amplifying the voices of people and making the unheard heard.

I do hope that this publication would act as a guide to both policy makers as well as civil society actors in their efforts to bring change in the life of people living at the margins of societies and communities by ensuring their participation, amplifying their voices and ensuring that government programmes are delivered to them efficiently and effectively and in time. I wish the publication all success.

Thanking You.

Yours sincerely,

  
(Amar Patnaik)

# Preface



Community Radio is one of the most engaging and effective communication mediums to reach out to people with information and amplify their voices to the administration and duty bearers. The programmes in community is broadcasted in local language and incorporated folk songs and tales so it has great entertainment value for the local communities. This book is the compendium of the best practices by the community radios across India and the specific intervention made by the community radios amid the COVID 19 time.

Over the period community radio has emerged as one of the very effective medium of communications to people and the value of which cannot be overlooked. In emergencies like cyclone, flood including the COVID 19 pandemic this medium can also be used to disseminate vital information to people and help them stay safe. The present publication is the second of its series that captures very innovative methods of using community radios towards amplifying the voice of people.

The collaborative and collective efforts of the community radio workers, civil society actors, community leaders, academics, researchers, universities and educational institutions and local administration would really help people and organisation like us to become change makers in different spheres of the social life.

We thank all the community radios who contributed to this process of bringing out publication in terms of sharing their experiences and learning. We sincerely thank our partner Young India and Community Radio Namaskar for helping us in compilation of the best practices and bringing out this publication.

**Debabrat Patra**

Associate Director

ActionAid Association

Bhubaneswar Regional Office, Odisha

Mob.: 9437493410

# About the Publication

## Community Radio for Change



Community stations serve the most marginalized who lack access to information on different schemes and programmes meant for them. Keeping in view of the need of the target community the broadcast content of the community radio is developed in the locally popular and acceptable format that is often overlooked by commercial or mass-media. Thus, the content of community radio is more sharply focused, customized, localized. Also, the community radio stations are operated, owned, and managed by the communities. Therefore, it has emerged as an alternative community media in terms of addressing the gaps.

The community radio movement in the country started with official announcement of the policy by Government in the year 2003 though there was limitation that only educational institutes with license can run community radio. But it 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 did not materialize, Government of India ushered in a new policy on 16th November 2006 which allowed NGOs & non-profits to operate Community Radio Station. 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 Community Radio Station.

Rural communities living in remote locations

has limited opportunity to have their fullest participation in the governance process at grass root level due to lack of transparent & accountable system. Also, Ignorance, inadequate access to credible information and lack of opportunity prevent them from putting their voice.

Community Radio as a medium gives voice to the voiceless, that serves as the mouthpiece of the marginalized keeping people's voice in the center of its communication process. With community radio, citizens have the means to make their views known on certain decisions that concern them. Thus, in this process the notions of transparency and good governance reach new dimensions and democracy is reinforced. Community radio catalyzes the development efforts for the rural and the underprivileged segments of urban communities, given its exceptional ability to share timely and relevant information on development issues, opportunities, experiences, life skills and public interests. Given the audience's low literacy rate and radio's ability to involve women and to treat them not only as objects or merely as a target audience, but as participating agents and as a valuable resource, community radio becomes one of the most promising tools for community development.

Further, the mainstream media do not reach such pockets as it is not commercially viable, community in turn continue to facilitate in raising its voice of dissent. Thus, community radios provide the apt and much needed platform

in their area of operations. With a mandate to produce majority of their programmes locally, they have been able to give voice to the voiceless by broadcasting programmes in the local language or dialect and most importantly prioritizing the local issues. This engagement has not only strengthened the voice of the community but has often shown path breaking results with simple solutions. Community radios have always considered simple solutions to major issues concerning the local community. There have been numerous examples of community empowerment, social inclusion & equity that Community Radio Stations have ignited, nurtured, and highlighted while bringing it to the public domain. While the educational institutions have been able to disseminate knowledge, technology & awareness, the NGOs have initiated and solved many a social issue of their area besides creating awareness. There have been many instances of Community Radio Stations addressing and managing emergencies like cyclone, flood conflicts and that have been resulted in thereby minimizing loss of lives and property to a great extent. The concept and the presentations are varied and 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 needs a support from all stakeholders.

Young India, a national level development Organisation, acknowledges the generous support of ActionAid Association in organizing the National Consultation to discuss the potential of Community Radios 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 in Bhubaneswar, Odisha to share their stories of change. The stories also articulated radio's strong prospect for bringing social change by reducing the vulnerabilities of people and building resilient communities. There were tales of community mobilizing solidarity support of different social groups, and Civil Society Organizations ensuring social

justice to the vulnerable communities. They touched lives of every vulnerable community, be it women, children, Dalits, transgenders, rag pickers etc. One of the objectives of the consultation was to further the mission of social justice & empowerment through this network of change agents. The present report Community Radio for Change is the second publication of its series that includes the best practices from different themes like Response to Disaster & Conflict Situation; Justice to marginalized community (Accessing Social Security Schemes, Rights & Entitlements); Livelihood & Agriculture; Empowerment & Engagement of Women; Innovation through Community Radio & Response by Community Radio amid COVID 19.

The generous support and vision of Mr Sandeep Chachra, Executive Director, ActionAid Association was instrumental in shaping this publication. The team of Bhubaneswar Regional Office, ActionAid Association under the able leadership of Regional Manager, Mr Debabrat Patra, State Programme Manager, Mr BN Durga & research team of Young India led by young researcher Mr Andaz Aaron too deserve a special mention. My sincere appreciations to the community radio broadcasters who helped in articulating the efforts and action of the Community Radio Stations in this volume. The designer team of Studio Edit provided the much-deserved vivacity to this publication.

I dedicate this publication to our partner communities who put in their contribution to make a society a better place to live through their struggles for justice. I do hope this practical, yet aesthetic reference publication will be useful to all community radio stakeholders, policy makers, academics, researcher, and development communicators. I look forward to your views, ideas, and suggestions.

**N.A. Shah Ansari**

President, Young India

Chairperson, Namaskar Community Media Network

President, Community Radio Association, India



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# COVID-19 Awareness through the Campaign "Say no to Corona"

## About the CRS

**Name:** Radio Namaskar

**Frequency:** 90.4 MHz

**Establishment date:** 12th February 2010

**Total hours of transmission in a day:** 12 hours

**Coverage area:** 700 villages in 4 Blocks of Puri district (4 Lakhs population)

**Address:** Radio Namaskar, At/Po - Konark, Dist - Puri, Odisha - 752111, Phone: 9090904904, Email: radionamaskar@gmail.com

**Name of the promoter organization:** Young India

**Name and contact details of the Chief Executive:** N A Shah Ansari, Chairperson, Radio Namaskar, Phone: +91 9437036471



**Innovative programme:** "Say no to Corona" - Creating Awareness among Communities on COVID-19

**Duration:** 15 minutes

**Transmission schedule and time:** 08.30 am to 08.45 am, repeat on Same Day Evening

**About the programme:** The campaign name "Say no to Corona" is a series of 100 radio episodes on Corona virus disease to empower local communities to prevent spread of COVID-19 through providing them with authentic and relevant information through real time messaging. Capacity building of 120 radio listener groups have done and they are playing very crucial role in making community people aware on COVID-19. Special focus

has given on issue of migrant labors, violence against women, child marriage, Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA). Besides radio, different social media platforms are used keep villagers informed about all Government updates.

**The need:** Several Odia newspapers in the state have stopped printing papers. The rural population, which is filled with varied information and myths, now seek answers about their local areas and issues. They want to know about the curbs in their locality and the facilities available in their close vicinity. Hence a community radio is an important medium to reach out these unreached people through informing them with local need-based information.

**Connecting people:** Most villagers do not watch TV, so radio is the only medium to reach out to them. We urged migrant labors who had returned from outside the State, to inform their respective gram panchayats of their arrival.

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 and 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.

**Unique feature:** Here in Konark, people are generally unaware of things that happening around them. Though this campaign we tried to inform and make prepare to people better to prevent the spread of coronavirus disease through radio programming in local language.

**Initial challenges:** Due to lockdown our staff members, volunteers and youth reporters faced problems in travelling to communities to aware them about the coronavirus disease. Sometimes they faced questions of Police officers who were patrolling for their duty. So, we ensure our community radio's daily functioning with half our staff members. Mostly Staff members find difficulties to reach community radio campus due to ban on transportation services.

**Harbinger of change:** Information was shared with inputs from government officials to inform the migrants about how to manage COVID-19, information about availing quarantine facilities, testing and others. A number of confusions and queries of migrants were solved through us by linking them to the concerned officials. Through urging the migrant labors to go to panchayat offices and inform them of their arrival. Our approach clicked. According to the feedback we have received, most of them have done self-registrations on Govt. portal and went for disclosure of their travel history. Fake news



and misinformation related to COVID-19 have dismissed. Positive messages about villages who have successfully battled COVID-19 are also relayed to inspire the people. Programmes on education have helped the students in their study with staying focus, otherwise the dropout rates could be increased.

**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 120 radio 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 finalizes 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.



# Reaching rural communities during the COVID 19 pandemic

**Name:** Radio Surabhi

**Frequency:** 90.4 FM

**Establishment date:** 1st May 2015

**Total hours of transmission in a day:** 10 hours

**Coverage area:** 20-25 k.m radius

**Address:** C/o-IIEC, Plot No.-1602/1611, Daspalla,  
P.O.-Subalaya, Dist-Nayagarh, Pin-752091, Odisha, India

**Name of the promoter organization:** Indian Institute of Education & Care (IIEC)

**Name and contact details of the Chief Executive:** Dr. Shisir Kumar Das, Chairman & Director, IIEC, K-7/161, Kalinga Nagar, P.O.- Ghatikia, Bhubaneswar-751029, 09437051145 / 07735037105, Email: radiosurabhi8@gmail.com



**Innovative programme:** Community Radio for Visually Impaired Students in Inclusive-Education during COVID 19 Pandemic (Sikshya Surabhi)

**Duration:** 1 hour

**Transmission schedule and time:** Monday, Wednesday & Thursday : 11 AM, Saturday : 10 AM

Repeat Broadcast: Monday, Wednesday, Thursday & Saturday : 07 PM

**About the programme:** The initiative of Radio Surabhi spells out strategies for quality Improvement of the reading skills of primary school age VI children with an inclusive approach and with a replicable community radio model. It aims to train 174 VI (low vision, partially sighted and fully blind)

students from class I to class V as direct beneficiaries and benefit approximately 20000 students of 101 schools in auditory skills and in the uses of oral and written language.

**The need:** The textbooks for the visually impaired students failed to cater to the needs of VI fraternity. So, we wanted to explore radio technology as a feasible solution. Moreover, the pandemic led to closure of schools and colleges which motivated to help out them through community radio and subsequently through social Media.

**Connecting people:** Community members represented by parents and teachers of students were involved in the process. While implementing the process of breaking the barriers for disabled





students and teachers in ensuring universalization of quality education, the special difficulty of VI students was visible. So, there was a consensus to have aural methods among students and teachers for activating their imagination and realization. The establishment of a Community Radio Stations under the patronage of IIEC, the demand was generated from community including students and teachers to go for audio version of study materials. It is worth noting that Radio Surabhi has a specific program called disability in its Fixed-Point Chart. Radio Surabhi has also a "Community Radio Management Committee" (CRMC) which strongly feel the role of community radio as an effective tool of teaching and learning.

**Unique feature:** The inputs for the program were prepared and vetted by experts and professionals. We organized meetings, workshop to test the feasibility and technical veracity of radio episodes. All the pictorial versions along with other chapters of subjects like Mathematics, English Language and other social sciences got converted to audio imagery for better understanding of students. The programs of 'Sikshya Surabhi' caters to the need of primary school students from class I to V with special focus on Visually Impaired students.

**Initial challenges:** During COVID 19 Pandemic, the most daunting challenge was to maintain mobility and accessibility. Frequent lockdown and shutdown created obstacles for community radio team members to carry on radio programs. This program was preceded by workshop, orientation/training of teachers, collection of materials, research and script writing etc. So, we had to obtain permission from the Govt. Authorities which was a very difficult task. Getting together for brain storming having maintained all principles of COVID 19 was a very critical affair. The next challenge was to convert, and mold written and pictorial study materials to audio imagery for Visually Impaired students. But gradually the experience and expertise of professionals in the field helped us out.



**Harbinger of change:** By the end of the project period, the students including VI & non VI must have developed a radio friendly inclusive approach in learning things and performing better. The Resource as well as general teachers because of their orientation and practice are in a position to use the radio versions of curriculum and plus curriculum study materials. Efforts are made to create a synergy among the nodal departments and agencies responsible for development of radio programs. Extensive use of radio and mobile phones are helping sustain the interest of students and teachers to go for audio methods. This program has already changed the myth of inaccessibility of VI students to study materials particularly during the pandemic. Radio Surabhi proved its image as a trend setter for other community radios that they can teach VI students who do not have access to internet or smart phones when the well to do and general students attend online classes. The Govt. of Odisha has adopted our model in their systems to reach each child reading in class I to class V. So, our program i.e Sikshya Surabhi has changed the mindset of the critics.

**What makes us different:** Generally, community radio programs are broadcast and heard within a limited area of 15-20 k.m radius. But this program broke the barrier and spread throughout the state through all other community radios and the govt. mechanism of OSEPA to reach all the 314 blocks of Odisha. This is how community radio made history by breaking all the traditional barriers.

**Message:** The students, teachers and parents got involved as stakeholders in the process in catering to urgent need of studies with special focus on Visually Impaired students amid the COVID 19 pandemic. Listening to the program simply motivated them to continue the radio episodes till it completed the whole syllabus. Learning from the program was certainly very enlightening in the sense that Community Radio is potential enough to meet the educational needs of the vulnerable and the marginalized.



# Mission for Prevention of COVID 19

## About the CRS

**Name:** Gunjan Radio 91.2 FM

**Frequency:** 91.2 MHz

**Establishment date:** 1st August 2017

**Total hours of transmission in a day:** 24 hours

**Coverage area:** 25 km radius

**Address:** Gunjan Organization for Community Development,  
Tapovan Road, Sidhabari, Dharamshala (H.P.) Pin Code- 176057

**Phone:** 9736201105, Email: - gocd.hp@gmail.com

**Name of the promoter organization:** Gunjan Organization

**Name and contact details of the Chief Executive:** Sandeep Parmar (9736201105 /9418080369)



**Innovative programme:** : Mission for Prevention of COVID 19

**Duration:** Duration of episodes 30 minutes

**Transmission schedule and time:** 9:00 to 5:30 pm is dedicated exclusively to Covid19 pandemic awareness

**About the programme:** : This program was developed to create awareness among the communities on COVID 19 pandemic. We have been working on this issue since the beginning of the lockdown. We created a WhatsApp group called Covid19 Managing Group adding the Deputy Commissioner (DC) Kangra, Superintendent of Police (SP), Assistant Superintendent of Police (ASP), Chief Medical Officer (CMO), Mayor Dharamshala, Member of Legislative Assembly (MLA), Sub Divisional Magistrates (SDM) of Kangra, Nagrota Bagwan, Baijnath, Indora, Shahpur, Jaisingpur, Jwalamukhi, Nurpur and also the volunteers of local areas. In this process of coordination with different officials by Community Radio Gunjan, the role of the volunteers was to collect and share the issue of people related to food, health, or any other issues they faced during COVID 19 crisis. And thus, there was subsequent response by the officials to address the issues shared in the WhatsApp group. We helped more than 150 people during the lock down and still we continue supporting

to people through bringing out their issues to the authorities. Also, we had an interview of SP Kangra & DC Kangra in community radio and its live through social media helped a lot of people to get information about COVID 19 and the support from Government. We have opened a facebook page in the name of Gunjan Radio Dharamshala 91.2 FM, and we have been continuously posting the latest update on it to create awareness and keep the people updated about the information on COVID 19 & declarations by the Government. Also, we created awareness through folk songs on COVID 19.

During the lock down, people have faced the crisis to get blood for their treatment. Keeping in view of their issue, we collaborated with Himalayan Savior's towards organizing the blood donation camp.

Our community radio broadcasted 12-hours live programme and 12 hours recorded programme to keep people informed, update and support them to face the crisis. The official information shared by the authorities in the WhatsApp group was further shared through the community radio. This process of engagement was a great help for the community to get complete and authentic information. Also, we had shared an official contact number with people to share their issues and seek support. This effort of helping people is still going on.



**The need:** The COVID 19 pandemic posed great challenge before people and created a panic situation. The concern of most of the people was how to prevent this and stay safe. The information about COVID 19, its spread, prevention was the need of the hour. The programme that was broadcasted in community radio was need based in terms of people's demand to know it spreads and how to prevent it and the services available by Government. The programme was very impacting since the messages were provided through local language and making use of the folk media.

**Connecting people:** The community radio though its creative programme on COVID 19 established great connection with people in terms sharing relevant and valid information of people's need. The queries as well as information pertaining to its was broadcasted in the community radio. In this process many new listeners were also connected.

**Unique feature:** A WhatsApp group called Covid19 Managing Group created adding the Government officials and the volunteers of local areas. In this process of coordination with different officials by Community Radio Gunjan, the volunteers brought out and shared the issues of people related to food, health, or any other issues they faced during COVID 19 crisis. And thus, there was subsequent response by the officials to address the issues shared in the WhatsApp group. Thus, the community radio continued support people through establishing a strong coordination mechanism and broadcasting relevant information to people.



**Initial challenges:** Coordination in with the Government official, mobilizing their support and bringing out the filed level issues was the initial challenges during the COVID 19 lock down. However, the coordination established through the WhatsApp group resulted in reaching out to many people with support.

**Harbinger of Change:** The community radio Gunjan have been working with people on various social causes. And, we had made necessary intervention to help the in people in need amid the COVID 19 crisis. We have received lot of feedbacks from our listeners on social media, by text message, phone call and these positive responses encourage us and inform us to continue supporting people to help people in the ongoing crisis.

**What makes us Different:** Community Radio Gujan develops its programme owing to the needs of the local communities. We have been putting effort to aware communities, mobilize them and create a platform to share their issues, concerns, thoughts, ideas, and experiences. There are many dedicated, talented, and passionate people in Dharmashala and in all our efforts we have prioritized create space for them and support them in contributing to making change in the society.

**Message:** In our short journey of three years, we played a role in amplifying the voice of people and making our community radio as the voice of the most marginalized like small vendors, sanitation workers who rarely get changes in any media to share their issues , thoughts and experiences. To bring change amplifying voice of the most marginalized should be the goal of the community radio.

# Creating Awareness through Community Radio amid Lock Down

**Name:** Lalit Lok Vani Community Radio

**Frequency:** 90.4 FM

**Establishment date:** 03 September 2010

**Total hours of transmission in a day:** 12 hours

**Coverage area:** A total of 120 villages in Birdha and Jakhaura blocks

**Address:** Community Radio Lalit Lok Vani Alapur Lalitpur, Uttar Pradesh-284403 India. Email: lalitlokvani@gmail.com Phone: 9918160263

**Name of the Organisation:** Sai Jyoti Gramodyog Samaj Sewa Samiti, Lalitpur

**Name and contact details of the Chief Executive:** Ajay Shrivastava, Mob- 9415508904, Email: saijyoti1968@gmail.com



**Innovative programme on COVID 19:** One-hour programme per day

**About the programme:** Community Radio Station Lalit Lok Vani has started developing and broadcasting programme related to COVID 19 since the inception of discussion around the issue. The sole objective behind having such programme in our community radio is

to create awareness on this disease. Since the day of the declaration of Janata Curfew by our Prime Minister, our community radio has been engaging with all the Government officials, people's representatives on the issues related to COVID 19. The team members of the community radio have been collecting information from various officials, civil society members, experts







and health personnel and broadcasting through developing programmes. There has been regular broadcasting of programmes on how to be safe from COVID 19 pandemic. All the messages of the Prime Minister including the Man Ki Baat programmes have been broadcasted in the radio. While all the people were staying safe at home amid the COVID 19 lock down, the members of the community radio were contacting people through mobile and broadcasting their views, issues and challenges. While there was restriction on the movement people to even visit the neighbor, the community radio was the only source for people in the remote rural areas to get information about COVID 19 and thus it was helpful in creating awareness. Lalit Vani had developed a programme with 10 episodes called COVID Care. This programme includes what is novel corona virus? what are the symptoms? and how to access the support with the helpline number 011-23978046, 1075; how to prevent from the COVID 19 infection? What precautionary measures to be taken? What is home quarantine? what is social distancing? How to do hand washing? what is isolation?

and myth and misconception about COVID 19. There was detailed discussion about the above in the programme and broadcasting of the songs by the local artist to create awareness.

**The Need:** There is only one community radio in Lalitpur, so all the people of the locality were listing to the programmes for information and knowledge.

**Connecting People:** Amid the COVID 19 lock down, we were connecting people through mobile phone and in one day we were receiving about 25 to 30 calls and maximum call were made to know about the increased number cases in different districts.

**Unique feature:** The programmes in the community radio Lalit Lokvani was creating awareness and helping people to get clarified about the questions related to COVID 19 and various myth and misconception.

**Message:** There has been board casting songs and poems by people through their mobiles. We have broadcasted the awareness songs on COVID 19 by Shri Aditya Narayan Sharama who is one of the famous artists from Lalitpur staying in Bhopal during the lock down.

# Helping people in need during the COVID 19 crisis

## About the CRS

**Name:** Alfaz-e-Mewat

**Frequency:** 107.8 MHz

**Establishment date:** 2012

**Total hours of transmission in a day:** 13 hours

**Coverage area:** 20 km radius

**Address:** Alfaz-e-Mewat, Village Ghaghas, District Nuh, Haryana

**Name of the promoter organisation:** S M Sehgal Foundation

**Name and contact details of the Chief Executive:** Ms. Anjali Makhija,  
Email: [anjali.makhija@smsfoundation.org](mailto:anjali.makhija@smsfoundation.org)



**Innovative programme:** COVID-19 response through Alfaz-e-Mewat

**Duration:** 2 hours daily

**Transmission schedule and time:** Daily

**About the programme:** People in rural areas of India continue to live with limited access to basic amenities such as water, sanitation, health-care facilities, and the benefits of various social-security programs. The COVID-19 pandemic has further worsened the challenges in rural areas; however, community radio has emerged as one of pro-active media for reaching communities during the pandemic. Alfaz-e-Mewat's first broadcast on Corona outbreak aired on February 6, and the station team has continued to come up with more programs to serve as information lifelines in rural areas looking at different aspects of the pandemic.

**The need:** Since the need was huge, the team of Alfaz-e-Mewat looked at addressing the most basic aspects of information dissemination in collaboration with the authorities, experts and communities. Together with the civil hospital, we conducted live phone-in shows where experts from the hospital shared information about the virus spread and how to be safe. Later, as the lockdown began, the station team joined hands with counsellors and psychologists who shared daily messages on positive outlook, the show

was titled 21 Din 21 Baatein from a mental-health perspective.

When the second phase of the lockdown was announced on April 14, the radio program was renamed and extended. It stressed being more careful and acknowledging anxiety, stress, and other worries of listeners and the population at large. In addition, a special show titled 'Savdhan' was produced to identify fake news as many such news was doing rounds about the spread of the virus and its prevention. Programs on health and education were given utmost importance during these times meeting the critical needs at hand.

**Connecting people:** The COVID-19 programs catered to diverse listener groups in the community. Since the lockdown was announced, we began airing programs on fake news, featured community people as 'Aaj Ka Hero' highlighting the changes made in their lifestyle during the pandemic, several state-specific announcements on distributions of rations, direct cash transfers, and programs on mental well-being. From elderly to adults to schoolchildren, listeners of all age groups connected to the station to get useful information and at the same time also share their concerns and questions related to administration.

**Unique feature:** The uniqueness of Alfaz-e-Mewat's COVID response programs was its





timeliness and evolution of its programs with the changing time. The programs and information shared through radio was driven from the bottom-up, we aired content from credible sources like mygovsamvaad and partners such as UNICEF and UNESCO, along with engaging with experts from diverse fields to bring the information to the communities on child-care, keeping up with education, health and hygiene, building a strong immune system, and also talked about front line workers and their self-management.

**Initial challenges:** Since the station is attended by one representative each day, the entire programming focus in these times is on COVID-19. In addition, when we were making programs on Fake news, it is immensely important that we share credible information and at the same time demystify the myths floating around. After the increase in the number of cases in India and announcement of lockdown, the access to administration became difficult and block-level officers were often reluctant to share something on record for radio.

**Harbinger of change:** Besides being the channel to bridge the information divide at the ground on the pandemic, the station also ensured that information sharing happens in a productive manner and it does not translate into fear. Through help of experts, the station encouraged community to not hide if they get Covid symptoms, and information about the quarantine and isolation centers were shared during the programs. Alfaz-e-Mewat is continuing to play a vital role in sharing information about the implementation of government programs, such as the supply of rations under the Targeted Public Distribution System, coverage of testing

and treatment for Covid-19 under Pradhan Mantri Jan Arogya Yojana, direct cash transfers to female account holders of Pradhan Mantri Jan-Dhan Yojana, and advisories for farmers who have just harvested the wheat crop, ready to be sold in the market.

Station director, Ms. Pooja O Murada, says, each day someone at the station broadcasts the information shared by the relevant departments over WhatsApp and e-mails and interviews officials by phone to make announcements to make sure any gaps in awareness are tackled from the bottom up.

**What makes us different:** Community radio Alfaz-e-Mewat provides a media platform for local community voices of the aspirational district, Nuh. The station is reaching to over 225 villages across Nuh with over 225,000 population in the broadcast range.

Since the most essential participants in grassroots development work are local voices, the station broadcasts in the local language in an accessible format, so that listeners can learn about, discuss, and debate important local issues, such as government policies, programs, services, entitlements, agriculture information, and water conservation initiatives. By championing the voices of the most isolated and vulnerable populations, community radio raises citizen awareness and empowers individuals to participate in their own development.

The station has been part of many pioneering efforts in the sector viz; community learning programs, radio-enabled learning and has won the Manthan Award for Innovative Programming and the CR National Award by the Ministry of Information and Broadcasting in thematic category.

**Message:** Community radio is amongst the most powerful tools for community outreach as it provides an enabling platform for community to interact with experts and hear programs which are of their interest and choice. It contributes to achieve the milestones of SDGs through socially relevant programs. The women especially get a safe space and freedom to get information in their own language. Community radio is thus a strong connect between the listeners and broadcasters.

# Supporting people in Crisis through Programmes in Community Radio

## About the CRS

**Name:** Waqt Ki Awaaz Community Radio

**Frequency:** 91.2 FM

**Establishment date:** 23 September 2013

**Total hours of transmission in a day:** 10 hours

**Coverage area:** A total of 521 villages of five blocks Miatha, Rasulabad, Akbarpur, Shirajpur, Choubepur

**Address:** Waqt Ki Awaaz, Gram-Bairidariyaw, Post-Bairisawai Kanpur Dehat.

**Phone:** 8953991352

**Email:** waqtkiawaaz@gmail.com

**Name of the promoter organisation:** Shramik Bharti 392 Vikasnagar Lakhanpur Kanpur

Name and contact details of the Chief Executive: Rakesh Kumar Pandey

Phone: 9935535680, Email: rakesh@shramikbharti.org



**Innovative programme:** Sachet

**Duration:** One hour with phone in.

**About the programme:** Community Radio Waqt Ki Awaaz started broadcasting the programme Sachet since 6th April 2020 and this helped people in understating Corona virus since community radio was only source for people to get information during lock down. Due to restriction in movement during the lock down the local daily newspaper was not available to people and most of the households were not having TV. Amid the COVID 19 lock down the Community Radio Waqt Ki Awaaz under the programme Sachet broadcasted 21 numbers of series of episodes on COVID 19. This series included information about what is Corona virus? how to identify from its symptoms? How to prevent it? What precautionary measures to be taken to stay safe? What is home quarantine and isolation? How to maintain social distancing? and various kind of myths and misconceptions. Besides there was phone in programme on community radio to address the issue of

people and popularize the helpline number 011-23978046 & 1075 for seeking support in emergency.

**The need:** There is only one community radio in Kanpur area which functions through solar energy. During the COVID 19 lock down people did not have understanding about COVID 19 due to lack of information. They did not know what to and where to get the treatment if someone is suffering from fever and headache. Most of the people were not aware about the helpline number of Government. Even the information about hand washing practice as one of the measures of prevention was not known to people. Meanwhile few people have started coming back to home from outside without having detailed information about home quarantine. And community radio was only source for people to get all that vital information.

**Connecting people:** During the COVID 19 lock down phone was the only source to connect people since there was restriction in movements. We used to get about 18 to 20 calls per day

from youth and farmers. All the calls were made by people to know about COVID 19 and seek necessary support pertaining to the issues they faced.

**Unique feature:** The programmes through community radio helped people to overcome the panic situation and get their doubts clarified about COVID 19. In the entry point of each village there was barricading by the villagers to restrict the entry of the outsiders. This message was broadcasted through community radio and many people from the nearby villagers and returnees from outsiders got benefit from this. The series of programme created awareness among the people about COVID 19.

**Initial challenges:** Mobile phone was only source to connect people during the COVID 19 lock down. However, there was also difficulty in connecting people since there was network issue and a few people were not able to recharge their mobile phone due to financial crisis. Several people were not able take support. But in such case the team of volunteers of the locality played an important role in resolve their issue in coordination with our community radio.

**Harbinger of change:** After listening to the programme Sachet in community radio Hariom Agnihotri, one of villagers of Bairi Sabai called and informed that his brother Akash Agnihotri reached from Delhi to Chowbepur block through walking a long distance. Community radio facilitated Akash Agnihotri with transportation by Government to reach his village. Also, both brothers were facilitated to get tested of COVID 19 in the nearby CHC. Meanwhile, both were suggested to stay in home quarantine taking the required precautionary measures. They stayed in home quarantine for 14 days. However, the report of both brothers came negative. Thus 270 people were provided with support of



information and further services through the phone in programme. Further to this process, the community radio Waqt Ki Awaaz developed a programme called "quarantine kepanne" where the people shared their story on how they availed support during the crisis. The information shared through community radio helped to stay safe from the infection. There has been report of only four positive cases who came from outside of the state. In this process the district administration was also quite found quite cooperative in addressing the issue of people. Also, the people of the locality have lot of appreciation to the efforts of the community radio.

**What makes us different:** Amid the COVID 19 lock down the series of programmes on community radio was broadcasted and this was possible due to the efforts of the local reporters. The information shared through community radio prevented people from being panic. The moral storytelling and conversation of the elderly people in the community radio along with few entertainment programmes were included in the series. The series of programmes helped people on how to take care of their physical and mental health. Also, there was programme on how to stay safe at home and make use of time in terms of preparing wooden cots, rope, and mats from old clothes.

**Message:** The initiative of taking help from the community radio was started from Hariom Agnihotri and this set example for the locality. Further to this many people in need of support started taking the help of community radio. Thus, a practice of the community that has resulted change will have further impact on people.





# A much-needed friend during disasters

## About the CRS

**Name:** Cuddalore Emergency Radio

**Frequency:** 107.8 MHz

**Establishment date:** December 7, 2015

**Total hours of transmission in a day:** 24 hours during disaster/emergency situations

**Coverage area:** 15 km radius covering Cuddalore, Annagramum, Panrutti, Kurinjipadi blocks in Cuddalore district of Tamil Nadu.

**Address:** 307, Second Floor, Collector's Office, Cuddalore - 607 001.

**Phone:** 04142 230107, Email: 107.8radio@gmail.com

**Name of the promoter organisation:** Saranalayam Charitable and Educational Trust

**Name and contact details of the Chief Executive:** John Nelson,

**Phone:** 8056335180, Email: radiocuddalore@gmail.com



**Innovative programme:** Disaster Emergency Broadcast

**Duration:** Four hours. The programme is repeated.

**Transmission schedule and time:** There is no specific time schedule for the programme. As and when there is a need for new announcements the programme is made and added to the ongoing loop of announcements. The disaster emergency broadcast is repeated continuously for 24 hours.

**About the programme:** Disaster Emergency Broadcast started on December 8, 2015 during the Cuddalore flood and lasted till June 2016. During this time, initially, the programme focused on rescue and relief messages such as safety measures during flood, health tips to avoid epidemic, person missing information, relief materials available and relief requirements. The programme bridged the gap in information flow between common man and district administration, and vice versa. Later it focused on rehabilitation information such as special schemes that were announced for applying for lost certificates in flood, housing and radio counselling for disaster victims. People were

educated on mitigation and preparedness not only for flood but also for tsunami, cyclone, and chemical hazards.

**The need:** The flood of December 2015 in Cuddalore caused devastation in the entire district. Roads were cut off and there was no power supply, which led to communication gap. Normal lives got disrupted completely. At such a time an emergency radio was urgently needed to provide people with help and information.

**Connecting people:** School students were involved in making an interactive radio class with teachers since there was a long gap of one month, which they had lost due to rain and when they prepare for their final government exam. Cuddalore Emergency Radio broadcast helped them to supplement the lost class and do well in their exam. Songs and plays performed by children and youth were recorded and broadcast, which encouraged the local community to participate in the programmes.

**Unique feature:** There was a need for a communication system required for district administration to disseminate information related to safety measures, relief materials



distribution, health precautions, and special schemes available locally. Cuddalore Emergency Radio 107.8 MHz, which broadcast local relevant information for 24 hours, came up as an ideal platform to fulfil the requirement.

**Initial challenges:** During the production of the radio programme, we faced problem in not having sufficient time to produce since information flow was rapid. Many times it was a live announcement and latter that was edited and broadcasted in loop. We also faced problem in producing studio effect in the recordings as we did not have a proper acoustic treated room for recording. Since the entire radio station was setup in just two days, we managed many things with available resources such as recording room, mast to host antenna, uninterrupted power supply and computers for editing and broadcasting.

**Harbinger of change:** The programme is well received in the community because this is the first of its kind giving continuous announcement with local relevant information, particularly when the community suffers a disaster and there is a need for information dissemination. Because of this radio broadcast, people are aware of the safety measures, especially on health where they were educated about using chlorinated water, to drink boiled water, mosquito source reduction. Because of this,

there was no report of epidemic in Cuddalore flood. Disaster emergency broadcast helped to ensure the relief materials flowing smoothly to the needed people as there was no authentic bridging mechanism between the needy and donors. This is a very good impact of the broadcast.

**What makes us different:** The idea of an NGO to use a radio frequency exclusively to help flood affected people of Cuddalore by the way of announcing disaster safety information, and relief and rehabilitation messages is well received at all levels including the district administration, wireless planning and coordination wing of the Ministry of Communications and Information Technology of the Government of India and community. It made it possible to install India's first emergency radio in Cuddalore. This initiative is appreciated widely by community radio enthusiasts, government officials and community members.

**Message:** Community radio can be effectively used for disaster management in educating people on preparedness, mitigation, rescue, relief and rehabilitation. Locally relevant programmes relating to knowledge, content and experience sharing on disaster emergency can be broadcasted to a larger audience with the help of a network of community radio stations.



# With the community during disasters, always

## About the CRS

**Name:** Radio Neythal

**Frequency:** 107.8 FM

**Establishment date:** July 29, 2017

**Total hours of transmission in a day:** 24 hours

**Coverage area:** 30 km radius

**Address:** Radio Neythal 107.8, Karma Sadan, Convent Square, Leo Xiii Campus, Alappuzha - 688001,

**Phone:** 0477-2255445, 75599 08908, Email: radioneythal@gmail.com

**Name of the promoter organisation:** Alleppey Diocesan Charitable and Social Welfare Society

**Name and contact details of the Chief Executive:** Fr. Xavier Kudiamserry, Executive Director, Phone: 9446544899



**Innovative programme:** The main programme is Disaster Response, with three sub-programme components as follows:

Sevanavazhikal (the path of service), which was aired from July 2017 for one and a half months.

Koodeyundu Neythal (Neythal is with you), which was aired from August 2018 for three weeks.

Jingles (health messages), 15 second ad in-between the programmes (ongoing).

**Duration:** Sevanavazhikal: daily one hour, Koodeyundu Neythal for one and a half hours and jingles for 15 seconds.

**Transmission schedule and time:** Sevanavazhikal daily from 5.00 pm to 6.00 pm, Koodeyundu Neythal daily from 2 pm to 3.30 pm, jingles once in every one hour.

**About the programme:** In Koodeyundu Neythal radio jockey (RJ) talked about the flood situation and provided Radio Neythal's phone number so that the affected people could call back and give details of their urgent needs. Sevanavazhikal provided a platform to the disaster affected people to express

their grievances directly with the government leaders and officers, including Kerala's Finance Minister Dr. Thomas Isaac, Alappuzha district collector Suhas S and experts from various government sectors.

**The need:** The floods in Kerala unleashed unprecedented havoc on people. Many of them were rendered homeless in the flood. Apart from rescue operations, the programmes were needed to bring them back to the normal life, both physically and psychologically. Awareness programmes were inevitable in such a situation.

**Connecting people:** In Koodeyundu Neythal, as the RJ talked about the flood situation and provided Radio Neythal's phone number, the



affected people called back and communicated live over phone and through WhatsApp messages.

Likewise, in Sevanavazhikal also the people spoke about their needs to the Finance Minister of Kerala and the district collector of Alappuzha. The people sought for rescue during the floods and essential items like safe drinking water, food, clothing, vessels, diapers and sanitary pads after the floods.

About 15 calls per programme were received by the community radio station, which showed people's engagement.

**Unique feature:** Through Radio Neythal, Director Fr. Xavier Kudiamerry could call and mobilise 122 fishing vessels for rescue operations in Kuttanad, Chengannur and Ernakulam areas, and the fisher community - venturing for the first time in inland waters (as opposed to the sea) - saved lives of the thousands of marooned people.

**Initial challenges:** The Radio Neythal did not face any challenge in its operation. However, few flood affected people had challenges of engagement. For example, as the electricity was off for one and a half weeks in floods affected areas, they could not call back using their discharged mobile phone.

**Harbinger of change:** The programme had a positive impact on the lives of more than 10,000 people. Their lives were saved through Radio Neythal's broadcasting of early warning messages and message-led rescue operations. The programme addressed the survival needs of the people in relief camps, and addressed people's 'right to be heard' by expression of their grievances. Using Radio Neythal and phone calls, Fr. Xavier mobilised 211 fishing vessels with 1,055 fishermen, who rescued marooned people in Kuttanadu, Chengannur, Pandanad and Ernakulam areas. Thousands of people were provided relief by appealing the donors through Radio Neythal. Food, shelter and hygiene items were mobilised, and the floods affected people had relief with dignity.

Through Radio Neythal programmes, the floods



affected people voiced their concerns, and the district administration addressed the same. For instance, many people received safe drinking water immediately after the radio programme.

**What makes us different:** Armed with innovative technology, Radio Neythal is a voice of the voiceless. Set up in 2017, the aim of the Radio Neythal has been to support the socio-economically vulnerable fisher communities and farmers in Kuttanadu Taluk, who are also at risk of climate related hazards.

In 2017, Radio Neythal undertook mass campaign with fisher folks, farmers, and other listeners on the topics such as climate change, safety and security, and socio-economic development. It also trained 40 fishermen in scuba diving to help in rescue operation in case of accidents while at the sea for fishing.

During 2018 floods, Radio Neythal first undertook the early warning function, rescue operation and relief response. Radio Neythal communicated to the wider public regarding the needs of the floods affected people. It led to mobilisation of food and non-food items from the public for the people taking shelter in relief camps.

More information is available in the YouTube video (in Malayalam language), which can be downloaded for viewing at <https://youtu.be/EJCpgkMrVFg>.

**Message:** Radio Neythal's slogan has always been 'voice of the voiceless'. Our motivation is: Always be on the path of service to public, know the real problems of the community and always be with them.

# Highlighting and solving civic issues

## About the CRS

**Name:** Rathinavani Community Radio

**Frequency:** 90.8 MHz

**Establishment date:** May 17, 2018

**Total hours of transmission in a day:** 12 Hrs.

**Coverage area:** 15 kms radius. Pollachi Road, Trichy Road, Palakkad Road, Coimbatore region (Ukkadam to Kinnathukadavu, Vellalore to Ettimadai )

**Address:** Rathinavani 90.8 Community Radio, RathinamTechzone Campus, Pollachi Road, Eachanari, Coimbatore - 641021, Tamil Nadu. Contact: 0422 404 0908, 82483 03235

**Name of the promoter organisation:** Rathinam Group of Institutions

**Name and contact details of the Chief Executive:** Prof. R. Manickam, CEO Rathinam Group of Institutions, Phone: 98946 16026



**Innovative programme:** Velliya Vaanga Kuralai Kuduga

**Duration:** Minimum 10 Minutes to Maximum 30 Minutes capsules

**Transmission schedule and time:** Six new capsules are broadcast every four hours in between prime shows.

**About the programme:** Velliya Vaanga Kuralai Kuduga is a programme that interacts with community people regarding their civic issues, queries about central and state government plans. Since people were unable to contact the elected representatives and get even minor grievances addressed, being a community radio, we stepped in to provide support to them. We receive complaints through telephonic conversation, SMS, social media platforms like WhatsApp and Facebook, relating to issues such as drinking water, streetlights, sanitary condition, and doubts about central and state government schemes. The media usually report on the issues and bring about awareness. We take the extra step to make sure that the promise

is followed up by the officials and is taken care of properly. The whole process is documented in social media platforms.

**The need:** Our city, Coimbatore, like most of the other parts of Tamil Nadu, has not had local body elected representatives like area councilors, panchayat presidents and city mayor for the past two years, due to political turmoil in the state. We act as a bridge to connect the community with the government officers through our platform.

**Connecting people:** We started this programme in July of 2017. By October, we received only about four complaints. Post Diwali, however, the show gained the popularity, and we now



regularly tend to get seven to nine complaints each week. By addressing most of the complaints in a transparent way, we have gained the trust of the community people. We have fixed a variety of issues such as non-working street lamps, closed basic health centre without doctors, and unavailability of proper and clean drinking water.

**Unique feature:** Velliya Vaanga Kuralai Kuduga show is entirely based on digital media platform for communicating the issues through messaging apps by sharing images, voice testimonials from community people to the officers. This idea might not have worked before five years because of the lack internet facilities.

**Initial challenges:** When we received complaints, most of the time it lacks clarity, be it text or images. In any case, we get back to the public, clarify and ask them for better information or clearer photos, in case of images. On the other hand, navigating through the government bureaucracy and inability was a major obstacle as many officials did not get back even after receiving the complaints.

**Harbinger of change:** We as a society cannot expect everything to be fixed by someone else. Initiatives should start with us. At Rathinavani, We are proud to say we empower our community to ask questions and take actions to fix their problems. Recently, a community member took inspiration from the way we handle issues, and he handled it himself by approaching a former politician and playing our radio clip, and eventually getting the issue sorted out.

A local milk shop was illegally using the blue colour scheme of Aavin, the Tamil Nadu government authorised milk retailer. This was brought to our notice by our listener, who visited the shop one night and found that they do not boil milk, but simply add hot water, and wanted to know if anything could be done to broadcast the issue widely, which we did.

**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, Government

of India. The project, named Radio Maths, involved teaching common people how to keep accounts, calculate their interest rates, premium and so on.

Reach Akshaya was a programme to spread awareness on Tuberculosis, which involved interactions with hospitals, doctors and patients.

In partnership with IDEOSYNC, we pursued FREEDOM project to educate common masses on their legislative rights.

Rathinavani 90.8CR received 5th National Award of Community Radio in March 2015. Kulangal Pathukapulyakkam, an NGO campaigning for saving the lakes in Coimbatore appreciated our participation on Radio Day, 2017. Rajesh Dangwani of 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 have a good relation with the corporation officials, and when people approach us with problems of village health care centre issues, hygiene and sanitation in certain areas, we take it up with the concerned authorities and do our best in helping to sort it out. (Please refer to <https://youtu.be/ct-yfcA2BBM>)

A native poet who wanted to display his talent visited us at the radio station. We helped him broadcast his poems on air and via our social platforms. (<https://youtu.be/EZnZ5WGMXw0>)

One of the most prestigious moments came when our community radio was shortlisted by the Digital Empowerment Foundation among those trying to bring about change in the year 2018. Being nominated for the DEF India award validated our sincere efforts to serve and help our community and society.

**Message:** The chances of people listening to radio are dwindling. The reason being the entry of new or modern media, be it TV or online. Rathinavani believes each and every household can create a broadcaster to broadcast their thoughts and news via the community radio medium and make it reach the masses.



# Programmes produced by tribal people

## About the CRS

**Name:** Community Radio Mattoli

**Frequency:** 90.4 FM

**Establishment date:** June 1, 2009

**Total hours of transmission in a day:** 24 hours

**Coverage area:** District of Wayanad

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

Phone: 9446034422, Email: radiomattoli@gmail.com

**Name of the promoter organisation:** Wayanad Social Service Society

**Name and contact details of the Chief Executive:** Fr. Powlose Koottala, Fr. Bijo Thomas, Station Director, Phone: 9446034422



**Innovative programme:** Ooruvettam

**Duration:** 15 minutes

**Transmission schedule and time:** Every Wednesday at 9.05 pm and repeat broadcast on Thursday at 9.40 am.

**About the programme:** Ooruvattam is a special programme in Paniyar tribal dialect aimed at finding out the real issues in tribal hamlets and helping tribal people to help themselves through media support. The Puniyar tribe is the most marginalised community of Kerala. The focus of the programme is to deepen the identity, culture, and language of the Paniyar tribe. Also, the programme is produced to highlight the issue of Puniyar tribe and draw the attention of Government. 30 episodes were produced involving two hundred people from the community.

**The need:** Wayanad is one of the most backward districts of Kerala. The inhabitant tribal communities of the district have been displaced of alienation. The communities have been facing ruthlessly exploiting of resources by the powerful people and the sexual exploitation on women. There are several unwed mothers who are at the mercy of the government. Their lands are being encroached upon. One of the maladies afflicting them is alcoholism, which

has become the root cause of the steady deterioration of the tribes in health, hygiene, malnutrition even murders and suicides. Their dialect is almost on the brink of extinction. Their culture, traditions and language have been subjected to distortion and contamination by alien influences.

The native Adivasis mainly consist of Paniyas, Kurumas, Adiyas, Kurichiyas, Ooralis and Kattunaikkas. They have their own special life styles, culture, customs, traditions and religious practices. Tribal do not have a written script. Their history can be traced only through their oral tradition, and cultural and religious practices. As a result of the changes taking place, even their practices are becoming extinct.

**Connecting people:** 'Ooru' is a common name used for colonies in their dialect. 'Ooruvettam' means the lights of the Ooru/ native place. The programme starts with Oorumooppen (colony leader) speaking about their living conditions and their colony details. Local talents of the colony will be given chance to expose their talents. Tribal people are having lot of indigenous knowledge and treasures of rich culture. Their knowledge and culture become exposed to their younger generation as well as to the modern general public through radio programmes. The people gathered in their





leader's house or the reporter goes to the houses where the resourceful persons stay. As it was done with a participatory approach, many of the persons from their places have become the part of programme producing process.

**Unique feature:** The original concept of community radio is being fulfilled through this special programme. The tribal people produced the programme for their community people in their dialect. The tradition, culture and peculiar habits are being documented digitalised for the next generation. The basic philosophy behind the programme was that the culture is the precious thing, which is borrowed from coming generation.

**Initial challenges:** It took several days to record a programme. Transportation facilities, unavailability of the colony members and influence of the modern technology became a hindrance for the documentation. Since the old generation people are not much exposed to the modern world they found to be more introvert with poor communication skills.

**Harbinger of change:** The highlighted issues were immediately solved by the concerned departments. For example, we brought forward the struggles of the students to reach to the school for their studies and forwarded the issue to the tribal department and they took immediate actions and various measures to avoid dropouts. Children from Arimannamkunnu, Padakkottukunnu, Velukkarakkunnu colonies were supported with transportation facilities by both government departments. Few of the hamlets were suffering with the drinking water problems and that have been solved with a participatory project called Jananidhi. Pension schemes and welfare measures were sanctioned to the needy persons by the concerned



departments. As part of the effort to promote the language and culture the general public and a professional team of singers came together and constituted singers' troop.

**What makes us different:** Community Radio Mattoli is the Information Communication Technology wing of Wayanad Social Service Society (WSSS). 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 24 hours of daily broadcasting, a big leap from only two hours when it was launched.

Radio Mattoli has received many awards and recognitions like National Community Radio Sustainability Award & Manthan Award for South Asia and Asia Pacific, first prize in Community Radio Video Challenge 2017 by Commonwealth Educational Media Centre for Asia (CEMCA); first prize in FIB Video Contest 2018, Dr. BR Ambedkar Madhyama Puraskaram and special Jury award, adjudgment by UNICEF as one of the best 10 community radio stations in India, special citation at TB Tales Short Film Fest, recognition by Reserve Bank of India. In a media textbook for higher secondary students of Kerala, Radio Mattoli is discussed in detail and portrayed as model community radio. Besides these, it has become avenue for plenty of industrial visits, study tours, internships, and researchers including PhD students.

**Message:** Community radio must primarily focus on serving and protecting the community's interests. It has always been our main aim.

# A bridge between community and government

## About the CRS

**Name:** Janadhwani 90.8 Community Radio

**Frequency:** 90.8MHz

**Establishment date:** February 24, 2012

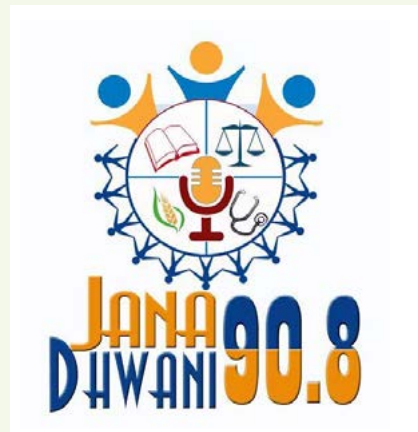
**Total hours of transmission in a day:** 14 hours

**Coverage area:** Covers 256 villages and 2.5 lack population within 35 km radius.

**Address:** Janadhwani Community Radio Station, Viveka School of Excellence, (a unit of Swami Vivekananda Youth Movement), Hanchipura Road, Saraguru, Saraguru (HD Kote) Taluk, Mysuru district, Karnataka.

**Name of the promoter organisation:** Swami Vivekananda Youth Movement (SVYM)

**Name and contact details of the Chief Executive:** Dr. Kumar G.S., Swami Vivekananda Youth Movement, Hanchipura Road, Saraguru, Saraguru (HD Kote) Taluk, Mysuru district, Karnataka. Phone: 9686929615, 9686666300, 9945360830. Email: ceo@svym.org.in



**Innovative programme:** Sethuvae (bridge between community and government)

**Duration:** One hour

Transmission schedule and time: Every Wednesday between 2:30 pm and 3:30 pm. Repeat on Thursday between 10.01 am and 11.01 am and Friday between 6.57 pm and 7.57 pm.

About the programme: Sethuvae is one of the popular programmes of Janadhwani Community Radio (CR) and well appreciated by the listeners/ community as it provides extensive knowledge and information on many issues. It is a live phone-in programme broadcast every week once from 2:30 pm to 3:30 pm. Officials/ representatives from various government departments share relevant and important information about all the activities, benefits, schemes and projects being run by their departments. The popularity of the program has grown by leaps and bounds as the

community is immensely benefitted. Sethuvae is a good initiative and a bridge between the community and government.

**The need:** Community awareness on schemes, benefits and facilities offered by various government departments is poor due to lack of good communication and rapport between the officials and community resulting in not accessing the services effectively. Sethuvae has helped in better communication and accessibility of services offered by the government. Follow ups of the progress and analysis of the impacts of live phone-in programmes has increased the trust of the programme in the community.

**Connecting people:** Sethuvae initiative began about three years ago and so far about 140 officials from various departments have participated and provided their valuable opinions, inputs and oriented the listeners about all the facilities offered by their respective departments. Community participation to the programme has been increasing on a



regular basis as the initiative helped reduce communication gaps. Needs of the community are given utmost priority by providing precise and accurate information, which helps in improving their quality of lives. The community people participate by asking questions, sharing issues before and after live phone-in programme.

**Unique feature:** The Unique feature of the programme is the participation of government officials in live phone-in session and sharing about the progress made on the questions raised in the previous live phone-in session. Also, we conduct impact studies on each programme.

**Initial challenges:** The Janadhwani Radio has grown with the community over the period of six years and with each passing year, we have been able to understand the need for innovative community designed programmes, which have established a good connect with the masses. Transparency has been given importance. The credibility of the organisation and good rapport with all the stakeholders has ensured that we do not face any problem during transmission of the programmes.

**Harbinger of change:** Community identifies with the initiatives of Sethuvae and there is an instant connect with the programme as a wide range of issues gets discussed with a significant percentage of the population benefitting immensely from the programme. About 140 programmes have been conducted over a period of three years with participation by taluk, district and regional level officials representing various government departments.

People's problems like getting an Aadhar Card, ration cards, BPL cards, water and sanitation, electricity, revenue and infrastructure facilities have been solved due to the intervention of the initiative. The community has immense confidence in the initiatives of the Janadhwani radio. The community needs are addressed and given utmost priority, and also the problems that arise gets solutions from the interactions with the government officials. The follow up activity with the officials helps in monitoring the progress.

**What makes us different:** The Janadhwani radio made a humble beginning in 2012 with broadcasting of programmes for 30 minutes every day. Over the next six years, the radio has extended its service to the community and today broadcasts programmes for 14 hours a day. There are about 40 variety of programme ranging from health, education, rural and women empowerment, youth development, arts and culture, folklore and historical importance of the temples, literature and drama, and more Importantly tribal culture and development. The percentage of the youth listening to the Janadhwani radio is about 58 per cent. Sethuvae is one of the most popular programmes of Janadhwani Community Radio. It is well appreciated by the listener and government officials as the programme provides extensive knowledge and information on many issues. Different governmental departments use Janadhwani Community Radio as part of their IEC activities to provide information about various schemes and facilities offered by their respective departments.

**Message:** Planning and designing programmes that cater to the daily needs of the people and helps in improving the quality of lives of the people should be produced by community radio networks. Focus and attention should be given to ensure that these programmes gather the attention of the people in the community. The programmes should generate Interest, excitement and curiosity in the minds of the people, which will help the listener to get connected to the programme initiatives.



# A programme dedicated to farmers' causes

## About the CRS

**Name:** Green FM 90.4

**Frequency:** 90.4 MHz

**Establishment date:** 2010

**Total hours of transmission in a day:** 18 hours

**Coverage area:** 25 km radius

**Address:** Green FM 90.4, Near Ram Mandir, Shiv Pavillion Building, Sangli - 416416 (Maharashtra)

Phone: (0233) 2322012, Email: greenradio90.4@gmail.com

**Name of the promoter organisation:** Sahsneh Kala Krida and Sanskrutik Mandal

**Name and contact details of the Chief Executive:** Raju D Patil,  
Phone: (0233) 2322101/2322102



**Innovative programme:** Counselling to prevent Farmer Suicide

**Duration:** 30 minutes

Transmission schedule and time: 11.30 am to 12.30 pm, repeat on Sunday at 11.00 am to 12.00 noon

About the programme: Vinayak Hegana is a young man hailing from Sangli. The 24-year-old youth has been working along with his Shivar Foundation all over Maharashtra for counselling towards alleviating farmers' suicide. Farmers' success stories and interviews by Vinayak are the central ideas for Green FM's radio programme. The programme has also interviews of farmers so stressed that they contemplated committing suicide. Such farmers were given counselling.

The need: In the rural area of Sangli district, there are so many cases of suicide by farmers. Vinayak and his Shivar Foundation are playing very important role in this area. Along with counselling, he informs the farmers about government schemes for them. Green community radio station (CRS) is always with him for his success stories. Through Green CRS, he and his team can reach up to thousands of people or listener.

**Connecting people:** Farmer groups and

farmer leaders are directly attached with Shivar Foundation. The counselling programmes of Shivar Foundation are for poor farmers. Foundation and Green CRS are the platform where the farmers and government agencies can interact and help each other. Interviews of successful farmers along with interactive sessions encourage direct participation of people.







**Unique feature:** These areas of Maharashtra are drought prone with no guaranteed rainfall. So farmers cannot plan crop pattern while loan burden is another botheration for them. The programme is unique in the way that the Shivar Foundation has been working to ensure that farmers become self-dependent and self-reliant.

**Initial challenges:** It was difficult to search a farmer family under mental pressure, even contemplating suicide. It is not easy to take interviews of such farmers or their relatives.

**Harbinger of change:** Shivar Foundation's programme is the first one in the Sangli region to have shown an impact not only on the increasing demand for care for depression but

also on high reduction in suicidal behaviour. And the other most important impact of the foundation is that it helps the family of the suicide victim avail the government schemes. More and more people continue to join the awareness programmes about preventing farmers' suicide

**What makes us different:** Since 2010, Green CRS has increased broadcast duration from 2 hours to 17 hours. The programme 'Haritkranti' (green revolution) is at early morning in this programme. It includes success stories of farmers, direct interview at farms as well as in studio, weather Forecasting, expert guideline, and new innovations in farmers and farming. We recently started another programme 'Green Ki Bat', in which social activities by youngsters of Sangli city and nearby area are highlighted. The programme discusses about value addition to the agriculture, new crops and fruits, new technologies and marketing techniques.

**Message:** In last eight years, we clearly understood the aim of a community radio station. While evolving, we learned lessons and have been able to provide an effective platform to the community to highlight its problems and find solutions. We believe that is the objective of every community radio station.



# Catching up within a short span of time

## About the CRS

**Name:** Radio Gunjan

**Frequency:** 90.4 FM

**Establishment date:** April 22, 2018

**Total hours of transmission in a day:** 13 hours

**Coverage area:** 25 km radius

**Address:** Near Deogaon Panchayat Office, Chandipali, Bargarh - 768038, Email: radiogunjan90.4@gmail.com

**Name of the promoter organisation:** Intelligent Network of Social Progress Integrating Research and Education (INSPIRE)

Name and contact details of the Chief Executive: Nihar Ranjan Panda, Phone: 7008576354/8895150888



**Innovative programme:** Hello Bargarh, Khet Khala, Antaranga

**Duration:** Each of the three programmes is of 30 minutes duration

**Transmission schedule and time:** Each programme two times. Hello Bargarh at 11.00 am and repeat at 5.30 pm, Khet Khala at 12.00 noon and repeat at 6.30 pm, Antaranga at 2 pm and repeat at 8.30 pm.

**About the programme:** Hello Bargarh is basically a programme for creating awareness among the community and to discuss about the various local issues. In Khet Khala, we directly interact with the farmers who share their experience and problems. We also provide expert advice of various agriculture scientist and agriculture professionals to them. Antaranga is one of our highly appreciated programmes where we take interviews of eminent personalities in the locality - local heroes or youth who have huge influence over local people.

**The need:** As the entire economy of Bargarh district is dominated by farming. Programmes made for the farmers and by the farmers play a vital role in motivating people in farming community. Besides, the weavers of Bargarh also play a very important role in boosting the

local economy as the traditional hand woven Sambalpuri sarees and other clothes made by them are highly appreciated across India.

**Connecting people:** The resource persons of our programmes are basically farmers and weavers from the community, and also local people who are engaged with various social activities. Our programmes are designed by the people of the community with suggestions of the listeners of the radio. In the end of every month, we conduct a listeners club meeting and as per suggestion the appraisal is made and further activities are decided accordingly.

**Unique feature:** We broadcast the programmes mostly in the local Sambalpuri language, which is mostly spoken and understood by the people of this area. We make the awareness content with the local folk programme for farmers, which attracts them the most. The programmes are made by the community itself.

**Initial challenges:** Interruption of electricity supply is a major problem for the community radio station. Natural calamities like thunder and heavy rain damaged our entire system twice in 2018.

**Harbinger of change:** Bargarh, which comes under the Hirakud Dam command area, is called





the 'rice bowl' of Odisha. The entire economy of the district is based on agriculture. Our programme Khet Khala has a huge impact on local farmers as we provide them information on weather, pest management and expert advice from local agriculture department officers, agriculture scientists and professors from the Odisha University of Agriculture Technology. We also broadcast interactive session by conducting interviews of successful farmers, which has inspired other farmers in the community.

Bargarh is also famous for Sambalpuri Handloom. The famous weavers' cooperative of Odisha, Sambalpuri Bastralaya, is headquartered at Bargarh. Thousands of weavers of Bargarh have preserved the glorious tradition and culture of western parts of Odisha through their weaving. We conduct interviews of eminent weavers who have been awarded by the central and state governments. Interviews of such role models and features on the art of weaving of Sambalpuri clothes have created right kind of environment for the traditional art to flourish.

**What makes us different:** Radio Gunjan operating for the last 16 months in Sadar block of Bargarh is the only community radio in the

district. Within this short period, the community radio station has touched the lives of the local people. Its efforts have been highly appreciated by the local Akashvani Srota Sangha, which is the only registered listeners' association of Bargarh district having a huge numbers of members. People are also very happy listening to the programmes in their local dialects. One of our most appreciated programmes, Vande Mataram, in which we broadcast a narrative programme on great personalities of this soil who are no more but have a great impact over society. Khet Khala is highly appreciated by the farmers of the locality. Their participation in the programme itself shows its big success and impact in their lives. Antaranga in which the local heroes are interviewed is highly appreciated by the youth of the community. Besides, we also make programmes relating to health, environment, local issues, devotional songs, and education.

**Message:** Community radio is a tool for the voiceless people of society and offers them a platform to come up with their viewpoint. The programmes for community radio must be designed in very simple language which could be easily understood by the people in the community. Besides, the programmes of the community radio should always be interactive.

# Inspiring farmers to upgrade farming techniques

## About the CRS

**Name:** Namma Dhwani CR

**Frequency:** 90.4 MHz

**Establishment date:** August 16, 2008

**Total hours of transmission in a day:** Nine hours

**Coverage area:** 10 to 12 km radius

**Address:** No.166, Budikote village and post, Bangarpet Taluk, Kolar, Karnataka -563 147, Contact number: 08153-256999, 94499 20494, Email: nammadhwanicr90.4mhz@gmail.com, myradaksm@gmail.com

**Name of the promoter organisation:** Mysore Resettlement And Development Agency (MYRADA)

**Name and contact details of the Chief Executive:** Arvind G Risbud, IAS (Rtd.), Executive Director, MYRADA, Bengaluru. Phone: 080-25352028



**Innovative programme:** KrushiKushi

**Duration:** 15-20 mins

**Transmission schedule and time:** Three sessions: 7.00 am to 9.00 am, 12.00 noon to 2.00 pm and 5.00 pm to 9.00 pm

**About the programme:** In Krushi Kushi (happy agriculture), series of episodes were made on agriculture, especially on vegetable and financial linkages to self-help groups, and aired on Namma Dhwani Community Radio. The episodes basically showed features on successful farmers and expert advice on how to go for sustainable farming. Phone-in programmes were also organised for direct interaction with subject matter specialists.

**The need:** There is a need for adopting good agricultural practices and innovations in remote areas. There for eNamma Dhwani CRS took the initiatives to invite the officials from the agriculture department and broadcast the programme on various technologies, which can be adopted by farmers to get good a yield.

**Connecting people:** Namma Dhwani CRS regularly engages the farmers in producing the programmes, involving them in preparing case studies, helping them get technical support to enhance the productivity and reduce the cost of cultivation with the support of technical institutions like the Krishi Vigyan Kendra, agriculture department, and local agriculture university and horticulture college.

**Unique feature:** Since there is only one community radio station in the district, many farmers and specialists, scientists involve themselves in all stages of production of programmes.







**Initial challenges:** There were some technical problems during production, broadcasting and live programmes initially.

**Harbinger of change:** Farmers have become aware of agricultural technologies, water use efficiency measures, cropping systems and, hence, are able to get good crops and income. The programme became a hit among the local community. For instance, Sathyanarayana, a farmer staying in a Bommaganahalli village, 2 km away from the community radio station, is a regular listener of KrushiKushi. The programme inspired Sathyanarayana to become a successful farmer. He purchased an acre of land for Rs.1 lakh with the support of his mother who is a member of a local self-help group. He took a loan from the group and utilised a part of it to drill a bore well and grow vegetables on the land.

What makes us different: MYRADA, an NGO involved in rural development in Karnataka, Andhra Pradesh and Tamil Nadu since four decades promoted the Nammadhwani CRS, which was producing the legal awareness programmes in compact cassettes and playing it in cassette players in SHGs during early 2000. Later it started narrowcasting to two villages through cable connection after getting wireless operating license in August, 2008 and established the studio. Since then, it has been engaged in broadcasting the programmes to reach the unreached. There have been ups and downs in all aspects. However we have been able to manage the community radio station smoothly with the support of our parent organisation.

**Message:** Community radio is one of the best media to reach the unreached. All the functioning community radio stations should work towards reaching out to the needy people.

# Agriculture through open learning in urban areas

## About the CRS

**Name:** Community Radio Benziger

**Frequency:** 107.8 MHz

**Establishment date:** November 7, 2010

**Total hours of transmission in a day:** 17 hours and 30 minutes

**Coverage area:** 20 km radius

**Address:** Bishop Benziger Hospital, Beach Road, Kollam - 691 001

**Name of the promoter organisation:** Benziger Hospital Society

**Name and contact details of the Chief Executive:** Fr. Ferdinand Peter, Station Director  
Phone: 9744722299



**Innovative programme:** Haritha Jaalakam

**Duration:** Six months

**Transmission schedule and time:** Fresh episode on Monday at 8.30 am. Repeat on Wednesday at 5.15 pm

**About the programme:** Haritha Jaalakam is in fact an open learning course in agriculture and was meant for the urban population of Kollam. The open learning course was experimented through radio to promote vegetable cultivation in households. Agriculture department officers, experienced farmers and ordinary people participated in this flexible learning programme. Live phone-in programmes provided opportunity for clarification as well as for contributing new knowledge and skills. The programme was a big success.

**The need:** Kerala being a consumer state is forced to depend heavily on other sources for its food requirements, mainly vegetables. The high density of population in Kerala forced people to convert cultivation land into commercial centres and habitats. There has been a gradual realisation that indiscriminate uses of pesticides and artificial manure by the greedy farmers for quick results have been

causing health problems. Hence there is an urgent need to produce healthy and clean food locally.

**Connecting people:** Experienced farmers, agricultural officers and people aspiring to start household cultivation participated in the learning programme. Those who participated started cultivation of vegetables under the instruction of experts. Step by step instructions were given and the results were shared through social media and phone-in programmes. People had the opportunity to seek advices and get clarifications. Success stories were also shared.

**Unique feature:** The experiment of using radio for open learning is a novel venture. Modern radio provides opportunity for interaction more than any other medium. Therefore, the learners receive information free of cost in their households. As there are no requirements to comply with, people have the option to select and use information according to their needs.

**Initial challenges:** People sometimes miss the programmes when they are otherwise engaged. We overcame this hurdle by assuring recordings of the programmes.





**Harbinger of change:** The course targeted ordinary urban population who aspired to become small scale farmers in their limited yards around their homes or even on roof tops. In the final convocation of the farmers which was attended by a cabinet minister of the state, people showcased their projects and awards were presented to the successful cultivators. Community Radio Benziger won a state award for the best agricultural programme in 2018 for Haritha Jaalakam.

**What makes us different:** Established in 2010, CR Benziger was a hospital based community radio station. Initially, matters related to healthcare were the main focus of the CRS, but subsequently, it extended its involvement to a number of other developmental concerns including road safety, waste management, pollution control, women empowerment, skill development, agriculture, animal husbandry, education and fishermen. Many government

departments and agencies collaborate with CR Benziger.

CR Benziger is a volunteer-driven radio where more than 100 people from all walks of life produce programmes. Modern radio gives the opportunity to any person on the street to connect to the radio station through his/ her mobile phone. This opportunity has offered space for more than one lakh people to interact through the radio. On an average, 50 people call daily. The radio has received several recognitions including central and state Government awards, national IT festival awards and awards from the local administration.

The feedback that we receive, by way of letters and telephone calls, reveal a passionate intimacy and tender sense of belonging to the radio. The efforts of the various agents involved in the entire exercise were orchestrated into well defined systems in an instinctual manner. The process was like lighting a lamp which was waiting to be ignited by the slightest spark. Probably it was the collective aspiration of a community, which got ignited by the spark of a humble initiative.

**Message:** Success happens when an initiative is in response to the real needs of the people. In this instance, it was the aspiration of a silenced community that found a voice in Community Radio Benziger- the voice of the voiceless!



# Exclusively dedicated to farmers

## About the CRS

**Name:** Community Radio Station, Krishi Vigyan Kendra, Barh, Patna

**Frequency:** 91.2 FM

**Establishment date:** May 30, 2011

**Total hours of transmission in a day:** Three hours

**Coverage area:** 20 km radius

**Address:** Krishi Vigyan Kendra, Agwanpur, Barh, District: Patna, Bihar, PIN: 803214,  
Email: patnakvk@gmail.com

**Name of the promoter organisation:** Bihar Agricultural University, Sabour, Bhagalpur, Bihar

**Name and contact details of the Chief Executive:** Dr. Ravindra Kumar Sohane, Director  
Extension Education, Directorate of Extension, B.A.U., Sabour, Bhagalpur, Bihar  
Email: deebausabour@gmail.com



**Krishi Vigyan Kendra, Patna**

Post - Agwanpur, Block - Barh,  
District - Patna - 803 214 (Bihar) India

**Innovative programme:** Livelihood and Agriculture

**Duration:** Three hours

**Transmission schedule and time:** 10.30 am to 12.00 and 3.30 pm to 5.00 pm daily. Generally the schedule of the programme has been designed in two parts – first in forenoon and second in afternoon. Besides this, if there is a need, transmission in other times can also be arranged.

**About the programme:** Community Radio Station (CRS) Barh Patna transmits programmes on cultivation practices of field crops, horticultural crops, medicinal crop and allied sector to enhance the technical knowhow of the farming community. The programmes air the success stories of farmers who have done innovative work in the relevant field. The CRS also provides weather forecasting as well as market related information to help farmers for achieve better results. Programmes on health and sanitation are also being broadcast for their wellness. The CRS encourages people's participation in development and selection of programmes and their execution.

**The need:** As agriculture is the backbone of the Indian economy and a majority of the population depend on it. A majority of people staying within the CRS' circumferences are involved in agricultural activity. They need new innovations, practices and income generating activities. Livelihood and Agriculture of CRS Krishi Vigyan Kendra tries to solve all these problems of local people. The programme has been developed for the local people with their involvement and is based on the local need and resources availability.

**Connecting people:** People's engagement in the CRS is the core to the success of the programme. They identify the needs of the locals







and accordingly the preparation of programme is done with the help of the scientists at KVK. They discuss with their peer groups about the programme and its relevance, and execute it accordingly. The impact of the programmes transmitted by the CRS is clearly evident from the frequent calls it receives from the viewers.

**Unique feature:** Programme is unique in the sense that a majority of the programmes transmitted for the benefit of local people related to agriculture and allied activities. Sometimes, special focus is given on pulse cultivation as Tal area of this locality is famous for pulse production. It is famously called as the 'bowl of pulses'.

**Initial challenges:** Technical problem is the main barrier in the way of production and transmission of the programmes. Last year, there was a serious problem of rust in lentil crop. A majority of farmers were waiting for remedies but due to fault in machinery, it was delayed for two days. Besides, the CRS does not have any sponsoring agency to provide financial support.

**Harbinger of change:** The CRS has played a pivotal role in the all round development of farming community in its operational area. The programme is having positive impact as there is tremendous feedback received from the farmers, who demand repetition of the programme. Through the CRS, they are able

to know about the different programmes organised by the KVK for farmers, farm women, rural youth and others. They are able to get the messages regarding new activities, control measures of different diseases, insects and pests, metrological advices, how to combat natural calamities, and which crop to be selected during scanty rainfall.

What makes us different: The journey of CRS, KVK, Barh started from May 30, 2011. The CRS has been functioning without any interruptions since then. In these years, it has gained huge popularity among the farming community residing in 20 km radius. About seven blocks of Patna district are covered under the CRS. Besides this, some area of Vaisali and Samastipur districts are also covered by the CRS. Till date, 40 listeners group have been created and they are involved in all the activities of CRS from programme planning, execution to monitoring. Up to 2015, CRS was financially supported by ATMA Patna. The same year, B-tast Patna signed an MOU to broadcast their programme on health and sanitation through our CRS.

**Message:** CRS play an important role in disseminating information. More importance should be given to CRS but funding is major problem for many CRSs. It is necessary to arrange fund for the CRSs because they work during crisis time even when all other media fail to communicate.

# Making fisheries organic and sustainable

## About the CRS

**Name:** Palli Bangla FM Radio

**Frequency:** 91.2 MHz

**Establishment date:** November 17, 2016

**Total hours of transmission in a day:** 15 hours

**Coverage area:** Moyna, Pingla, Sabang, Nandakumar, Tamluk, Panskura

**Address:** Village: Harkulibhanderchak, PO/ PS: Moyna, District: Purba Medinipur, West Bengal, PIN: 721629, Contact: 9732565568, Email: pallibangla91.2@gmail.com, Website: www.pallibanglafmradio.com

**Name of the promoter organisation:** Moyna Ramkrishnayan Association

**Name and contact details of the Chief Executive:** Sasanka Maity, Phone: 9732565568



**Innovative programme:** Palli Krishi Katha

**Duration:** 50 minutes

**Transmission schedule and time:** Two times on a day every week: 9.00 am to 10.00 am and 4.00 pm to 5.00 pm

**About the programme:** We are encouraging and helping the local fish farmers in organic fresh water fish farming in a sustainable way in Palli Krishi Katha (village farming story). Many resource persons including the scientists from the Central Institute of Freshwater Aquaculture (CIFA) attend our programme and make the farmers aware about the importance of bio-farming for saving the environment. It is important for the health of the consumers who consume the product. It also saves cost and helps the farmers to make more profit. The farmers are provided with various new conception and ideas and technologies of modern bio-farming so that it can be more fruitful and profitable for us all. We have been

successful in encouraging them, and guide them in the way of future farming.

**The need:** The fresh water fish cultivation was very much affected by unlimited use of harmful chemicals for extra profit. The programme was meant to make the farmers aware about its ill-effects and the importance of bio-farming. And the programme has ushered in considerable change as many farmers have changed their farming practices for the better.

**Connecting people:** Most of the population in Moyna block and surrounding areas are engaged in fresh water fish farming. They are now very much interested in the programme as they have been greatly benefitted by it. Very often, some farmers take part in the programme and discuss their problems with the experts. Through this, all the local farmers are benefitted as the local issues of the farming are solved by the professionals and experts.





**Unique feature:** Palli Krishi Katha is the only programme that has changed the way of farming in the block. The sustainable fish farming method is now famous as 'Moyna Model' throughout the country. West Bengal Chief Minister Mamata Bandyopadhyay has declared the block as a 'Fishery Hub'.

**Initial challenges:** In the beginning, the farmers were against the programme as they were afraid of loss in their business. But we have been able to make them aware about the issues related to environment and health. Now they are supporting us wholeheartedly.

**Harbinger of change:** This programme has been able to change the face of fresh water aquaculture in the area. The farmers are now interested to follow the latest technologies and information for implementation in their farming. They are also aware about the issues related to environment and health. Now they have full trust in bio-farming. Not only the farmers, but also the members of their families are now aware about various issues of fish farming and its marketing. They are aware about the facilities provided by the central and state government. They are helped by specialists, the latest information and changes in the field.

**What makes us different:** The programme covers varied topics including disaster management, health awareness, educational and cultural

development, preventing superstition and social curses like child marriage. With the help of our community radio station (CRS), we have been able to form more than 40 groups with the local people like self-help groups, entrepreneurs' group, people with disability group, fish farmers' group, and micro and small industry groups. The members of the different groups discuss various issues with specialist and that helps the listeners a lot in different fields and matters. Various messages are also spread in the groups on different issues through our CRS.

The group share with the listeners various information about Govt. initiatives, Education, Health, Employment, Agriculture, Pisciculture, Business and other important and necessary issues. Our listeners group consists of more than two and a half lakh people from different part of the society. Apart from the residential listeners, a large part of daily commuters and others also listen to our programmes in local public transport, shops, markets and other places.

**Message:** Palli Bangla FM 91.2 aims at a better and developed community where people will live in peace and prosperity. We will ensure the basic rights of every people with awareness and information. Ensuring a better future and a better country with sustainable development is our goal.

# A campaign against child marriage

## About the CRS

**Name:** Dhimsa Community Radio

**Frequency:** 90.4MHz

**Establishment date:** April 4, 2012

**Total hours of transmission in a day:** 9 hours

**Coverage area:** A total of 60 villages of six gram panchayats under Koraput and Lamtaput block including Koraput Municipality.

**Address:** Dhimsa Community Radio Station, C/o South Orissa Voluntary Action (SOVA), Village: Chappar GP: Umuri, District: Koraput, Odisha

**Phone:** 06852-250590, 9437077718 / 9937663120, Email: sovacr@gmail.com

**Name of the promoter organisation:** South Orissa Voluntary Action (SOVA), Koraput

**Name and contact details of the Chief Executive:** Sanjit Patnayak, At: Rangabalikumbha Road, Koraput - 764020 (Odisha), Phone: 9437077718, Email: secretary@sovakoraput.org



**Innovative programme:** Young Champions Who Say No Child Marriage!

**Duration:** One hour

**Transmission schedule and time:** One week from November 20 to November 26 from 9.00 am to 10.00 am.

**About the programme:** 'Young Champions Who Say No Child Marriage!' is for the young champions who have been campaigning against child marriage. It is a platform where the youth had an opportunity to discuss key issues and present them. Also, the youths have been oriented, trained, exposed to different dimensions of community radio by the team of Radio Dhimsa. They have also been trained in preparation of script and development of broadcast schedule. The youth have recorded their voice at studio in local dialect (Desiya) about their own story and been involved in editing the programme to make it broadcast-ready.

The youth have handled the community radio station with key messaging around ending child marriage for about three hours on the World Children Day.

**The need:** In Koraput district there still exists the practice of marriage before age and eloping with children below marriageable age. And to stop a child marriage in a community with patriarchal social norms is not that easy. Sometimes the entire village stands against anyone trying to stop a child marriage. Even if after the intervention of police, the parents hide the girl to get her married secretly. Hence it is urgent to bring awareness in the community on the illegal and unhealthy practice of marriage before age. The programme, Say No to Child Marriage! plays an important role in sensitising the community against child marriage.

**Connecting people:** Mostly the young children of the operational village area actively





participated during the field recording process. Especially girl children shared their opinion on child marriage. They gave many examples of their friends who got married before age and have been suffering in term of health, nutrition and exclusion from education. Adults participated in the narrowcast programme and gave their valuable suggestions. Panchayati raj institution members came to the studio to talk about child marriage and committed to passing a rule to register every marriage at gram panchayat office.

**Unique feature:** Because of this programme, now in the gram panchayats like Umuri, Lankaput and Deoghati, people started maintaining marriage register at panchayat level to track the marriage record. And phone calls to the Childline 1098 at Koraput has increased to inform about pre-detection of marriage cases before age.

**Harbinger of change:** Today young children are feeling happy and thankful to Radio Dhimsa for the opportunity they get to share their own story at the community radio platform. Mostly young children get attracted towards this programme. The programme was successful in motivating children by sharing examples of those who have married before age and suffering today. It started formation of Balaka Balika sangha (boy and girl association) at village levels involving youths of other nearby villages where Radio Dhimsa was unable to reach. Regular discussions as regards to stopping early marriage are going on. Phone calls from young children have increased at Childline 1098. In the current year, 26 minor girls, who were rescued or got motivate, are now appearing for Class 10 examination without discontinuing



their study. Likewise, so many girl children were depressed in their life. But after listening to the programme once again they got hope and now continuing with their higher studies studying in Class 7 and Class 9.

**What makes us different:** Radio Dhimsa is facilitating at gram sabha and other public meetings to raise the voices of community to resolve some of their key issues like road construction, health and hygiene and sanitation. In 2012, during a meeting of the gram sabha in Dumuriguda villagers, Radio Dhimsa played as a bridge to solve the issue of road construction and the village received around Rs.35 lakh from the notified area council and panchayat for it.

Radio Dhimsa has started recording the voices of community in the narrowcast feedback session, which is later incorporated in the programs. It maintains the freshness of the programme. We have found the acceptance level of community towards equal opportunity for women growing and the community is now more conscious and vibrant.

One of the best learning is that people are developing the skill to present their issues before radio media, which earlier was lacking.

**Message:** A passionate message of a young girl sums up Radio Dhimsa work: "Today I am 17 years old girl studying in Plus 2 second year and I hope to continue with my higher studies. Today with my likeminded friends, I have formed a Balaka and Balika sangha in our village involving youths of other nearby villages. We regularly discuss about strategies to stop child marriage and identify cases to inform to Childline 1098. We want to bring awareness in the community by sharing our own story of success through community radio."



# Initiating dialogue around gender issues

## About the CRS

**Name:** Alfaz-e-Mewat

**Frequency:** FM 107.8

**Establishment date:** February 2012

**Total hours of transmission in a day:** 13 hours

**Coverage area:** Over 225 villages

**Address:** Village Ghaghas, Block Nagina, District Nuh (Haryana);

Phone: 9813164542; 9810529324

Email: alfazemewat@gmail.com, poojamurada@smsfoundation.org

**Name of the promoter organisation:** S M Sehgal Foundation

**Name and contact details of the Chief Executive:** Ajay Kumar Pandey

Email: a.pandey@smsfoundation.org



**Innovative programme:** Kuch Tum Kaho Kuch Hum Kahen

**Duration:** 15-20 minutes

**Transmission schedule and time:** The programme is aired twice a week – at 7.05 pm on Thursday with live phone-in and repeat at 8.35 pm on Sunday.

**About the programme:** The series aimed at giving space to and initiating a dialogue around gender issues. It used local knowledge to break barriers and question the age-old patriarchal norms. Since emphasis was laid on including voices of the excluded, especially women from poorest of the poor households when we looked at gender and caste, it gave them confidence that their opinion matters. All along, the team tried to portray women not just as victims but also as solution providers positioning them as an important part of the community.

**The need:** The local importance of the subject draws from the fact that adolescence is an age where physical, emotional, and psychological changes occur frequently. Youth are confused having many unanswered questions, and thoughts about sexuality and gender, as

conversations around these topics are only incident-based. The series thus tried to uncover the questions and myths that surround the youth in adolescence by giving a platform to those voices and initiate conversations around these topics.

**Connecting people:** Alfaz-e-Mewat did two continuous series of programmes under Kuch Tum Kaho Kuch Hum Kahen exploring various adolescent issues. The first series focused on the emotional health of adolescents and the second one plunged a bit deeper, discussing eve-teasing, bullying and other such



mischievous acts falling under the purview of sexual harassment. After being aired, the first series was widely appreciated and demand from the community made us think about the second series.

Listeners joined in through phone calls, Focused Group Discussions, narrowcasting of the programme. Many progressive views came forward and there were debates over radio on different point of views. The series succeeded in creating a platform for dialogue. Radio programmes brought these conversations into the public domain and encouraged families to have these types of conversations in their homes. The new awareness led to well-informed and meaningful decisions.

**Unique feature:** The project was unique because of its expanded reach using the mobile technology. In addition to the broadcast of radio series having episodes of 10 minutes' duration, we prepared smaller capsules of four minutes' duration for an IVRS-based gender-based national toll free helpline, which brought listeners from different parts of the country to get information. People listened to the programme episodes for over 600 hours through helpline.

**Initial challenges:** Problems faced during production were to build a level of trust with the adolescents so as to encourage them to open up and share their issues. It took lot of time and effort to build the trust but once that was done, it was easy. We kept the identity of the persons anonymous and narrated their stories in our own voices, sharing at the end that the story was based on a true experience.

**Harbinger of change:** Operating in an area with low development indices, especially the low literacy rate, as well as within a strong patriarchal culture, the impact we believe lies in developing an orientation of the team and the community on gender issues through the series. The data from the IVRS helpline relating to 11 episodes of our second radio series showed that the programmes were heard for almost 600 hours in last one year. There were 19,252 calls from 7,776 callers.



**What makes us different:** Community radio Alfaz-e-Mewat (rural voice of Mewat) FM 107.8 started in 2012 to provide a media platform for local community voices in Mewat district (now Nuh), Haryana. Since the most essential participants in grassroots development work are local voices, the station broadcasts in the local language in an accessible format so that listeners can learn about, discuss, and debate important local issues.

Alfaz-e-Mewat broadcasts 13 hours a day and seven days a week and reaches to over 225 villages. Calls received by the station demonstrate that listeners are more aware of entitlements and good practices in water conservation, sanitation, health, education, and agriculture. The station has received thousands of calls from listeners, nearly 20 percent of them from women. This number is growing!

The station has partnered with Government of India ministries and departments such as Agriculture, Panchayati Raj, National Rural Livelihoods Mission and National Skills Development Corporation, with state level departments of education and health, and various multilateral agencies and non-government organisations.

Alfaz-e-Mewat was the winner of the Manthan Award in community broadcasting category in 2015 and has been acknowledged at the state and district level for its efforts.

**Message:** As a community radio station, we are here to share and learn from fellow stations. We believe in the power of this local medium and can together do much more to build awareness for effective governance and provide a platform for the many voices that do not have any other platform for themselves.



# Focusing on girls' education and anti-child marriage drive

## About the CRS

**Name:** Radio Jagriti

**Frequency:** 90.4 FM

**Establishment date:** January 26, 2016

**Total hours of transmission in a day:** 11 hours

**Coverage area:** 15 km

**Address:** Village : Dabri, PS: Birni, Dist- Giridih, Jharkhand  
Pin: 825324,

**Phone:** 9472720772, 9123105488, Email: radiojagriti@gmail.com, njymindia@gmail.com

**Name of the promoter organisation:** Nav Jagriti Yuva Mandal

**Name and contact details of the Chief Executive:** Rajesh Prasad Verma  
Phone: 9939121576, 9123105488, 9472720772



**Innovative programme:** Bachpan Express

**Duration:** 30 minute

**Transmission schedule and time:** A total 23 programmes broadcast on Sunday from 10.00 am to 10.30 am and 9.00 pm to 9.00 pm. Repeat on Thursday from 10.00 am to 10.30 am and 9.00 pm to 9.30 pm.

**About the programme:** Bachpan Express was launched on Radio Jagriti in collaboration with UNICEF and CRA to promote child marriage prevention and girl education. The aim of the programme was to go to the village, meet people and create awareness about the importance of realising the dreams of those girls – their education and careers. The programme was formatted as an interaction between the community on the issue of girls' education and prevention of child marriage. The programme was broadcast in the local language.

**The need:** Most of the girls in the community got married after studying Class 9 or Class 10 due to parental pressure, which broke their dream of studying further and a good career. There was a need for a programme to make

the girls and parents understand the value of education and girls' personality development.

**Connecting people:** Many parents used to marry off their girls because they felt that it was a family burden to be relieved early. Child marriage was a wrong practice stemmed out of ignorance. After the programme started, the myths, confusion and ignorance started getting





cleared gradually. Parents understood that early marriage of girl child was not only illegal but also injurious to her health. Now things are changing for the better with the parents allowing the girls to study further.

**Unique feature:** The programme mostly highlighted how early marriage leads to several serious health complications. Interactions were organised in villages by the community radio team to convince people about the well documented ill-effects of child marriage, which include malnutrition, several diseases, and even death.

**Initial challenges:** Initially people were skeptical about our message against child marriage, which used to be a traditional practice. But sustained campaigns made them understand about its ill-effects.

**Harbinger of change:** The programme team met several girls dropped out from the schools. The parents were made to understand that if the girls remained illiterate they would be deprived of several government facilities. After the interactions, 45 girls were readmitted to the

schools. Now the girls are in Class 10. Today some of the girls are active participants in the programmes aired by the community radio station.

**What makes us different:** In the last two years, our programmes have helped the community understand the importance of girls' education and ill-effects of child marriage better. We are happy that 45 girls who had dropped out have gone back to school and girl students have shown their steely resolve to study further. Parents are increasingly allowing the girls to study. As a community radio station, we are relatively new and have our own financial constraints. But we hope to come up with more programmes to address to the community's needs and aspirations.

**Message:** Community radio has a direct contact with the community. We believe it can be the best medium to address local issues and problems and guide the community in the right direction with its inspiring contents. A strong network of community radio stations can have a greater impact over the country than any other medium.

# Finding solutions to women issues

## About the CRSs

**Name:** Yeralavani

**Frequency:** 91.2 MHz

**Establishment date:** August 31, 2011

**Total hours of transmission in a day:** 11 hours and 30 minutes

**Coverage area :** Jalihal block, Jath Taluka area of Sangli district of Maharashtra

**Address:** Yerala Bhavan, Sangli-Miraj Road, Near Tata Petrol Pump, Vishrambag, Sangli, Maharashtra. PIN - 416416,  
Email: yeralaproject@gmail.com, Phone: 0233-2671318

**Name of the promoter organisation:** Yerala Projects Society, Sangli

**Name and contact details of the Chief Executive:** Narayan Deshpande, Phone: 9423035952



**Innovative programme:** Mazi Kahani (my story)

**Duration:** 30 minutes

**Transmission schedule and time:** The fresh show is aired from 9.30 am to 10.00 am. Later it is repeated twice during the week.

**About the programme:** When we arranged community meetings to discuss about the problems faced by women, some of the women opened up with the personal and private issues relating to their health, child health, girl child education and family matters. The women expected some solutions from our community radio station (CRS). From there the idea of the special radio programme of Mazi Kahani came up. Through the programme, we tried to offer solutions to the problems to the women. We produced the fictionalised show based on real stories of the community.

**The need:** Basically the problems of the women relating to their health, children's health and education came up through community meetings. As the problems were very common the community and everyone could relate to it, the radio programme was the need of the hour.

**Connecting people:** We discussed the issues and problems more with the sufferers, who became the indirect participants and content providers for the fictional drama. In their place, the artistes from the community played their role in the drama. We enriched the show by including real community bytes and telephonic feedbacks about the topic.

**Unique feature:** In Mazi Kahani, the sufferer is our listener as well as data provider. So the feedback is very strong and emotional. Also, feedback provides new contents for the future episodes. After one of the episode of Mazi







Kahani titled “Who determines the sex in fetus” was aired, a couple came to know that it is the father who is responsible for the sex of the fetus. They said that simple realisation changed their life for better.

**Initial challenges:** Some of the women shared their problems with our radio team but did not want to reveal their identities. That was the main reason why we fictionalised the show.

**Harbinger of change:** A survey was conducted by Yeralavani CRS for the Department of Science and Technology of the central government for its project Science for Women Health and Nutrition. During the survey it was found that Sangita was pregnant for the third time. At that time, she had two daughters. After she delivered the third girl child, her husband decided to marry another woman in the hope of getting a son from her.

At that time the series ‘Who Determines Sex in Fetus’ was on. Sangita prepared herself to be strong and take care of three of her daughters. With the recommendation of Yeralavani she became an ASHA worker. In her house she listened to Yeralavani and also got involved in the radio programmes. Her husband too listened to the series and realised his mistakes. He decided not to get married again for the sake of a son.

**What makes us different:** In the last eight years, we have completed our mission of providing free information to the community living in the remote areas surrounding villages Jalihal



and providing a platform for self-expression. Our vision is empowerment and development of communities living in the project area. We started our transmission with two hours of programming daily. It has now expanded to 11.30 hours on people’s demand. The community we are working is geographically scattered. The area is remote and deprived of basic amenities. People living here have hardly any access to information. They have bad roadways and least means of public transport. We found that community radio is a better option as a communication tool to reach out to the people. The programmes are focused on agriculture and allied sectors and deal with day to day life of people and are guides to farmers, women and teachers.

The government welfare schemes, educational links and job opportunities are shared through the radio. Success stories of good practices in agriculture and other ventures are also aired through this platform. Our team also trains school students who actively participate in making the programmes. Yeralavani CRS is playing big role in bringing different vision and positive approach in people to handle drought conditions more efficiently. In this journey, we have won two national awards. We have worked for ATMA, Department of Science and Technology, REACH, Panchayati Raj Ministry, MANCH, UNESCO and ECI.

**Message:** When we communicate with our community, we come to know many problems, issues, which should really be taken up by the CRS for good results and solutions.

# Where women produce community radio shows

**Name:** Radio Luit

**Frequency:** 90.8 FM

**Establishment date:** March 1, 2011

**Total hours of transmission in a day:** 12 hours

**Coverage area:** 10-12 km radius

**Address:** 1st floor, GUIDOL building, Gauhati University

Gopinath Bardoloi Nagar, Jalukbari, Guwahati

District - Kamrup, Assam, PIN- 781014

Phone: +918811092674

Email: radioluit@gauhati.ac.in, radioluit@gmail.com

**Name of the promoter organisation:** Gauhati University

**Name and contact details of the Chief Executive:** Vice  
Chancellor, Gauhati University, Email\_ vc@gauhati.ac.in



**Innovative programme:** Baandhobi

**Duration:** 30 minutes

**Transmission schedule and time:** Every day at 9:45  
am, 12:00 noon and 5.10 pm

**About the programme:** There is a project on Science for Women's Health and Nutrition catalysed by National Council of Science and Technology Communication of the central government's Department of Science and Technology that Radio Luit named as 'Baandhobi'. Only community women were associated with this programme. They were script writers, recordist, narrator and all that we need for a radio production. A total of 365 episodes were produced and aired accordingly everyday on fresh mode. Issues like menstruation, pregnancy, sanitation, breastfeeding, ovary diseases, breast cancer and AIDS were covered in Baandhobi. Under Baandhobi, Radio Luit organised eight health camps at different parts in the community. Many ordinary women faces emerged with their talent and abilities through Baandhobi.

**The need:** Before starting the production of episodes for Baandhobi, a baseline survey was done including 700 samples through which we were able to know the women health issues of our community. Their daily health habits, source of drinking water and other issues like cleanliness, financial background, and numbers of family members were covered in the survey.

During the survey a capacity building workshop also initiated where 45 community women took part. Housewives, students, retired nurse were participants in the workshop.

**Connecting people:** Basically, 90 per cent participants in the programme were women.

Housewives had never imagined that they would become script writers, RJs or do recording and editing for radio but it happened with Baandhobi. They have gained confidence and also established their own identity in the community. And even after the completion of the project, they did not leave the radio and continued with their job with passion.

**Unique feature:** The novelty of the programme is the participation of women. Almost 90 per cent of the tasks were done by women in the programme. Housewives, retired women and girl students got involved in the programme with their creativity, innovation and enthusiasm. Secondly, listening to fresh episodes on women health issues thrice in a day is another uniqueness of this programme. Listening to their own stories every day made them emotionally involved with Baandhobi.

**Initial challenges:** There were no major problems. However, initially we were bothered by unavailability of experts like doctors in time. Besides, initially community women were not open about sharing their health issues like menstruation and pregnancy even with women interviewers. Transportation in rural areas was another problem.

**Harbinger of change:** It generated a group of community radio volunteers who are now capable of designing and producing radio programmes.

These community workers were unaware about radio programme production. But, the training and association with Baandhobi have made them radio activist of their community. They have clear concepts regarding issues of women health and nutrition.

The target audience of Baandhobi has a better understanding of health issues than before. In our interactive sessions, the community women talk

about how some misconceptions existed in their mind about issues like menstruations, anemia, diabetes and pregnancy and how interaction programmes with experts in Baandhobi cleared their misconceptions.

What makes us different: Radio Luit flagged off its journey formally on March 1, 2011. It serves for community development with the active participation of the community in various aspects - content management, programming and decision making of the radio station. Radio Luit has a policy of encouraging community participation in production process. Moreover, students can earn while learn radio production at their own station. Radio Luit creates content with the participation mostly of students and common people of its coverage area on various themes including education, health, environment, culture and community development as priority areas.

Radio Luitendeavours to provide a mechanism for facilitating students, teacher, non-teaching staff, their family members and members of the community hailing from the surrounding areas to tell their own diverse stories, to share experiences in a media rich world and to become active creators and contributors of media. The radio station covers an area of approximately 15 km of radius from the premise of GUIDOL where the studio is situated.

Bandhobi was launched in 2016. All 365 episodes of the programme are now available in [www.edaa.in](http://www.edaa.in). Other programmes since 2016, which have been uploaded in the website, are as follows:

Sarathi is an initiative taken by Assam State Disaster Management Authority (ASDMA) and Dr. Anamika Roy Memorial Trust (ARMT) with Radio Luit on the issue of disaster management and preparedness. Sarathi was a radio series of 10 episodes. All episodes were produced on magazine format with participation of community people and experts from ASDMA and faculty from Geological Science, GU. After doing Focus Group Discussion and in-depth interviews in the community, Radio Luit produced all episodes and broadcast it from September 1, 2017.

Jeevikais a skill development and livelihood initiative. In collaboration with Commonwealth Educational Media Centre for Asia (CEMCA) and ARMT, Radio Luit successfully produced 25 community learning programmes (CLPs) and 45 radio spots after a proper baseline study among 700 youth samples in the community. Its broadcasting started from October 15, 2017. Now, it is running in repeat mode.

TB Ko Jaaniyeis another programme for TB awareness. A Chennai based organisation, Resource Group for Education and Advocacy for Community

Health (REACH), made an agreement with Radio Luit to play audio TB capsules for 100 days in a campaign mode. Radio Luit started broadcasting TB Ko Janiye from March 24 (World TB Day), 2017. As per the agreement, Radio Luit organised street plays and two community meetings to promote TB awareness in the community. Experts from DOTS Centre of Assam Ayurvedic College participated in the community meets and delivered speech on various aspects of TB and importance about DOTS process.

Scholarship Alerts: So many scholarships announcements usually come out every year in our country by the government or some other organisations. But, due to lack of communication our youths do not get a chance to grab these scholarships. Buddy4study.com is a website, which works to promote these scholarships and to publicise it. So, after signing an agreement, Radio Luit started getting information from their team regularly and has been broadcasting Scholarship Alerts since March, 2017.

BBCshowed interest for a non-commercial partnership with community radio stations. So, from October last year we have added a slot for BBC programmes. It goes on air every day at 5:10 pm. These programmes are based on English learning, discovery, cultural frontlines and so on.

Radio Luit has always been trying to be dynamic. Without association of other organisations, Radio Luit launches some initiatives sometimes by itself.

Jeevan Daata Brikkha Bidhaata is one of them. This is a forestation campaign. People are coming forward and taking saplings from Radio Luit and taking care of them as human babies. Recently, over 100 trees have been planted in GU campus and other trees distributed in the community.

Presently, Radio Luit is doing community awareness on landslide risk mitigation in association with ASDMA.

Radio Luit also organises some community meets on financial awareness, eye donation awareness, blood donation camps, competitions among school children and film screenings.

**Message:** Every community radio has its challenges depending on its geographical area, rural-urban differences, natural calamities, financial issues, tribes and languages. However, innovation is the key to sustain a community radio for long and make it popular. Innovation, ownership and a feel of responsibility towards society will certainly lift a community radio up to its vision and objectives.



# Creating Space for Women

## About the CRS

**Name:** Radio Nagar 90.4 FM Awaj Tumcha

**Frequency:** 90.4 FM

**Establishment date:** 2010

**Total hours of transmission in a day:** 15 hours

**Coverage area:** 10 km radius

**Address:** Dr. Adkar Balkalyan Sankul, Lendkar Mala, Balikashram Road, Ahmednagar- 414001 Maharashtra  
Phone- +91-241-2321904 / 9011112590 / 9011112390, Email: radionagar@snehalaya.org

**Name of the promoter organisation:** Snehalaya

**Name and contact details of the Chief Executive:** Girish Kulkarni,  
Phone: +91-241-2321904 / 9011112590 / 9011112390



**Innovative programme:** Snehwarta

**Duration:** One hour daily

**Transmission schedule and time:** 1 pm to 2 pm

**About the programme:** Snehwarta is a programme, which involves women from the art, social, medical, professional and sports fields. It is a platform where they share their success stories and achievements. The programme helps other women to gain confidence and earn their respect in society.

**The need:** Women in this area are more supportive and have dreams to pursue. Only thing they need is good guidance, support and great platform for appreciation. Snehwarta is a perfect platform where women leaders of their respective fields inspire the community women to achieve their goals.

**Connecting people:** The programme invites women achievers from different sectors and gets them engaged with community women. This process has enhanced the confidence of the community women to chart out their independent courses. Snehalaya, the non-governmental organisation that





runs the community radio, is also organising several activities to make the contents of the programme better.

**Unique feature:** Snehwarta is very beneficial as it is open to all. Interviews of sex workers who helped flood affected people with money was widely appreciated. Besides, women eager to start new ventures get guidance from the show.

**Initial challenges:** Women who are more expressive in general felt little awkward in front of microphone. However, the shyness evaporated gradually.

**Harbinger of change:** This programme has created a wave of new opportunities for women, many of whom have charted their own independent course. For instance, Shubhangi

Bhandare, a daughter of Snehalaya orphanage, has emerged as an excellent sportsperson. Recently, she got an opportunity to serve India in the form of Homeless Football World Cup 2019 held in United Kingdom.

**What makes us different:** Radio Nagar 90.4 FM has become a landmark for every aspiring social worker and also artiste in Ahmednagar. It is continuing with its community radio goals and looking forward to increasing broadcasting of success stories.

**Message:** Good wishes to every community radio effort. We are very fortunate to have this provision to serve our nation in this important form. Communication is most important thing world will be seeking in future.



# A vehicle for success stories for last 11 years

## About the CRS

**Name:** Pasumai CR

**Frequency:** FM 90.4MHz

**Establishment date:** 10 April 2007

**Total hours of transmission in a day:** 17 hours

**Coverage area:** It has been operated in the blocks of Vendasandur, Reddiarchatram, Sanarpatty, Athur, and Dindigul in Tamil Nadu

**Address:** Sirumalai Palaiyur, Sirumalai, Dindigul. Phone 0451-2558387, Phone: 9486974747, E-mail: chairman@peacetrust.in, pasumaifm@hotmail.com

**Name of the promoter organisation:** Peace Trust, Dindigul, Tamil Nadu

**Name and contact details of the Chief Executive:** Ruba Balan, H2/30 RM Colony, Second Cross, Main Road, Dindigul, Tamil Nadu. Pin: 624 001, Phone: 09840207304



**Innovative programme:** IniyaThozhi

**Duration:** 30 minutes

**Transmission schedule and time:** Daily episode, from 1.30 pm to 02.00 pm

**About the programme:** Iniya Thozhi (good girl friend) has been successfully airing for the past 11 years. It covers the success stories of women by having a live interview with the personalities where they communicate with the women listeners. They tell about their struggles, challenges and achievements. This programme encourages the oppressed, abandoned, backward women to come up in their lives. It also identifies the women who are in the need of right support for in their careers to be given trainings like tailoring and computer skills. The programme has created many women poets, orators, entrepreneurs, skilled worker who have got their deserved respect in society.

**The need:** In Tamil Nadu, gender equality is worse and the women are considered as secondary sex. It is very essential for them to know their rights so that they clear all obstacles to march ahead with dignity. Sometimes their talents are hidden under superstitious believes in the confines of their homes. Educating a woman is like educating a society. They should work independently, which will make them stronger. Also, there are so many girl children

who are underprivileged and are unable to improve their hidden talents. This programme gives them an opportunity to show their talents and also connects them with the experts in the particular field.

**Connecting people:** Famous women personalities are identified in the district and interviews are taken. The women who have achieved the success speak on how they have crossed the obstacles in their lives, which will motivate the other women listening to the programme. The programme is connecting the women personalities with the women listeners through live telephonic conversation. The young talents from the schools and other training institutes are given opportunity to exhibit their special talents like poetry writing, oratory, singing and so on. Such talents are welcomed from the women group also.

**Unique feature:** Pasumai Community Radio has 6.5 lakh listeners in Dindigul and neighbouring districts of Tiruppur, and Karur.

The listeners are mostly weavers, farmers, students, women workers, drivers and auto mechanics. Many of the workers are from the unorganised sector while some are from formal sectors like leather tanneries and spinning mills. It is estimated that at least 50 per cent of the listeners are women.





Pasumai Community Radio has effectively organised and performed three main significant functions at the grassroots level for environmental protection and social development. Firstly, it promotes the issues of environmental resources, agriculture, gender equality, education, trade and commerce, disaster, weather, natural calamities, poverty and social problems. Secondly, it enhances the capacities of local people to work together to tackle a range of environment and social problems, including solid waste management, climate change awareness and conservation of bio-diversity. Lastly, it contributes to nurturing of the creative talents of the community and providing a forum for a diversity of opinions and information.

**Initial challenges:** In the beginning, when Pasumai Community Radio team visited the community, the people were scared of talking to the team members. But regular efforts and visits made the community members comfortable and they became very supportive and regular listeners to the programmes. These initial hesitation has vanished over period of time and people engage themselves to find solutions to their problems through the radio.

**Harbinger of change:** Pasumai Community Radio is the first community radio station in Dindigul. Beginning with music and devotional songs, local music programmes are interwoven with other recreational programmes, as the listeners to the FM station are addicted to music. Short verbal presentations are given on child labour, consumer awareness, domestic and migrant labour. A good governance, guidance for employment, programmes on the latest developments in electronics, information technologies are broadcasted for youth and

college students.

Special programmes are offered for housewives on village festivals, recipes, beauty tips, house-keeping and house-building. Lessons on organic farming, health and hygiene, HIV/AIDS are presented as the environmental programmes to listeners. Reviews of recently published Tamil books, presentation of poems and short stories, traditions and heritage of Tamil Nadu are among popular programmes. Children's programmes like stories, songs, comedies, features and information covering notable local, provincial, state-level, national and international events are also regularly aired.

Telephone conversation ropes in 100 listeners a day. SMS received during presentations are cleverly done by young announcers who are students of various colleges in the coverage area. Apart from these regular programmes, 300 special programmes are aired over the radio during the first year of operation.

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

**What makes us different:** The programmes have changed the lives of many women and young girls. The continuous motivation makes them to come out from their clutches. Many women have given an open statement that this programme gives a 'sister feeling' to them. Four girls from the government schools were identified as good singers as their songs got reputation in IniyaThozhi and they had joined in singing and veena classes for free as they were from poor background. Many girls got skill trainings like computer and tailoring for free by connecting with institutions and now they have started to earn independently. This programme connects and makes every woman to participate. A group was formed under Parimala Devi, who became a known poet through this programme and also the first woman organ donor in Tamil Nadu, that attended public meetings at the district level and their speeches were recognised.

**Message:** Community radio is very useful in the sense that the commonest of the common individuals or sections of the community can avail of the benefit from it.

# For menstrual hygiene awareness and self-esteem

## About the CRS

**Name:** Venudhwani KLE Kanasu

**Frequency:** 90.4Mhz

**Establishment date:** May 1, 2015

**Total hours of transmission in a day:** 15 hours

**Coverage area:** 10-15 km radius

**Address:** 3RD Floor, KLE Academy of Higher Education and Research, JNMC Campus, Nehru Nagar, Belagavi-590010, Karnataka

Email: venudhwani@gmail.com ,

Website: www.klevenudhwanifm.org

**Name of the promoter organisation:** KLE Academy of Higher Education and Research

**Name and contact details of the Chief Executive:** DR. Vishwanath D. Patil, Registrar, KLE Academy of Higher Education and Research, Nehru Nagar, Belagavi-590010  
Phone: 0831-2472141 , 9844971345



**Innovative programme:** Women Empowerment

**Duration:** 30 minutes

**Transmission schedule and time:** Every Wednesday 1.30 pm to 2.00 pm

**About the programme:** As we all know, India is a country where the woman is forced to take care of her family but live in her home with many restrictions. Around 50 per cent of the population in India consists of women who are not empowered and are restricted by many social taboos. In such a situation, if we want to make our country a developed one, it is very necessary to empower women. It is necessary to educate them regarding menstrual hygiene among adolescent girls in rural areas. The programme targeted at rural adolescent girls in the age group of 10-19 years.

**The need:** The need of women empowerment arose because of the gender discrimination and male domination in the Indian society

since ancient time. They have been targeted for many types of violence and discriminatory practices by the male members in the family. The programme is meant to increase awareness among adolescent girls on menstrual hygiene. Besides, different self-employment training programme were also conducted to build self-esteem and empower girls for greater socialisation.

**Connecting people:** The programme was designed for women. Under the programme, self-help groups of young girls and women aged between 16 and 40 were created. It was a community-based outreach programme as a part of KLE Venudhwani community radio. It was conducted for village women and high school adolescent girls in the rural areas. Women actively participated and learnt whatever the training was provided by the resource persons. Especially, students actively participated in the programme, and Focused Group Discussions were conducted among selected respondents



to find out their awareness about hygienic practices during menstruation.

**Unique feature:** The uniqueness of the programme is providing skills that create employment for women and give them confidence to become self-employed and entrepreneurs. It is also aimed at improving the socio-economic status of the poor women in rural areas through creation of groups of women for income generating activities on a self-sustaining basis.

Women's were identified in local community villages, encouraged to create groups among them and given training on paper bag making, preparation of cake, fruit Jam and pickles by using locally available raw materials. They were also educated about the laws related to women's safety through awareness programmes. A programmes 'Life after Menopauses' was exclusively for middle aged women. Menstrual hygiene management (MHM) is a subject not known to a majority of rural women who do not discuss the matter with anyone including the daughters. Mostly, it is from the senior students or relatives living in urban areas that they get the first information regarding MHM. All programmes were also recorded and broadcast through our radio for the benefit of women listeners in large number.

**Initial challenges:** The health educators conducted MHM awareness programme in the schools. Often, they found that the students were not prepared to ask any questions due to shyness. However, a small group of students approach them and came out with their MHM problems and issues after the programme.

**Harbinger of change:** All the programmes were appreciated by the audience who requested for conducting more such programmes. They also promised to make changes in their lifestyle with the help of information and knowledge provided during the programmes. The women were happy and relieved to know that the trainers who trained for self-employment programmes also assisted them to sell their products in the market. The women were also happy to realise their own talent and capacity of hard work, which added to their self confidence.

As per the natural women tendency, they were hesitant initially to clear their doubts or give reviews but gradually opened up, expressing their views on MHM. At the end of 'Life after Menopauses' programme they got all their doubts cleared by the doctor.

**What makes us different:** Venudhwani is a people's radio station. It is by the people and for the people. Though launched by KLE, it gives an opportunity to all types of citizens and organisations to express their aspirations, pains and pleasures, achievements and problems. Venudhwani, 90.4 FM broadcasts programmes in Kannada, Marathi, Urdu, Hindi, English, Konkani or any other languages spoken by local people. Till now more than 3,500 hours of variety of programmes have been recorded in our studio. More than 4,000 people have visited the KLE Venudhwani community radio station and participated in the programmes. More than 600 health topics have been recorded and broadcast through the community radio station by our doctors and other health professionals. We have regularly organised awareness programmes on World Women's Day, International Labour Day, drug abuse, life and problems of weaver community, MHM and so on, and recorded them for broadcast.

**Message:** Community radio acts as a platform to highlight talents from local communities and give voice to the voiceless. All the community radio stations are struggling for its sustenance. Hence the associations must work towards the schemes, policy changes and advertisements through community radio stations.



# Benefits of scientific counselling on students' growth

## About the CRS

**Name:** Radio Cotton City

**Frequency:** 90.4 MHz

**Establishment date:** March 10, 2019

**Total hours of transmission in a day:** 18 hours

**Coverage area:** 20 km radius

**Address:** 1st Floor Media Center, Borkar Bhawan, Government Dairy Road, Shastri Nagar Akola, Maharashtra, Pin-444001

**Name of the promoter organisation:** Vidarbha Vikas Mahila Balkalyan Shikshan Sanstha, Akola (NGO), run by Akola College of Journalism and Mass Communication. Community radio promoter is Akola College of Journalism and Mass Communication

**Name and contact details of the Chief Executive:** Dr. Ganesh Borkar, 1st Floor Media Center, Borkar Bhawan, Government Dairy Road, Shastri Nagar, Akola  
Phone: 8329294235/9423852035, Email: ganeshborkarpr@gmail.com



**Innovative programme:** Radio Counselling Club (RCC)

**Duration:** 30 minutes

**Transmission schedule and time:** Twice a day: 8:00 am and 8:00 pm

**About the programme:** The objective of establishing Radio Counselling Club (RCC) at school/ college campus is to provide the benefits of scientific counselling to students, and to provide platform to student to express their views through radio, to establish communication and coordination between students, teachers and parents, relieving students from bad habits, and protect mental and physical health of students.

**The need:** A counsellor should be always there to offer advice to students at crucial turning points in their lives. Whether these counsellors work in elementary, middle, high schools or college levels, they ought to be there for students who are going through a difficult time or just need

advice and support. A few words from a helpful counsellor can profoundly impact a student's life by improving their outlook on school, family and the future. So counselling club will create RCC so that student can participate without any hesitation.

**Connecting people:** The programme has been an interesting platform for the engagement of student, parents, teachers and counsellors. While it has helped develop the overall personality of the students, the engagement has been beneficial to everybody involved.

**Unique feature:** The programme is unique in many ways as Radio Cotton City is the only community radio station in the country that works around the issues of students through counselling. As the students are the future of our nation, this is a little effort of Cotton City to provide counselling to students on all issues.

**Initial challenges:** The programme and the transmission went well and the programme did



not face any problem during the transmission.

**Harbinger of change:** The impact of the programme on students is extremely remarkable. Students, parents and teachers actively participated in counselling programme through meeting organised by RCC at school/ college level. The students got a chance to articulate their views freely. Radio Cotton City has achieved its objective of making the students aware about vital issues concerning them.

**What makes us different:** The journey of Radio 90.4 Cotton City since the date of its launch has been extremely beautiful as it has created several programmes related to society. It has

got excellent response from its listener. Radio 90.4 Cotton City will further continue to make innovative programmes for the benefit of society.

**Message:** Community radio plays a pivotal role for the masses. Each and every community radio station should try to make programmes related to counselling. It is not limited to solving problems facing common man. Community radio also provides a strong platform from where she/he can freely disseminate his ideas before community members. Thus, community radio becomes one of the important instruments to strengthen the freedom of speech and expression. We should make programmes that can connect students.

# Platform for positive NGO-community engagement

## About the CRS

**Name:** Vidyavani Community Radio

**Frequency:** 107.4 MHz

**Establishment date:** June 11, 2005

**Total hours of transmission in a day:** 14 hours from 7.00 am to 9.00 pm

**Coverage area:** 7-8 km radius

**Address:** 2nd Floor EMRC Building, Near Administrative Building, Savitribai Phule Pune University, Pune - 411007  
Phone: 020-25690789, 25690800, 25690801,  
Email: directorvidyavani@gmail.com, director\_vidyavani@unipune.ac.in

**Name of the promoter organisation:** Savitribai Phule Pune University, Pune

**Name and contact details of the Chief Executive:** Vice Chancellor Prof. (Dr.) Nitin R. Karmalkar, Anand Deshmukh, Director, Vidyavani Community Radio, Phone : 9657998734



**Innovative programme:** Radi-On-Go (Radio NGO) project

**Duration:** 20-25 minutes per programme

**Transmission schedule and time:** Programme scheduled was for three months from March 2017 to May 2017. Every NGO broadcasted one programme per week on specific day and time. The programme was repeated on same day at a particular time.

**About the programme:** Vidyavani Community Radio (CR) makes the platform of community radio available for NGOs for generating awareness on social issues through radio programmes. It initiated the Radi-On-Go (Radio-NGO) programme with the objective of spreading NGOs' works and awareness activities on various social issues concerning the communities. Vidyavani arranged the capacity building workshop for the interested NGOs about the radio programming. Community participation was the important criteria for all programmes. Five NGOs including Snehdeep

Jankayan Foundation (SJF), Urban Rural Management Empowerment & Establishment (URMEE), Foundation for Initiatives in Development and Education for All (IDEA), Tech Mahindra Foundation (TMF) and Akanksha took part in the community radio productions and those were broadcasted every week. SJF's programme focused on empowerment for widows, URMEE took a look at health and nutrition, IDEA held discussion with adolescent children about health, Akanksha mapped the community with MPH students and discussed health issues in and with the community, and TMF dealt with skill development and employment potential.

**The need:** NGOs are working on the local issues with the community for a long time. It was need to use them as mediators for the benefit of the community. On the other hand, there was also a need to offer the community a platform to present, discuss issues and share its experiences. As expected, interaction between the NGOs and community generated awareness about various vital issues.



**Connecting people:** Community participation in radio programmes was the main criteria for the NGOs to participate in this project. Field workers, volunteers, social workers, SMC members, beneficiary community, marginalised community, children, youngsters and citizens from different economic and social background actively participated in these programmes. The community people themselves developed the scripts and recorded for broadcast. Vidyavani CR only supported technically by recording, editing and broadcasting the programmes. The community has done all the programmes in their own interest and produced 60 radio programmes.

**Unique feature:** Five NGOs took up five critical issues in three months over 60 radio programmes covering 40 different subjects in which more than 250 people participated. All these were achieved only due to Radi-On-Go programme. We only trained them and technically supported for recording and broadcasting.

**Initial challenges:** NGO staff was not skilled in creating episodes hence the formats used were repeated many a times. More training was needed to design more creative episodes. The time required to record programme was more. Repeated subjects are presented by different participants due to less communication. Very few field recordings were done. It needs to improve in next phase. Only one live programme was done in the first series and it has to be increased next time.

**Harbinger of change:** The programme connected the community radio and NGOs to achieve the same goal of community development. It helped to work on the Sustainable Development Goals set by the United Nations, explore the community radio concept as people's own radio, even beyond



the broadcast range of the CR. Many of the issues were covered through those episodes and community participation considerably increased. The number of people visiting Vidyavani CR and participating in recording episodes increased by 65 per cent.

**What makes us different:** Vidyavani Community Radio has been operating for the last 12 years continuously. The broadcast time has increased from two hours to 14 hours. Previously Vidyavani's primary community were the university students and youth, but now the picture is reverse. Community outside the university campus participates more in the interactive programmes.

We have been recording outdoor programmes organised by community. We have recorded large number of lectures useful for society. We have edited them and then broadcasted it. Also we have recorded musical programmes, competitions, poetry programmes etc.

Vidyavani organised the first ever state level CR meet in 2012. The objective of this meet was to know each other, share the experiences and the problems. After that Vidyavani has been continuously organising state level CR meet every year with new objectives. It has resulted in creating a strong network of CR in Maharashtra. All these activities make us to commit 14 hours' broadcast daily. It is only due to the support from the community and the university.

**Message:** Everyone wants to speak and share, but they don't have their own media. Community radio can fill in this gap. The future of media is community media. Thus the other media outlets are also trying to get community participation in their programmes, but they have limitations. Community radio should focus on the participation. It will help to spread the basic concept of CR - development of community through participation.



# Education through social awareness

## About the CRS

**Name:** Radio Vishwas CRS

**Frequency:** 90.8 MHz

**Establishment date:** August 10, 2011

**Total hours of transmission in a day:** 24 hours

**Coverage area:** 15 km

**Address:** Radio Vishwas, Basement, Vishwas Bank, Vishwajyoti Apt., Behind Prakash Petrol Pump, Goving Nagar, Mumbai Naka, Nashik Maharashtra, Pin- 422 009

**Contact:** 0253-2472626/ 27, Email: [radiovishwas@gmail.com](mailto:radiovishwas@gmail.com), Website: [www.vishwasdynanprabodhini.com](http://www.vishwasdynanprabodhini.com)

**Name of the promoter organisation:** Vishwas DnyanPrabodhini & Research Institute, Nashik Pin-422 013

**Name and contact details of the Chief Executive:** Dr. Manoj Eknath Shimpi, Phone: 0253-2472626 / 27



**Innovative programme:** Janeev Samajiktech

**Duration:** One hour

Transmission schedule and time: Every Sunday from 2.00 pm to 3.00 pm

**About the programme:** Primary and secondary school education is at the centre of this community programme, Janeev Samajiktech (social awareness). This programme has been designed keeping in view the schools run by Nashik Municipal Corporation and other private educational institutions. We make efforts to increase the participation of the students from these schools.



**The need:** Education is as important a basic need as food, clothes and shelter. It is even comparable to man's third eye. Education to the most disadvantaged, poor, and downtrodden sections of society not only makes them aware, skilled and confident but also promises them a better future. Radio Vishwas has taken an initiative to work sensitively in this area through its programme.

**Connecting people:** So far, many schools have participated in the programme, which has helped several students understand their abilities and talents. The programme involved story-telling, poetry recitation and other innovative activities that helped generate confidence among them. Especially, the students from the poor, backward and disadvantaged background got an excellent platform to hone their skills and showcase their talent.

**Unique feature:** Janeev Samajiktech stressed on education of the most poor, disadvantaged and downtrodden sections of the society. It helped such students to become more confident about their abilities and display that on its platform.





**Initial challenges:** Convincing the most disadvantaged people in the community to get educated used to be difficult initially. But over a period of time trust and confidence between us increased and things became smooth.

**Harbinger of change:** The social awareness programme has proved crucial in making the school children express themselves and their hidden potential. Apart from the students from common schools, this programme has witnessed participation from the blind, the physically challenged children, and even the street children. It is no wonder that Radio Vishwas has become very popular among them.

**What makes us different:** Radio Vishwas gives people the opportunity to learn about education, sports, culture and traditions. Moreover, it grants people the chance to be heard: To read out their own poems, play music

and do other creative activities. Furthermore, it provides opportunity to the poor, backward and disadvantaged people to speak their mind, share their thoughts and problems. There are music and poetry sessions, which promote art and inspire people to be creative. Such shows give them strength to make real changes in life. One show is dedicated to women dealing with domestic violence. Radio Vishwas has succeeded in giving people the opportunity to express their problems, moments of joy, discuss their community life, entertain themselves, as well as exchange and increase their knowledge.

**Message:** Community Radio is very useful in the sense that the commonest of the individuals or sections of the society can benefit from it. The purpose of launching Radio Vishwas through Vishwas Prabodhini and Research Institute was to serve these sections.



# Campaigning for children's rights

## About the CRS

**Name:** Vagad Radio

**Frequency:** 90.8 FM

**Establishment date:** August 1, 2017

**Total hours of transmission in a day:** 13 hours

**Coverage area:** 295 villages under Talwada, Ghatol, Annadpuri, ChotiSarwan and Bagidora blocks in Banswara district of Rajasthan.

**Address:** Vaagdhara, Village and Post Office Kupda, District Banswara, Rajasthan - 327001,

**Phone:** 9460051234, Email: radio@vaagdhara.org, vaagdhara@gmail.com

**Name of the promoter organisation:** Vaagdhara

**Name and contact details of the Chief Executive:** Jayesh Joshi, Phone: 9414102643



**Innovative programme:** Saccha Bachapan

**Duration:** 30 minutes

**Transmission schedule and time:** Two time in a day from 7.00 to 7.30 am and 6.00 pm to 6.30 pm.

**About the programme:** Saccha Bachapan is all about educating people about the rights of children and issues faces by children in villages through the medium of radio station. The programme aims at building and educating the people of the villages regarding the issues like child labour, child marriage and child trafficking that have adverse effect on society. Through the community radio station (CRS) we are trying to increase the awareness level as well as trying to change the mentality of people. Key interventions by Vagad Radio include protection of children from all forms of exploitation, their healthy development through strengthening of government machinery and ensuring effective implementation of various children related schemes/ acts. Vagad Radio also helps to disseminate nutrition-related messages for children and mothers. To grab the audience's attention, we developed interactive radio programmes that featured local actors speaking the local language (Wagdi). Radio team also visited the community video dissemination

events and recorded participants' reaction to our videos, which were then broadcast during subsequent radio programmes.

**The need:** Since Vagad programme has focused on the issues of child rights we are trying to create awareness as well to change the mentality of the people through the community radio station. Also we are trying to solve the issues of child at the field level.

**Connecting people:** Vagad Radio 90.8 FM has four team members including one station manager and three programme developers. For further support, we have 20 village level volunteers who are supporting for developing programmes at village level within community. We have support from local experts and external consultants. Due to this, the interactive programmes receive a lot of feedback from the community and a lot of people come forward to record their reactions with their field team.

**Unique feature:** The programme is unique in many ways as Vagad Radio is one of the few CRSs in the country that work around the issues of child rights. The programme has been designed to bring together policy makers and rural communities on a single platform for making Banswara a child friendly district. This uniqueness helps in ensuring impact on the ground.



Initial challenges: Sometimes due to technical glitches in the transmitter the reach of radio programme falls down and the potential listenership rate decreases. Besides, the fluctuations in electricity leads to damage of equipments.

**Harbinger of change:** Given its diversity and expanse, one could well understand the problems that tribal, under-privileged, or cultures face in getting their voice heard. Vagad Radio Station has been able to create a good level of awareness on issue of child right, education and children's holistic development. Radio is main the source of media in villages. We have created awareness among the community and make them understand the importance of the policy rights of children. A village declared itself childlabour free after listening the programme in Radio Vagad.

**What makes us different:** Vaagdhara has implemented a number of development initiatives in the region under Radio Vagad. Depending on the need of the situation, it has played key role as activist to advocate for child rights, as facilitator in collaboration with the government for betterment of school education and has also implemented natural resource management programmes like sustainable integrated farming. It has learned from its experiences and used the learning in designing new and improved interventions. In 2008, the idea of applying for a CRS come to the organisation because the awareness level



of tribal community is relatively very less and Vaagdhara wants maximum awareness of the community on people's rights.

During our intervention, we identified gaps between the government and community. The community was very less aware about the children's rights. Besides, a majority of the population of Banswara district is dependent on agriculture. Most are marginalised farmers but they are not much aware about sustainable farming system and other tools of agriculture. Through CRS, we could reach the maximum people and make them aware about such things. The CRS covers the topics related to sustainable farming, ways to address the malnutrition in children and women, holistic education, protection and development of children in Vagad region, information on various schemes and programmes of the government.

The CRS gives a voice to the community in the backward Banswara district by disseminating programme in the local dialect Wagdi, respecting local culture, tradition and interests.

**Message:** CRSs should produce and broadcast programmes with active participation and engagement of the community. Programme should be issue based and village members of the community should be empowered and their engagement should be ensured. Active involvement of the community and young listeners of the community can bring drastic changes in the community and will help to reduce the incidence of child related issues.

# CRS contributing to cleanliness drive

## About the CRS

**Name:** Radio Noida Lok Manch

**Frequency:** 91.2 FM

**Establishment date:** August 9, 2014

**Total hours of transmission in a day:** Total Transmission 12 Hours in two shifts: 7.00 am to 1.00 pm and 3.00 pm to 9.00 pm.

**Coverage area:** 12 km radius

**Address:** Radio Station Address: TilpataKaranwas, Greater Noida, Uttar Pradesh  
Phone: 9818351240, Email: radionoidalokmanch@gmail.com

**Name of the promoter organisation:** Noida Lok Manch

**Name and contact details of the Chief Executive:** Mahesh Saxena  
Phone: 9818351240, Email: radionoidalokmanch@gmail.com



**Innovative programme:** Swachh Gaon Swasth Gaon

**Duration:** 30 minutes

**Transmission schedule and time:** Seven episodes were produced and broadcasted for three months twice daily at 8.30 am and 6.30 pm.

**About the programme:** Radio Noida Lok Manch was continuously playing audio spots of Swachh Bharat Abhiyan received from DAVP, but we did not see any significant effect. One day, a woman cleaning worker of the community radio station asked why the cleaning message was not having desired effect. This small question propelled us to start a specific programme, Swachh Gaon Swasth Gaon (clean village healthy village). The first community participant of the new programme was the same cleaning worker who inspired us to launch it. The participation of local people, schools and other institution made the contents very strong and the programme got popular in the community. The effect was clearly visible inside the house and in the streets of the village.

**The need:** When local people explain a topic in their own dialect and language, it makes

sense to the community easily and quickly. And the same thing happened in this subject also, people understood more about it and its effect was clearly visible on the ground.

**Connecting people:** As the programme started having an impact on people's life and lifestyle, the community's engagement with it grew gradually. Not only common people but also the schools and social organisations got involved with the programme and took up cleanliness drive in their localities.

**Unique feature:** The slogan "voice of the voiceless" seems to be the force behind this programme. Local voices affect local people more. That is why folk music is more important. It must have been the reason that people caught the message behind this programme very quickly.

**Initial challenges:** There was not much problem but getting someone to speak for the first time was not an easy task. Women's participation was challenging. But once the programme was aired, the community made everything possible.

**Harbinger of change:** The impact of Swachh Gaon Swasth Gaon was quite visible. Many





people joined the programme, which was being aired in the local language understood by all villagers. The people, school students and local NGOs extensively campaigned for cleanliness in the surrounding and it had the positive effect in the villages.

**What makes us different:** Community radio is an amazing medium to talk with and communicate to people. Villages around Greater Noida and their population is quite special. The people are either very poor or very rich. Apart from this, there are a lot of migrant labourers in this area who works in the constructions sites in Greater Noida. The community radio is the

easiest medium for them and they avidly listen to the programmes. Throughout our five years' journey, working with farmers and folk singers the region, spreading science and scientific temper among the masses, communicating health and hygiene issues to the community and making the community understand its legal rights have been a unique experience. All our programmes have covered these aspects.

**Message:** We may do experiments, but the success or failure of community radio is in the hands of the community itself. Popularity of community radio is assured if the contents of a programme touch people's heart.

# Interactive programme on protection of coastal areas

## About the CRS

**Name:** Kadalosai

**Frequency:** 90.4 MHz

**Establishment date:** August 15, 2016

**Total hours of transmission in a day:** 16 hours

**Coverage area:** 15 km radius

**Address:** Kadaosai FM 90.4, Nesakkarangal Charitable Trust, Railway Feeder Road, Pamban, Rameshwaram, Tamil Nadu. Pin: 623523, Phone: 04573-231610 / +919940959358. Email: nesakkarangalcharitabletrust@yahoo.com Website: www.kadalosai.fm, Facebook: http://kadalosai.fm

**Name of the promoter organisation:** Nesakkarangal Charitable Trust

**Name and contact details of the Chief Executive:** Armstrong Fernando  
Phone: 94449 06288 / 93848 99991



**Innovative programme:** Kadalosai Calling

**Duration:** Two hours

**Transmission schedule and time:** The programme Kadalosai Calling continue broadcasting since July 13, 2018 on daily basis from 10.00 am to 12.00 noon along with the weather update in the morning and evening considering the need of fisher folk.

**About the programme:** Kadalosai Calling is a live interactive radio programme that include information on weather condition, potential fishing zones, and schemes of Government.

**The need:** The show is very important in the context of local communities in the coastal area that is prone to cyclone. This programme has been found useful for the fisherfolk, youth and women in terms of helping with information & knowledge related to employment, competitive examinations, women's rights and social protection schemes.

**Connecting people:** Kadalosai Calling generally receives around 10 to 15 letters daily; people either drop their letters in the post box

in person or send by post. We also get around 15 calls daily exclusively for this show. We have a dedicated telephone line 04573-231810 for the listeners. During the show anyone can call the number and say his/ her view/wishes/and answers on sea related questions. We manually filter the calls off air and get the database. Every week or fortnight, we bring experts to answer the questions asked by listeners so that people get knowledge on raising awareness about the marine ecosystems and its fundamental importance to human survival. Experts from CMFRI, local fisherman association heads, disaster management team and Indian Coast Guard have participated in the show hosted by RJ Chathurmukhi.

**Unique feature:** This programme was purely for the local people and by the local people that provide schemes of government, update on power cut, potential fishing zones, tidal waves and velocity of gales that is vital for fisherfolk.

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



**Harbinger of change:** Initially people did not feel the importance of the social cause behind the show pattern, since they were so happy to share to their wishes and happiness as callers. Later as days passed, they could relate the content shared by the RJs as important for them. Schools recommended their students to listen to our CRS as we share a lot of general knowledge and eco-based information.

We approached a 50-year-old man near Pamban. We asked him if he was aware of smartphone usage and the app created for fishing by INCOIS. He had no idea about how to use one. We offered to teach the app. Surprisingly, he chose to know how to make profit through the guidance given on the phone. We researched and taught many about the usage of the app that suited their needs.

On the occasion of World Fishery Day, we asked over 300 listeners including men, women and children to take oath on keeping the sea clean in order to maintain the eco system - by not throwing plastic, oil and fishing wastage on to the sea.

We also had an inter school competition for students between Class 6 and Class 9 about creating awareness about toilet usage. The chief guest and judge from Central Marine Fisheries Research Institute also participated in the event in order to encourage the students. This activity had a good impact on people because open defecation declined in nearby local railway tracks and beaches.

**What makes us different:** Youngsters from fishing community work with Kadalosai as radio jockeys, sound engineers, script writer. Also, they support in social media marketing. Kadalosai focuses on the need of fishing community and supporting them in them

further in getting those fulfilled. We start with a programme, Vidiyal from 6 am by giving motivational quotes, weather reports and power cut information and followed by Thagaval Veechu between 8am to 10 am to share the important announcements like market prices of petrol, diesel, vegetable, and fish. In Kanmani between 12 noon and 2 pm, we cover health and wellbeing of women. We talk about historical value of our Rameshwaram Island in OorumPerum (3to 5 PM). TheneerNeram (teatime) with RJ Naga and Padmanathan shares general knowledge question and answers like a game show with listeners. Alaipayuthey is an exclusive programme where listeners share their experiences with the RJs.

Our Journey has been amazing in terms of serving people with information on disaster. During Cyclone Gaja we supported people with information related evacuation, rescue, medical aid, health camps, food support, rehabilitation packages by Government. Fisher folk tune to our FM over the sea as we work as an infotainment medium, which is helpful to them in knowing potential fishing zone and other information from the shore.

For past two years, our summer camp has been the most exciting and fun loving campaign since it involves a lot of children and fun activities, which help them learn English, art and craft, and know the importance of maintaining the eco system of the sea.

**Message:** Every community radio is unique and different from the other due to diverse nature of the location, culture, language and the community profile. Community radio is a movement, run and managed by local people and addresses issues relating to the community in the local language. However, there are some common factors for all community radio stations. They must create a diversity of voices and opinions on the air through its openness to participation from all sectors, encourage open dialogue and democratic process by providing an independent platform for interactive discussion about matters and decisions of importance to the community, and promote social change and development.



# Sensitising community on road safety

## About the CRS

**Name:** Radio Hirakhand

**Frequency:** 90.8 MHz

**Establishment date:** July 1, 2018

**Total hours of transmission in a day:** Nine hours (7.00 am-10.00 am, 12.00 noon-03.00 pm, 06.00 pm-09.00 pm)

**Coverage area:** Sambalpur city and nearby villages

**Address:** Sakhipara, Sambalpur-768001, Odisha, Phone: 0663-2548090, 7205430023 Email: radiohirakhand@gmail.com, Website: www.radiohirakhand.org

**Name of the promoter organisation:** Suprativa

**Name and contact details of the Chief Executive:** Bikash Mohapatra, Secretary, Suprativa, Fakirpada, Biribati, Cuttack-754100, Odisha, Phone: 0671-2445251, 9437195251



**Innovative programme:** Jete Rasta Sete Katha

**Duration:** 30 minutes

**Transmission schedule and time:** Every Sunday from 8.30 am to 09.00 am. Repeat broadcast from 1.00 pm to 1.30 pm and 7.00 pm to 7.30 pm.

**About the programme:** Jete Rasta Sete Katha (more the ways more the stories) highlights the cause and consequences of road accidents, traumatic condition of victims after road traffic crash, dos and don'ts on road and targets all categories of road users. The programme elevates public awareness on the magnitude and severe impact of road traffic crashes on families and society, the need for improved post-crash care and support for the bereaved and injured.

**The need:** Sambalpur is located at the junction of NH-6 and NH-42, which connect Kolkata and Cuttack respectively. We all hear about road mishaps every day in the news and are worried about the safety of local inhabitants. There is no surety if someone will reach his/ her destination safely. According to data released by the State Government, a total of 242 people have lost their lives and 651 been injured in 570 road accidents 2017 in Sambalpur. The main reasons

were speeding, drunken driving, non-use of seat belts and helmets, using mobile phone and non-adherence of traffic rules. Hence, there was a need to create public awareness about road safety issues and their possible solutions among the local community.

**Connecting people:** Road accident is not a problem that's going to be solved by the government alone. This is a problem that belongs to society and community effort is required for solving this problem. Through this programme, we targeted most vulnerable groups such as pedestrians, cyclists, motorcyclists, young drivers and older road users as our primary listeners and ensured their direct participation in its making and broadcasting. We encouraged them to participate as team-reporters, actors, musicians, singers and subject experts.

**Unique feature:** This is a very unique programme and we are using community radio station (CRS) as a medium of communication to reach people, educate them on many road safety issues and its possible solutions.

Our target group members are all road users residing in Sambalpur. Through this programme, we disseminate information relating to road safety and inculcate road



safety education and awareness in the mind of the target group members so that they follow safety practices as well as educate their families and friends to prevent road accidents.

**Initial challenges:** Due to low power (50 W) transmitter, the audio quality is very poor in some nearby villages where targeted audiences are being deprived of listening to most of our popular programme.

**Harbinger of change:** Since its beginning, people are engaged to share their views and opinions on the issue of road traffic injuries. The programme has provided updates on traffic snarls, road accidents, weather conditions and road diversions to the listeners. It has also promoted advocacy on specific road safety issues in influencing, informing and assisting decisions and policy formulations. As a result, the district police administration and regional transport authority have shown their keen interests to become the major stakeholders of this programme. Many leading organisations like International Road Federation (IRF), India Road Safety Campaign (IRSC), Indian Alliance of NGOs for Road Safety (IANRS) became technical partners helping us in content development.

We have found some attitudinal changes among the people. As a result of which the numbers of road incidents have reduced, and helmet and seatbelt use increased. Speeding of vehicles have also reduced while incidents of triple ridings on two-wheelers been controlled in Sambalpur.



**What makes us different:** The CRS is exclusively operated, owned and influenced by the communities they serve. Now, it airs programme on different thematic issues like agriculture, health and hygiene, women's empowerment, science popularisation, road safety, government schemes and programmes, and folk entertainment. It allows the community members to showcase their talent and gives an impetus to young and aspiring singers to find a space for their cultural expression.

Signature programmes of Radio Hirakhand are Chasa Basa, Jete Rashta Sete Katha, Jagruti, Echir Michir, Hirakhandara Hira and Sambalpur Halchal. Radio talk, interview, phone-in/ out, drama and documentary/ feature are different formats used by the radio station.

Our supporting partners are Institute on Management of Agriculture Extension, district administration, regional transport authority, National Service Scheme and Forum for Prevention of Road Accidents. The radio station is also associated with Community Radio Association (CRA) and Community Radio Association of Odisha (CRAO) as a member.

**Message:** The main objective of a CRS is to make the community members aware about issues and empower them through different types of radio programmes. The aim should be to get them involved in making those programmes. We ensure active participation of the targeted groups so that they make their issues audible to the society. People's interests and problems are our prime concern.

# Educating community disability issues

## About the CRS

**Name:** Hamara MSPICM Community Radio

**Frequency:** 90.4 FM

**Establishment date:** March 13, 2009

**Total hours of transmission in a day:** 12 hours

**Coverage area:** 15-20 km radius

**Address:** Hamara MSPICM Community Radio Solan 90.4 FM,  
C/o M.S. Panwar Institute of Communication and Management,  
Rajgarh Road, Shamti, Solan, Himachal Pradesh, Pin - 173212,  
PHone: 9218848838, Email: brijenderpanwar@gmail.com

**Name of the promoter organisation:** M.S.Panwar Institute of Communication and Management, Solan, Himachal Pradesh

**Name and contact details of the Chief Executive:** Dr B.S.Panwar, Director, M.S. Panwar Institute of Communication and Management, Rajgarh Road, Shamti, Solan (H.P),  
Phone- 9218848838, Email- brijenderpanwar@gmail.com



**Innovative programme:** Mud Mud Kee Naa Dhakh

**Duration:** 30 minutes

**Transmission schedule and time:** The programme is broadcast two times a day and five days per week from Monday Friday. First broadcast is between 11.00 am and 11.30 am and repeat broadcast from 5.00 pm and 5.30 pm.

**About the programme:** Mud Mud Kee Naa Dhakh is about the differently-abled people. It introduces and provides detailed information about different type of prevalent disabilities prevailing in society. The programmes are being broadcast in association with Mumbai based NGO Trinani, which works with the differently-abled people and has made a series of programmes on the themes based on different categories disabilities. Experts from their respective fields give information about the disability. It has helped in creating awareness about disability issues among the community members.

**The need:** The disability sector is an unrepresented and ignored area and we need

to create awareness about disability issues in the community members. Many people in the community have very poor opinion about the differently-abled people. They consider it as a curse on the individuals and the families having disabled people. We need to create awareness about these issues in the community. So, we engage our community members on the issues in disability sector.

**Connecting people:** The people in the community listen to this radio programmes with utmost interest and give due consideration to the issues involved. They get unique information about the issues concerning disability through these radio programmes. We invite experts to give additional information on issues, which are relevant locally. The radio reporters interview the differently-abled people in the community





and we showcase them as success stories. We get feedback from the community about the programmes and the listeners give a lot of useful suggestions.

**Unique feature:** The radio programmes on disability are unique because few people are familiar with the issues involved. Through its broadcast, the community radio is discharging an exemplary responsibility of informing and educating the community on the issues concerning disability. That way we are bringing the issues of unrepresented and unsung people in the public domain through our radio programmes in the community radio.

**Initial challenges:** The main problem we face is that we do not get many experts from the community. So, we have to contact and call experts from Shimla and Chandigarh. Besides, not much material used to be available on disability issues.

**Harbinger of change:** There is a far reaching impact of the radio programmes on disability amongst the community. People get to know about the issues concerning disabilities and we create awareness amongst them about different kinds of disabilities. They understand and empathise with the people who are differently-abled. These programmes help in creating the understanding amongst the members of the community to understand the problem in right perspective. It helps in changing the mindset of the people towards the different-abled people and the issues concerning them. The listeners give useful feedback and we receive good suggestions. The impact of the radio programmes was positive on the community. They got sensitised on issues concerning disability. Many myths, which the people had about the differently-abled people, were neutralised.

**What makes us different:** M.S. Panwar Institute of Communication and Management is a pioneer in setting up the first community school, community college and a community radio (CR) station in this part of the country.

The institute is the first one in Himachal Pradesh to start community radio station from its campus and plans to start community video soon with the help

of Drishti Foundation, an Ahmedabad based NGO. This would provide exposure to our students and broaden their perspective and horizon on social issues. The institute has started and accomplished grassroots media projects in the 15 isolated villages in Karol hills near Kandaghat in Solan in collaboration with One World South Asia, New Delhi during the year 2006-2007. The community reporters from the village and the students of the institute made radio programmes, aired on AIR, Shimla twice a week.

Hamara FM 90.4 MHz. has been running successfully for the past six months and has produced different educational, social, economic programmes in diverse fields. It has created awareness in the community and demonstrated on how the community participation and volunteer involvement can contribute to societal development.

The Science for Women's Health and Nutrition project envisaged for broadcast on Hamara 90.4FM would be another feather in the cap of the institute. This project would enable instant feedback on issues concerning women in general and about their health in particular. It will highlight issues relates to the health of women and child and offer ample scope for interaction and content improvement suited to audience preference and taste.

**Message:** The main role of community radio is to empower the community by empowering the underprivileged at the grassroots level by giving voice to the voiceless. The concept of community radio is portrayed as the medium of mass communication, which is for the people of the people and by the people. The majority of people have access to the community radio, especially in the rural areas. It has become useful tool in disseminating information because of its popularity and access to the common man. The farming is the main source of livelihood for the majority of rural population in India. The community Radio have the required potential to bridge the gap between the main source of knowledge and the end users in the farming community. At present, community radio is one of the cheapest and easiest tools of communication, which is accessible and received well by the farmers.

# Saving a traditional folk music form from extinction

## About the CRS

**Name:** Radio Charminar

**Frequency:** 107.8 FM

**Establishment date:** October 5, 2015

**Total hours of transmission in a day:** 15 Hrs.

**Coverage area:** Old City of Hyderabad within 5 km to 10 km from Charminar

**Address:** 23-1-495, Alijah Kotla Road, Bibi Bazar Cross Roads, Hyderabad-2, Phone: 040-24403573, Email: radiocharminar@gmail.com

**Name of the promoter organisation:** Ahle Bait Institute

**Name and contact details of the Chief Executive:** Zain Rahimtula, Email: zainrehmatullah@gmail.com



**Innovative programme:** Dholak Ke Geet

**Duration:** Two hours

**Transmission schedule and time:** Sunday 4 pm to 6 pm. Weekly once

**About the programme:** 'Dholak Ke Geet' is one of the oldest and popular forms of folk music in the Deccan (Telangana, parts of Maharashtra and parts of Karnataka). The folk music was once part of every celebration of these states. However Dholak Ke Geet has now become a dying folk art and is performed by very few artists in this state.

Radio Charminar 107.8 Mhz decided to promote this dying folk art and contacted a small group of women headed by Hafeeza Begum who are the last generation to perform this form of music. Initially a small experiment of recording the 'Dholak Ke Geet' for radio as well as social media has generated an overwhelming response.

'Dholak Ke Geet' is not just music; it reflects memories and experiences of every family of these states who connect their lives with these songs. Middle aged and older people started

liking these songs on radio and social media by reminiscing their childhood days, whereas youngsters found it more funny and unique to make it part of present celebrations.

All age groups started liking these songs and seeing the response, we had to continue these programmes on radio and social media (Facebook, YouTube), which has not only become popular across India but parts of the Gulf and western countries as well.

These women artistes are now celebrities in Hyderabad who get invitations to perform in several places in Telangana as well as the Gulf countries. Radio Charminar feels proud that this community radio has not just helped





in restoring this folk music, but also helped the marginalised women who have achieved financial sustainability.

**The need:** As 'Dholak Ke Geet', which narrates real experiences of people from Deccan, is a dying folk music with very few performers left, it was necessary to revive it for the present generation. Starting a programme on the folk music has not only helped radio gain popularity but also helped the women performers, who mainly belong to poorer sections of society, become financially secure and self reliant.

**Connecting people:** Women from AC Guards, Golconda and other parts of Hyderabad were part of the group performing the art. Their mesmerising performance has now made Hyderabadis fall in love for this forgotten folk music. People of Hyderabad have now made it a part of their wedding celebrations by calling these women to perform or by playing their recorded songs.

**Unique feature:** This is a programme about women artistes of a dying folk music genre.

**Initial challenges:** There was not much difficulty in finding the talented women and make them perform for radio.

**Harbinger of change:** The programme on the women musicians brought the performers of

the dying folk music to the forefront. The folk music is again in circulation and has become a part of every social celebration. The women artistes are busy touring different areas in the state and outside performing their music. The young generation has also started appreciating the traditional folk music, which has got a new lease of life.

**What makes us different:** Radio Charminar has several other interesting programmes.

In the programme, SamajiMasayel a panel of experts debates on social issues in a seminar hall, and the same is aired on radio.

HamariSehat is a weekly live phone-in health show where people can directly talk to a doctor about their problems.

Walk Against Child Sexual Abuse was one of the popular initiatives of Radio Charminar where IG-rank police officers, social activists and nearly 1,000 school children took part. The initiative started from the historic Charminar.

**Message:** Community radio plays an important role in making the people at the grassroots aware of their basic rights and responsibilities. It is an effective interactive platform for common people to articulate their opinion and suggestions. It is also a good platform for hunting talents at the grassroots.



# Facilitating Access to Health Care Services and Nutrition

## About the CRS

**Name:** RADIO KOTAGIRI

**Frequency:** 90.4

**Establishment date:** 13 FEBURARY 2013

**Total hours of transmission in a day:** 12 hours

**Coverage area:** 15 km radius

**Address:** RADIO KOTAGIRI, KEYSTONE CENTRE, PB-35, ROVES HILL ROAD, KOTAGIRI, Tamilnadu- 643217, The NILIGIRIS.

Phone - +91 4266 271977, Email - radio@keystone-foundation.org

**Name of the promoter organisation:** KEYSTONE FOUNDATION

**Name and contact details of the Chief Executive:** Pratim Ray, Phone- +91 9442629877, Email- pratim@keystone-foundation.org



**Innovative programme:** Addressing the health and nutrition issue of women and children

**Duration:** 15 Minutes

**Transmission schedule and time:**

Arindhukolvom -everyday at 7.30 am

About the programme:

The focus of the community radio programme Arinthukolvom was on crating awareness on the importance of health and nutrition. The local people were informed about different types of diseases, causes, precautionary actions and treatment. The programme shared information pertaining to care during pregnancy, health care of baby, traditional knowledges and practices on health, nutrition value of food, impact of malnutrition, and hygienic practices. The programme delivered the message through interview, debate, experts talk and Pattimandaram etc.

**The need:**

In Nilgiri people are mostly work in tea estates, tea factories and agriculture filed. They did not have a proper nutritional intake and information on health and nutrition. The health and

nutrition of mother and baby was neglected due to lack of awareness, this programmed supported people with information on how to have maintain nutrition in food and take care of health specifically of the women during pregnancy and after delivery. Also, this programme focused on the need of the care of baby after delivery.

**Connecting people:**

The local communities were involved in the programme in terms of sharing their issues, needs and listening to the programme and sharing feedback and experience. Some of the people were involved directly through participating in the programme at studio.

**Unique feature:** The programme addressed the issues of women and children related to health, nutrition, care during pregnancy and after delivery and health care of baby.

**Initial challenges:** The initial challenge that the community radio addressed successfully was the heavy wind and noise in the field during recording of the programme. The issue was addressed through devising effective mechanism of recording and editing.



**Harbinger of change:** This programme increased the level of awareness of the local communities of health and nutrition. As a result of this programme people brought change in their food intake, adopted health seeking behaviour and accessed the existing health care services. Many people in their backyard grew kitchen garden and women went for institutional delivery.

**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 through 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 to broadcasting to day to day running of the Radio Station. A set of trained indigenous people (barefoot journalists) who are playing a key/central role in the success of our Community Radio Station. A set of tribal youth who are barefoot journalists for the Seemai Sudhi newspaper worked for generating content of the community radio, producing audio clips, disseminating information from the hubs, updating the databases, accessing online sources of information. The content that aired is focused on filling up information gaps in key areas to address the issues of the communities. Thus, it directly contributed to improving the capacity of the communities towards addressing the issues of their own. The radio programmes attempted 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. The radio programmes delivered in local dialects and reached the diversified audience. Since mobile phones are very common in the area, dial in queries or feedback could be easily obtained from audience. The CRS has a limited range (15 km maximum) around Kotagiri. Therefore, to reach out to communities that are outside this range, narrow casting of the CRS programmes was done. In areas out of reach of the CRS, the programme was narrow casted through a volunteer network that locally play the programmes in their neighbourhood. The community radio has implemented a lot of projects such as FREEDEM, Panchayath Raj, TB Awareness and DST project - Science for Women's Health and Nutrition. Our signature programme included Namma Vivasayam (Agriculture), traditional medicine, Arinthu Kolvom (Knowing about Health, Environment, Village, People and Culture) and environmental awareness

**Message:** The community radio programme addressed the specific vulnerabilities and need of the women and children related to nutrition and care. The programme brought impact in the life of people through improving their level of awareness, food intake and health seeking behaviour. It helped women in accessing the institutional care and service for safe delivery and better care of baby. Addressing the prioritized need of the most marginalized is vital in devising any programme that aim at empowering local communities.

# Amplifying Voice of the Most Marginalised

## About the Community Radio Station

**Name of CR:** RADIO SARANG

**Frequency:** 107.8 FM

**Establishment Date:** September 23, 2019

**Total hours of transmission in a day:** 16 hours

**Coverage Area:** 20 kms in Mangalore and Udupi districts

**Address :** Radio Sarang, St Aloysius College (Autonomous)  
Kodialbail, PB 720, Mangalore, Karnataka, Pin - 575003

**Name of the promoter Organisation:** Mangalore Jesuit Educational Society, St Aloysius College (Autonomous)

**Chief Executive of the promoter Organisation:** Fr Dionysius Vaz SJ (Vice President of Society)  
Dr Melwyn Pinto SJ (Director, Radio Sarang)

**Phone:** 0824-2449702/2449744



**Theme of the programme:** Livelihood & Agriculture

**Name of the Programme:** Vrutti Samtrupti  
(Labour and Satisfaction)

About the programme The weekly programme highlighted the joys and sorrows of laborers of different trades. The unique characteristic of this programme was that the trades highlighted in this programme were mostly of the subaltern communities. Some of the trades that were highlighted were beedi rollers, carpenters, stone cutters, tailors, painters, welders, wood cutters, toddy tappers, flower vendors, cycle repairers, fruit vendors, among others. The programme gave glimpses of their trade, coupled with what their approach to work and life in general was.

**Duration of the programme:** One hour (per week) Transmission schedule Saturday 4 to 5 p.m. (Repeated on Sunday 10 a.m.)

**Total Hour of Transmission:** The programme successfully completed 50 episodes. It was scheduled on every Saturday and repeated on Sunday. The programme was started in May 2007.

**The Need:** It was first of its kind. Most of the workers that the Radio spoke to were poor people and from the unorganized sector. They had no opportunity to highlight their joys and sorrows in any forum. Radio Sarang became that medium for them.

**People's engagement :** Most of those who spoke to the Radio were the people at the grassroots. The Radio staff went to them in their workplace and had interaction. Sometimes, a union or association leader connected to the trade, came to the studio to give more clarity on the trade and the struggles of the labourers. The listenership of the programme was very high, as many of them phoned up the station during weekly feedback session and also some of them wrote letters to appreciate and add more information related to the programme.

**Uniqueness of the programme:** The uniqueness of the programme was that it was recorded in the field. The Radio went to the labourers and directly spoke to them. Secondly, it had both field as well as studio components. Thirdly, the programme was interlaced with some favourite songs of the labourers which they requested to be played.





**Initial Challenges:** Convincing some labourers to talk to us was a major challenge, as they were concerned if they be targeted by their employers. Also, many of them thought that we were government officials and wanted us to do something concrete to end their misery. It was very hard for us to convince them that our role was limited.

**Impact of the programme :** We had a celebration when we completed 50 episodes of the series. We invited all the labourers who were part of the programme. Many of them turned up and we honoured them publicly and made sure that officials took notice of them. A couple of labourers also spoke on their experience and said that many of them needed help from the government.

While we cannot ascertain if the life of these poor labourers has dramatically changed for the better, we are sure that we gave them at least a forum to express their sentiments and emotions. Radio Sarang thus became a voice to the voiceless, which many of them said was in itself a cathartic effect.

Some of them said that they had grown in self confidence and at least 5-6 of them were now small-scale leaders in their area after they spoke on radio. A few of them have continued to contribute regularly programmes on Radio Sarang.

**The journey of the CRS Community Radio** Sarang 107.8 FM being broadcast from St Aloysius College, Mangalore, India, has been involved in a noble mission of reconciliation, justice and harmony. Given the volatile



communal atmosphere in the region, our task seems that much more important and crucial. We are happy that Radio Sarang has been able to bring people of varied communities together (Hindus, Christians, Muslims), as all of them form the big band of our devoted listeners.

Right from its inception in 2009, the focus of Radio Sarang has been the marginalised communities who cannot afford any other medium but radio for information, education and entertainment. Today most of our listeners are from these communities and it is an opportunity for us to give them important and useful information which otherwise would be distant for them.

Sarang had its humble origins with meager resources. However, today it has grown to be an institution of social service. Today it broadcasts programmes in four local languages - Kannada, Tulu, Konkani and Beary. Such linguistic diversity in programming has helped us to reach out to people from all sections of society in and around Mangalore. Building harmonious society has been our mission. To that effect, we have introduced several programmes in the last couple of years which have crystalised our thrust with the listeners as well.

**Message :** Many CRSs in India are doing a commendable job among ordinary people. The impact of the CRSs has been felt substantially. This noble, selfless task needs to be continued. This is the only medium which gives voice to the voiceless, where subalterns can voice their views without fear. Hence, through this medium we can indeed promote effective grassroots level leadership.

# Amplifying the Voice of Women

## About the Community Radio Station (CRS)

**Name of CR:** Salaam Namaste Community Radio [A Unit of Institute of Management Studies ]

**Frequency:** 90.4 MHz

**Establishment Date:** Jan 2009

**Total hours of transmission in a day:** 10 hours

**Coverage Area:** Noida ,Ghaziabad ,Interior areas of Noida, Villages in Excerpt

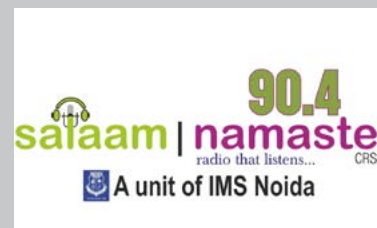
**Address:** A 8 b,Block C ,Institute Of Management Studies ,Noida Sec 62, U.P -201303

Email: vchabaria@gmail.com

**Name of the promoter Organisation:** Institute of Management Studies ,Noida

**Chief Executive of the promoter Organisation:** Shri Rajeev Kumar Gupta

**Contact detail of the Chief Executive:** Email: radiosalaamnamaste@imsnoida.com



**Name of the Programme:** Salaam Shakti

**About the programme :** This Radio Program brings such women on board who work from their home on a small scale and are trying to shape their business or work skills .Such women many a times do not get the deserved leverage they are meant for. Here not only Radio acts as a platform to showcase their skills but also to popularise them and also connect them with new clientele. Thus effortising to bring in a new economic identity for skillful women ,This Radio Program intends to empower women who are home based and do creative work from home. The motto is to give a platform to their work which they do entirely being home based ,promote through the medium of Radio ,add value to their clientel and have more people know about their creativity thus empowering them with their identity. Salaam Shakti shall also brings in legal know how for any sort of business of any scale and knowledge of women rights and all what should interest all women. All women who were a part of the program share their inside stories, challenges, their winning formulas about their work and also share how listners can get in touch with them.

**Duration of the programme:** 10-12 Minutes

**Transmission schedule for the programme:** Once in a week. Repeats Twice in a Week

**Transmission Time:** Every Monday 11 am -12 noon. Repeat on Wed and Fri 11 am -12 noon.

**The Need:** There are many such examples in our Community where ,women who have some skill or art are either unknown to the world or to themselves even. Household chores or lack of motivation and inspiration makes them forego to work on their own identity and empower themselves. There are many such Gupta Aunties who have amazing culinary skills and that's how she is earning her livelihood and supporting her family. There are women good at tailoring skills,recycled products ,work with beads ,embroidery ,providing dabbas and many more.

**People's engagement:** Free air time is given to such women to promote their work. Helping them to create a brand name,Radio Volunteers also promote their work in residential areas and market places .At regular intervals trainings and workshops are organized to train and shape their skills.

In seminars and meetings Shakties are made aware of and given word to word knowledge about Social media platforms and the power of digitisation to make them learn -How they can bring their work on board and Bring in their entrepreneurship with real economic value .

The Radio station also organizes Fairs and Shakti Haats to bring them to exhibit their work and gain direct selling

**Uniqueness of the programme :** S a l a a m Shakti visionises to bring in the silent art Women do at home and are unheard and unseen .It brings women from all backgrounds including adabba seller or a Woman ,snacks provider at a tea stall or women doing best out waste ,basically an initiative to cultivate their identity and making them go ahead towards Women Empowerment .

At times it is difficult to make them identify themselves and their skill ,make a new start .Also it takes an initiative to make their family also come ahead and support them and re-built their identity .We constantly effortise to counsel them and take a leap ahead and contribute to women empowerment .

**Impact of the programme:** Today many unindentified women with their unidentified skill have today have carved a niche for themselves. Shakties earn their livelihood and also support their families.

The journey of the CRS Salaam Namaste, Community Radio (CR) station is the first CR station of Noida and Ghaziabad. The station is operational since 2010. Our listenership & reach is about 2 lakhs population covering different communities such as women, children, students, old age, slum dwellers, villagers etc.

Though our radio station, we have been able to transform information about government (Central and State) programmes & schemes, accessing government services and bringin social & developmental change in our target communities. One of the examples of our relentless efforts is that recently one of our programmes 'Chak- De-Chootu', (programme



based on child labour and their un-dignified life which they live every-day), got first prize of National Community Radio Award in the year 2016, given by Ministry of Information & Broadcasting (MIB), Government of India.

The award was given by Hon'ble Minister of Information & Broadcasting, Shri Arun Jaitley during 6th National Community Radio Sammelan at Vigyan Bhawan, Delhi.

Salaam Namaste won Manthan Award presented by DEF in the year 2012 and 13 for our Radio Programmes -Second Innings Ko Salaam [Initiative for Senior Citizens]and Chakh De Chotu [Initiative for Underprivileged Kids ]

Salaam Namaste won the E-Uttara Award in 2014 for Second Innings Ko Salaam [Initiative for Senior Citizens]and Chakh De Chotu [Initiative for Underprivileged Kids ]

Salaam Namaste won the E-NGO Award in 2017 for our Radio Initiative Salaam Shakti [An initiative for Women Empowerment ]

Each day is a learning and learning through other Community Radios in the sector is an impetus to better and bring in new initiatives .

Message Salaam Namaste as the name connotes -visionises at welcoming all in the community and paying a Salute to all who are contributing to the development of the Community. With the theme of becoming Voice of The Voiceless -bringing voices to the unheard -thus bringing change through the medium of Community Radio .



# Promoting Sports in Community Radio

**Name of Community Radio-** Sanjha Radio

**Frequency-**90.8 MHz

**Establishment Date** -13 Aug 2012

**Coverage Area-** District Yamunanagar with more than 100 surround Villages

**Total hours of transmission in a day-** 24 hours

**Address-** B-6,1345, Modern Colony Yamunanagar, Haryana Pin-135001

**About The promoter Organization:** All India Samaj Sewa Kendra

**Chief Functionary of Promoter organization-** Mr. Manmohan Singh, Founder Chairman

**Contact Details of Chief Functionary-** Address: Sanjha Radio, B-6,1345 Modern Colony Yamuna nagar Pin-135001, Phone- 09315896709,08901295709



**Innovative Programme:-** Sports Ki Baat Sanjha Radio Ke Sath

**Duration** -30 Minutes

**Transmission Schedule** -A special campaign on World Radio Day from 1 Feb 2018-15 Feb 2018. Morning 11:00 AM and evening 06:00 PM

**About the programme :-** Sanjha Radio broadcasted a special series of twelve programme "Sports Ki Baat Sanjha Radio keSath" which was hosted by a college girl Miss Pragya Sharma. Ameen Sayani the most popular former radio announcer from India,

gave his special message to promote sports in this programme with his Binaka Geetmala Style. The famous Boxer Mr.Pradeep Singh Sihag gave his message during his Australia tournament and many other famous players participated in this programme. Along with this Sanjha Radio organised a two days radio workshop with 150 students of different schools and colleges. The main theme of the workshop was Radio & Sports. This programme was very informative for all the students because various experts of the industry gave best of their knowledge and experience. There was a special segment in which students grabbed the opportunity





to learn about scripting, storytelling, radio drama and news reading. Mr. Virender Singh Chauhan, Deputy Chairman & Director at Haryana Granth Akademi attended the radio day function as a Chief Guest and addressed the student participants.

**The Need :-** The seventh edition of World Radio Day was held on 13 February 2018 under the theme Radio and Sports, with all radio stations. Regulatory bodies and related organisations were invited to celebrate community radio and its contribution to democratic debate through information, entertainment, and audience interaction. As we were looking forward to a year of momentous sporting events that have the ability to unite the hearts and minds of people everywhere UNESCO called on all radio stations around the world to showcase the beauty of sports in all of its diversity. And thus, Sanjha Radio designed a special campaign to promote sports in community radio.

**Connecting People:-** Sanjha radio always encourage and involve students in all the programmes of community radio. Sanjha Radio has been giving free training to students at all school and colleges. The programme has been successful in terms of connecting people, forming radio clubs of students in schools, and college and creating friend circle through radio programme. The core team of radio arranged bytes and interviews from players. This programme was having participation of around five hundred people with their voices.



**Unique Features:-** The community radio programme focused on promoting ancient games like Kho Kho, Stapu and various outdoor games that interest young people. Also, the programme shared the career perspective of sports and gender equality.

**The Change Harbinger: -** This programme focused on bringing change in the mindset of parents, and creating awareness on the schemes, programmes and scholarships related to sports. The main focus was to reset the commonly used lines "Padhoge likhoge banoge nawab, Kheloge khudoge ho aoge kharab". As a result of the programme the commonly used line took its shape as "Keleoge khudoge to banoge nawab". This programme was successfully awareness on the equal importance of studies and games in life.

**Initial Challenges:-** As we are going to involve more than 500 voices (players, students, teachers, experts, and general community so it was little difficult to manage the schedules due to unavailability of players, but we made it happen with strong planning and teamwork.

**Message:-** The community radio has been found an important medium in serving, educating, and creating awareness at community level. Community radios can be used as a very powerful medium in the hand of a common people and utilised for learning, accessing information, and raising voice.



# Promoting Children's Voice in Community Radio

**Name of Community Radio Station(CRS):** Voice of SOA

Community Radio 90.4

**Frequency:** 90.4 FM

**Establishment Date:** 15th Oct 2012

**Total hours of transmission in a day:** 18 hours (6 A.M to 12 P.M)

**Coverage area:** 15 - 25 Kilometers, BMC Area, Bhubaneswar

**Address:** Radio 90.4 Voice of SOA Community, Siksha 'O' Anusandhan (Deemed to be University), Khandagiri Square, Bhubaneswar-751030

**Name of the Promoter Organization:** Siksha 'O' Anusandhan Deemed to be University, Bhubaneswar-751030

**Name of the Contact Details of the Chief Executive:**

Prof (Dr.) B.B.Pradhan, Registrar, Email- registrar@soa.ac.in



**Innovative programme:** "Tuma Pari Chota Pilatiye"

**About the program:** The programme "Tuma Pari Chota Pilatiye" is specially designed for children and focus on connecting people with information on the rights and entitlement. This program is divided into two sections which are played on alternate days. The first part of the programs is entirely created by children in the age group of 3 -18 years where they showcase their talents and enjoy radio time. The second part is a children related awareness program consisting of important topics like health, nutrition, education & child rights,

child labour, no to child marriage, counseling, motivational talks, festivals, art & culture etc. Guest speakers are mostly doctors, teachers, parents, counselors, social workers, juvenile magistrate, story tellers, artists etc. Discussions revolve around child related issues like juvenile diabetes, nutritional foods, child obesity, how to cope with stress, education, child help line etc.

**The need:** It was found that there were not many programs dedicated for children in the smart city Bhubaneswar. Voice of SOA 90.4 took the initiative to dedicate a program of 1 hour every day for children and this has snowballed into







one of the most interactive and in demand program.

**Connecting people:** This is a platform where children from the community are given freedom to create their very own programmes and a lot of important topics related to awareness for the children are showcased. Children from all cross sections come with their parents and teachers to make beautiful programs which have become very popular.

**Unique features:** Through this program the untapped talents of the children are showcased which makes them more confident, happy and very creative. The programs are full of storytelling which has motivational and good moral messages, rhymes, songs, skits, comedy etc. The second part of the program holds a lot of information which is necessary for everyone to know.

**Initial challenges:** It was never very difficult to get children to come to the radio station and great cooperation by the schools and play schools helped in getting good participation and content.

**Change Makers:** Voice of SOA 90.4 has brought a visible and positive change in the life of young children and has become a very active tool in

passing crucial messages to the community. Parents come and tell how their kids who are participating in the radio programs are keen to learn new songs, stories, information on environment, safety etc. because they want to create new programs. They are slowly and steadily rejecting the mobile games and television serials and are listening to the radio. There is a competitive spirit between students of local schools to make better and innovative radio programs.

**What makes us different?:** Voice of SOA 90.4 is the only radio station in the smart city Bhubaneswar to be making children's program. As it is based in the SOA campus the participation is stupendous and there is a mad rush to be on board and summer holidays have never been more interesting. Training the young ones to be good radio jockeys, helping them gain more knowledge, create content and making them aware of different menace in society has become a responsibility that we shoulder with commitment.

**Message:** Children's participation in community radio programme can be ensured in true sense in terms of devising appropriate programme on children's need and interest.

# Organising People through Community Radio

## About the Community Radio Station (CRS)

**Name of CR:** VASUNDHARA VAAHINI

**Frequency:** 90.4 MHz

**Establishment Date:** 1 May 2004

**Total hours of transmission :** 10 Hrs

**Coverage Area:** 30 KM RADIOUS

**Address** Vasundhara Vaahini, 90.4 MHz, Community Radio Centre, Vidyapratishthan, Vidyanagari, Baramati. Dist: Pune, Maharashtra, Pin-413133.

Email: yuvaraj2121@gmail.com / yuvaraj.j@viitindia.org

**Name Of The Promoter Organisation:** Vidyapratishthan's Institute of Information Technology, Baramati.

**Chief Executive Of The Promoter Organisation:** Yuvaraj Jadhav

**Contact detail of the Chief Executive:** Phone: 8788434568



**Theme of the programme:** Innovation through Community Radio

**Name of the Programme:** PRATIBIMB

**About the programme** The programme PRATIBIMB is based on the format radio skit and in Marathi it is known as Shrutika. This programme includes two characters called KARBHARI & KARBHARIN which representation the common men and women of the society. With a regular live dialogue, they discuss the current problems in the society. Also, this programme includes a comedy segment to catch the attention of listeners. With a

proper discussion on the subject, programme turns in to middle with related song for entertainment. PRATIBIMB ends with message of encouragement for people to come out with positive solution to the ongoing problems.

**Duration of the programme:** 20 to 25 Min

**Transmission schedule :** 7:30 am & 5:30 pm (repeat)

**Transmission period:** Alternate day we broadcast the programme

**The Need :** This programme has been able addressed the need of people in terms of







creating a platform discuss on the emerging issues and find out solutions to those through collective reflection and sharing.

**People's engagement :** The programme mobilized participation of people through engaging in different programmes. Different categories of people from the community through telephonic call, and letters joined the radio programme contributed with their views, learning, experiences, and ideas. Some of the people contributed directly in terms of visiting the studio and taking part in the radio programme.

**Uniqueness of the programme:** The programme was broadcasted in local language and focused the prioritized need of the community related to strengthening of livelihood. The artist having popularity in the local communities were involved in the programme. The script had included the common and popular dialect from the local community.

**Initial Challenge :** Working with the community and mobilising their support in community radio programme has never been a challenge.

**Impact of the programme:** Overall achievements of the CRS

The journey of the The Community Radio

Vasundhara Vahini has been broadcasting community-based content since 2004. It has been broadcasting content on different issue as well as organising many events at community level to organised people. The community radio has been organizing series of programmes related to science, women & health, mathematics with the support of the Department of Science and Technology. It has been running a popular programme called ADHIKARYANCHYA TEBLAVARUN to facilitate dialogue between people and administration. To Promote local culture and talent, Vasundhara has developed an audio album named SANT VAANI. This programme provided opportunity to local artist and musicians to express their culture. On Children's Day the community radio broadcasted 10 hours of programme with the participation of 340 from the local community. On Friendship Day there was broadcasting of 8 hours of programme with the participation of 150 People from the community.

Message to other CRS operating in India

**Message:** CRS is a movement and a positive revolution towards brining change in society. It has been serving as a medium to educate, organised people and bring sustainable development.



# #4 COMMUNITY RADIO CHANGE

Young**India**

**act:onaid**  
ActionAid Association (India)





**Krishi Vigyan Kendra, Patna**  
Post - Agwanpur, Block - Barh,  
District - Patna - 803 214 (Bihar) India

Community  
**RadioBenziger107.8**



**actionaid**  
ActionAid Association (India)



