

Community Radio

Functions of Mass Media

- Providing instrumental information
- Builds social leadership and prestige
- Entertainment
- Transmits social heritage
- Propaganda activities
- Aids cultural growth
- Socialisation function (imbibing social norms, customs etc)

Dysfunctions of Mass Media

- Narcotising function (Substituting talking for doing)
- Monopolisation
- Cannalisation (Formation of attitude in one direction)
- Inoculation (Procedure for making individual resistant to counter propaganda)

Democratic participant media theory

Theory relates to the needs, interests and aspirations of the active 'receiver' in a political society. It is concerned with right to relevant information, the right to answer back, the right to use means of communication for interaction in small scale settings of community, interest groups and subculture.

The principles of the theory

- Individual citizens and minority groups have rights to communicate
- Groups, organisations and local communities should have their own media
- The organisation and content of media should not be subject to centralised political or state bureaucratic control
- Small scale, interactive and participative media forms are better than large scale, one way and professionalised media

Radio

- Radio has vast potential for communication
- Information dissemination is development dissemination
- Low cost medium of public communication
- Effective and wide-spread
- Radio broadcasting started in India in 1927 with two privately owned transmitters at Mumbai and Kolkata.
- All India Radio (AIR) came into existence in 1936 and came to be known as Akashvani from 1957.
- The first News Bulletin was broadcast on January 19, 1936.

What is Community Radio

- A Radio **of** the people ...**by** the people**for** the people
- Extraordinary and invisible medium
- Gives voice to the voiceless
- A way to **leverage communication** for development -greater reach- still localized
- **A community resource and a storehouse for traditional knowledge & Culture**

CR Policy in India

India's Community Radio Policy emerged from a grassroots movement

Supreme Court Judgment 1995 – Airways are public property to be used for public good

- First CR Guidelines in 2002
- Only educational institutions were eligible
- Policy was broad based –New Policy 2006

The CR policy (2006)

- ‘**Non-profit**’ organizations/**educational** institutions registered for **3 years**
- Serving a **specific** well-defined local community
- CRS ownership and management structure **reflective of the community** it will serve.
- Programmes for broadcast must be relevant to the **educational, developmental, social and cultural needs** of the **community**

Who are eligible !

- Registered Societies and Autonomous Bodies
- Public Trusts registered under Societies Act or any other such act.
- Educational institutions

Who are not eligible

- Individuals;
- Political Parties and their affiliate organisations; [including students, women’s, trade unions and such other wings]
- Organisations operating with a motive to earn profit;
- Organisations expressly banned by the Union and State Governments.

Funding & Sustenance

- Government does not have a scheme for funding CRS
- Agriculture Ministry funds KVKs
- UNICEF/UNESCO have funded some CRS
- Capital Cost and running expenditure to be borne by the CRS operators
- Main source of revenue for CRS – Advertisements
- Advertising permitted for only 5 minutes per hour of broadcast.
- Sponsored Programmes only by Central & State Governments
- Revenue generated to be ploughed back into primary objectives of Organisations

Challenges

- Building a **sustainable business model**
- Involvement of **women & marginalized**
- Finding NGOs with the **right philosophy**
- Creating a **relevant training & capacity building process**
- Building **local support structures/networks**
- Building **local maintenance support**

Ensuring community ownership

Examples of Community Radio

Delhi University Community Radio Station

DUCR 90.4 MHZ (2007) - School of Open Learning, University of Delhi.

Objectives of DUCRS

To give benefit to the community people.

To solve the problems of the community.

Range: 10-15Km.

Participants:

50 per cent students of Delhi University

50 per cent audience live in nearer to Delhi University

Transmission time: 8-1am, 4-7pm

Different Programmes

- *Anchui Jindgi*
- Success Mantra
- Sports programmes
- *Batein Bollywood ke*
- Hello Doctor
- *Ubarte Kalakar*
- Science Programme
- School of Open Learning
- *Bhule Visre Geet*
- *Ek Cup DUCR ke sath*
- *Rag Ras*
- *Yade*
- *DU Geet Mala*
- NGO programmes

•Programmes Format

✓ **Interview**

✓ **Straight Talk**

✓ **Drama**

✓ **Vox-Pop**

(The opinion of majority)

✓ **Poetry**

Kelu Sakhi (Listen, Friend), Karnataka, Dec. 2006

Collaborative community radio project jointly by ***IT for Change***, Bangalore, Mahila Samakhya Karnataka (A grassroots organisation set up by Govt. of India for women's empowerment) and Commonwealth Educational Media Centre for Asia/Commonwealth of Learning.

to educate poor and illiterate rural women through information and knowledge.

Programmes on women's education, health, political institutions and capacity building/self-sufficiency

Source:

Kunjali Panchi Kutchji (Saras Crane of our Kutch), Gujarat, a Community Radio Programme run by NGO – Kutch Mahila Vikas Sangathan (Kutch Women’s Development Organisation).

Focuses on the participation of women in village level panchayats.

Namma Dhvani (Our Voices) 90.4, Budhikote, Kolar, Karnataka - March 2003
The listeners of community radio are illiterate women, who otherwise have little access to information.

Earning revenue through advertisements, and expecting augmented income.

Mandakini Ki Awaaz (Voice of Mandakini), Uttarkhand State – It reaches the listeners of the Mandakini river valley.

The audience feel “empowered to develop ways to improve their lives through collective knowledge and discourse” (Ideosync Media Combine info@ideosyncmedia.org).

Supported by UNESCO and NGOs

Some community radio stations in india

ANNA CRS 90.4 MHZ

Educational Multimedia Centre

Anna University

Guindy, **Chennai- 600025**

Tamil Nadu

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SIVANTHI CRS 90.4 MHZ

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1/219, Sivanthi Aditanar Nagar

Virapandianpatnam- 628216

Tiruchendur

Thoothukudi Dist., **Tamil Nadu**

Dr. P. Selvaraj, Principal

E- mail: gacw.tiruchendur@gmail.com,

APNO RADIO 90.4 MHZ

Banasthali Vidyapeeth

Tonk - 304022

Rajasthan

Dr. Ina Shastri

Station Co- ordinator

Tel no: 01438- 228955/ 228709

E- mail: inashastri@banasthali.ac.in

RADIO ACTIVE 107.8 MHZ

CMS RADIO 90.4 MHZ

City Montessorie School

Jai Jagat House, 12 Station Road

Lucknow- 226001, Uttar Pradesh

Mr. Vergese Kurien, HOD, CMS

Tel no: 0 - 2638738/ 606/ 2637655

E- mail: vsobhani@yahoo.com

VIDYAVANI 107.4 MHz

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VISHNU CRS 90.4 MHz

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Director

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Vasundra Krishi Vahini 90.4 MHz

VIIT, Vidya Pratishthan

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MICAVANI 90.4 MHz

Mudra Institute of Communication

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Conclusion

- Potential to reach the actors of development
- Accessible, affordable, no need of additional skills
- Challenge of appropriate content development for farming community in view of their needs