COMMONWEALTH *of* LEARNING

Longitudinal Study of the Community Radio Awareness Programmes of CEMCA

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The Commonwealth of Learning (COL) is an intergovernmental organisation created by Commonwealth Heads of Government to encourage the development and sharing of open learning and distance education knowledge, resources and technologies.

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TABLE OF CONTENTS

EXECUTIVE SUMMARY

Project Description

The journey of Community Radio (CR) service has so far completed over 40 long years throughout the world covering nations like Australia, UK, USA, Canada and other countries. But in India the expansion is of recent origin i.e. seven years from the first installation at Anna University in 2004. Currently, there are 113 stations functioning in 20 States and 2 Union Territories in India. The Letters of Intent (LOI) were issued to 350 agencies and 500 applications seeking permission for CR are under process. Some more States and Union Territories are yet to enter this field. Hence, there is a need to enhance the awareness level of people about this powerful medium.

CEMCA has conducted 22 Regional and State level Community Radio Workshops in all the regions of India during the last three years i.e., from November 2007 to December 2010, in which 1959 participants took an active part and received training on CR. The major participants in the workshops are drawn from NGOs and educational institutions besides invited personnel from CEMCA & Ministry of Information and Broadcasting. CEMCA has invited BECIL, BEL and WEBEL also to participate and give demonstrations at these workshops. As a result of these workshops, interest in CR was generated and led to the expression of interest by 278 agencies. Further, permission was sought by 383 applicants and their requests are under process. CEMCA also organised a National Community Radio Sammelan in April 2011 in which 90 CR stations representing different parts of the country deliberated upon various policy related issues.

Commonwealth of Learning (COL) decided to undertake a Longitudinal Study of Community Radio Awareness Workshops organized by CEMCA to evaluate its role in the development of CR in India with the following hypotheses.

1. *Ho: The Consultation and awareness campaigns organized by CEMCA*

are not highly   effective and useful.

H1: The Consultation and awareness campaigns organized by CEMCA are   highly   effective and useful.

2. *Ho: The role of CEMCA in enlarging the base of stakeholders and networking process is not commendable.*

H1: The role of CEMCA in enlarging the base of stakeholders and networking process is commendable

3. *Ho: The role of CEMCA in facilitating the documentation and licensing for setting up a community radio is not proactive and highly effective.*

H1: The role of CEMCA in facilitating the documentation and licensing for setting up a community radio is proactive and highly effective.

The objectives of the present study are as follows:

1. To present an outline of the Community Radio potential in the Indian context in view of the unique community radio policy of the Government of India;

2. To document the initiatives, activities and consultative campaigns undertaken by CEMCA jointly with the Ministry of Information and Broadcasting, Government of India;

3. To analyze the role of CEMCA in facilitating the documentation and licensing for setting up of community radio stations in various organizations including educational institutions, NGOs, etc.;

4. To describe the interface between CEMCA and Government of India in formulating policies and modifying them from time to time considering the experience in promoting CR; and

5. To evaluate the role of CEMCA in enlarging the base of stakeholders and networking.

In addition to the above objectives, the project attempts to identify the problems faced by the people in setting up the Community Radio Stations (CRS) and make suggestions to run them effectively. On the whole, the specific role and effectiveness of Consultations and Awareness Programmes organized by CEMCA and Ministry of Information and Broadcasting (MIB),

Government of India, are analyzed. Further, the project examines the Community Radio Policy of the Government and the role of CEMCA in the development process of CR in India.

This project was carried out through a longitudinal study from April 2010 to August 2011. This mode was chosen to analyse the role of CEMCA in creating awareness and popularizing the concept of CR.

Primary as well as secondary sources of data are used in the study. The primary data from the CR stations and various stakeholder respondents has been collected using the following methods:

1. Census Survey method
2. Sample Survey method
3. Focus Group Discussions

Respondents in the study included:
1. 47 Organizers/promoters of Community Radio stations spread over the entire country.
2. 148 Participants from three Consultation and Awareness Workshops held in Hyderabad, Agartala and Konark during November and December 2010.
3. 65 listeners of Community Radio from four South Indian States Viz. Andhra Pradesh, Tamil Nadu, Karnataka and Kerala and one Union Territory i.e. Pondicherry.
4. Staff of CEMCA and MIB

The Survey method was used to collect data from the beneficiaries of CR i.e. participants in designing and developing CR programmes as well as listeners of the programmes. The respondents were selected using the convenience sampling technique for distributing the questionnaires. Focus Group Discussions were also held for better understanding of different experiences by the communities and target beneficiaries.

Intended Output/Outcome

- To evaluate CR awareness workshops organised jointly by CEMCA and MIB
- To know the perceptions of participants regarding the utility of the workshops
- To find out the specific benefits derived by the participants
- To assess the contribution of CEMCA in promoting the CR movement in India
- To identify the problems in the organisation of the workshops
- To improve the effectiveness of the successive workshops
- To report to the COL Board
- To report to the MIB, Govt. of India

Monitoring and Evaluation Purposes

The chief purpose of monitoring and evaluation is to analyse the role of CEMCA in creating an awareness among educational institutions, NGOs, etc. through workshops about the utility of CR and to promote the CR movement in India.

Key Findings of the study

Based on the survey conducted in the three-day workshops organized in three different places Hyderabad, Agartala and Konark on 15 -17th November 2010, 19-21st November 2010, 22-24th December 2010 respectively, the findings are enunciated as under.

1. The CR workshops conducted by CEMCA are highly useful in creating awareness about CR and motivating the participants to start a CR in their respective communities.
2. The responses on motivating factors for attending the workshop are not similar across the geographical locations. The degree of influence of the factors motivating the participants varies from one place to the other.

3. The perceptions on the benefits derived by the participants from CR is very good and almost the same across the different geographical locations.

4. Workshops conducted in all the three places have shown equal potential for community radio.

5. The different problems encountered by the participants while establishing/operating CR stations, was found to be similar across the different geographical locations.

6. The perception of participants on CEMCA's role in promoting CR stations is very positive and similar across the locations. In other words, CEMCA has played a proactive role in providing its services at all the three places.

7. The perceptions towards the outcome of the CR workshops is highly satisfactory and similar among all the participants across different locations.

8. The suggestions made for enhancing the impact of community radio workshops were similar across the geographical locations.

Findings Expected

1. The Government of India constituted a Working Group to create Community Radio Support Fund (CRSF) in which Dr. R. Sreedher and Mrs. Rukmini Vemraju of CEMCA were nominated as members.

2. The Ministry of Broadcasting (MIB), Govt. of India, appreciated the role of CEMCA in evolving and implementing Community Radio Management Information System (CRMIS), which is phase II of the Online Application System.

3. CEMCA carried out activities in 27 different fields related to CR in India.

4. CEMCA played a catalytic and proactive role in the conception and development of www.edaa.in, the website through which 85 CR stations share their content for optimal use of the programmes developed by various CR stations across the country.

5. UNICEF has agreed to collaborate with CEMCA and extend support to an extent of Rs. 10 Lakhs to promote and accelerate the CR movement in India.

6. Govt. of India has volunteered to allocate space to establish the CEMCA – Ford Foundation Community Radio Facilitation Centre in Shastri Bhavan (the main secretariat of Govt. of India). CEMCA is the only international organization which is privileged to have space in the Govt. office.

7. CEMCA Community Radio Facilitation Centre (ccfcindia.net) is the outcome of CEMCA's collaborative work with the MIB, through its consultation and awareness workshops and CR Sammelan.

Findings Unanticipated

1. Science for Women's Health and Nutrition Project Undertaken by Community Radio Stations

CEMCA was the prime mover and nodal agency for the Project entitled supported a project entitled "Science for Women's Health and Nutrition" (SFWHN) through Community Radio Stations which was catalysed by the National Council for Science and Technology Communication, Department of Science and Technology, Govt. of India. The Project provided some of the radio stations with financial support with the objective of developing the communities. The community members who were part of the target audience became regular listeners, and some of them actively participated as anchors and contributed to the development of programmes. Many women from the target group became script writers and radio jockeys. Experts from media organizations provided training to the students and helped women and children acquire scientific knowledge that is useful for themselves and their families. They also became more sensitive towards matters concerning the environment.

2. The First National CR Sammelan

CEMCA organized the first National Community Radio Sammelan in collaboration with MIB, Government of India from 7th to 9th April, 2011 at Vignan Bhavan in Delhi. This Sammelan could bring together 90 Community Radio Stations and demonstrated how the grass-root women became anchor persons and how rural women can be transformed and empowered through CR. The Sammelan brought together various departmental agencies, both

national and international, and created a platform to debate on serious issues related to the functioning of CR in India. On this occasion, a compendium of CR stations was published and an exhibition of CR stations and their respective activities was organised. Various policy makers and stake-holders including the Minister of Information and Broadcasting, Government of India, were present. The discussions centered on capacity building and sustainability issues in addition to the highlights of various success stories. The Sammelan resulted in the offer of additional funds by both UNICEF and Ford Foundation to carry on the activities to promote CR in a more sustainable and fruitful manner. CEMCA undertook these activities by raising additional funds from the Government of India and expects that the funding support will continue every year.

3.Certificate Programme in Community Radio: CEMCA launched a Certificte course in Commuity Radio CEMCA at IGNOU offering 150 scholarships per year for the students of the same.

Recommendations

1. CEMCA may continue organising the CR Awareness Workshops as well as other support services to promote the CR movement in collaboration with MIB, Govt of India.
2. MIB may take necessary steps to organise workshops in each district of all States/Union Territories.
3. CEMCA may develop systems and strategies to motivate NGOs to start CR stations
4. CEMCA may, with the aid of the Ministry, organise training of trainers for each district of the country, i.e., about 600 master trainers can be prepared, who in turn organise CR awareness campaigns/programmes covering each and every district.
5. A training toolkit and a manual may be prepared and translated into various regional languages and made available to the master trainers.
6. The procedural delay in processing the applications and issue of licences to start   CR stations by the MIB and other Govt. Departments shall be reduced to sustain the interest of the applicants.

Conclusion

The CEMCA's role is commendable as its initiative has helped the Government of India to move from the regional level to the state level consultation thereby increasing the awareness regarding CR and its usefulness in the overall community development. CEMCA has facilitated and motivated the workshop participants and enabled them to undertake the process of securing licenses with ease. CEMCA participated in the Screening Committees which resulted in the issue of a large number of Letters of Intent (LOIs) and submission of applications and other documentation processes required to be complied with to seek the license. The dialogue initiated by CEMCA with DAVP through the Ministry of Information and Broadcasting resulted in the formulation of policies and modification of the same from time to time to encourage CR stations. Another important milestone event in this process is CEMCA's effort to bring out a document to apply for licenses to set up CR Stations and implementation of the online application process. The Sammelan resulted in networking and collaborations among various CR stations, NGOs and other stakeholders including the Government Departments.

Limitations

- The data collected is limited to the participants who participated in the last three workshops out of the 22 conducted by CEMCA (November-December 2010).
- The analysis is based on the responses received from 148 participants only out of 1959 (7.55%).
- The evaluation researcher could not attend all the workshops. He could attend only four events i.e., three CR Awareness Workshops organised in Kanpur, Hyderabad and Agartala and the 1st National Community Radio Sammelan held in New Delhi in April, 2011.
- Though the census method was used to collect data from CR managers and participants of the three workshops, some of them did not respond. Hence the analysis is based on the responses received only.

- Lack of knowledge of English language on the part of participants was a handicap.

2. PROJECT CONTEXT

CEMCA and its Activities

The Commonwealth Educational Media Centre for Asia (CEMCA) was established in 1994 by the Commonwealth of Learning (COL), Vancouver, Canada, as a Regional Centre with a mission to promote the meaningful, relevant and appropriate use of information and communication technologies to serve the educational and training needs of the Commonwealth Member States of Asia. CEMCA provides advice and expertise relating to the competencies required for the effective use of open, distance and technology-mediated learning. CEMCA operates in India as a fully recognized international agency with the associated rights and privileges (www.col.org). CEMCA has conducted 22 Community Radio Awareness Workshops in all the Regions of India during the last three years i.e., from November 2007 to December 2010.

The major participants in the workshops are from NGOs and educational institutions besides invited personnel from CEMCA & Ministry of Information and Broadcasting. They also invited BACIL, BEL and WEBEL to participate and give demonstrations and technical information at these workshops. Currently, 110 stations are functioning in 20 States and 2 Union Territories in India. The Letters of Intent (LOI) were issued to 278 agencies and 383 applications seeking permission for CR are under process. The details of the number of participants and the participants who have shown Expression of Interest in Region-Wise Consultations are presented in Table-1.

The particulars of number of participants and the participants who have shown Expression of Interest in different State Level Consultations are given in Table 2.

Table - 1
Region-Wise and State level Consultations organized between November 2007 and March 2009

S.No	Consultation	Number of Participants	Expression of Interest
1	1st RC* Lucknow, Uttar Pradesh 28th-30th November, 2007	109	16
2	2nd RC*, Kolkata, West Bengal 24th-25th March, 2008 (East Zone)	113	14
3	3rd RC,Puduchery, Tamil Nadu, 1st-2nd July,2008(Southern Zone)	139	7
4	4th RC,Baramati,Maharastra, 8th-9th September,2008(West Zone)	68	7
5	5th RC,Ahmadabad, Gujarat, 24th-25th November,2008 (West Zone)	117	12
6	6th RC, Guwahati, Assam, 28th-29th January,2009 (North Eastern Zone)	88	23
7	7th RC, Solan, Himachal Pradesh, 13th-14th March 2009(North West Zone)	78	16
8	8th RC, Raipur, Chhattisgarh, 24th-25th March 2009 (Central Zone)	100	2
	Total	**810**	**81**

* RC- Regional Consultation

Table – 2
State level
Consultations Organised in 2009-2010

S.No	Consultation	Number of Participants	Expression of Interest
1	Tilonia, Rajasthan 9th -10th November,2009	81	18
2	Shillong, Meghalaya 13th- 14th November, 2009	51	22
3	Faridabad, Haryana 24th-25th November,2009	108	11
4	Chanderi, Madhya Pradesh 18th-19th December, 2009	82	12
5	Tiruchendur, Tamil Nadu 22nd -23rd December, 2009	109	13
6	Wayanad, Kerala 11th -12th January, 2010	103	16
7	Budhikote, Karnataka 28th-29th January,2010	86	19
8	Pune, Maharashtra 9th-10th February, 2010	77	18
9	Mukhteshwar, Uttarakhand 10th-11th March, 2010	41	13
10	Kanpur, Uttar Pradesh 26th -27th March, 2010	65	18
11	Hyderabad, Andhra Pradesh 17th – 19th November, 2010	91	9
12	Chandigarh, Punjab 19th -21st November, 2010	20	2
13	Agartala, Tripura 6th -8th December, 2010	65	11
14	Konark, Orissa 22nd – 24th December, 2010	70	7
	Total	1049	189

Workshop process and methods

As mentioned earlier, CEMCA had organised the above 22 Consultations in association with the Ministry of Information and Broadcasting (MIB) at different places across the country between November 2007 and December 2010. The duration of each Consultation was three days.

The following are the aspects covered by the CEMCA in their Consultation Workshops.

- Setting up of a Community Radio Station (CRS) and its importance.
- Financial implications involved in setting up of CR.
- Prospects and challenges of CR in India.
- Role of national and international bodies involved in supporting the functions of CR.
- Field trip, live demonstrations of planning, production and broadcasting of CR programmes.
- Creation of content for CR programmes, management of CR and actual running of the station.
- Discussions on various kinds of technology currently available in India for better production and marketing of CR and its activities.
- Discussions on the critical role of CR in three areas: economic, human & social development.
- Discussions regarding the type of programmes to be covered in CR.
- Need for and importance of community involvement in CR usage.
- Role and importance of CR, especially in Open & Distance Learning (ODL) system in India.
- Creation of awareness and dissemination of information related to the fields of agriculture, health and education.
- Sharing of technical aspects and hardware details by the hardware suppliers and integrators like BECIL, BEL & WEBEL, NOMADS and

Techno Media for establishing a CR.

- Leveraging local talent, giving space for local people to highlight local issues through the local medium.

Success indicators

The success indicators to measure the outputs/outcomes are:

- CR awareness creation
- Motivation to start CR
- Information about financial sources/funds mobilisation
- Technical knowledge gained
- Capacity building
- Networking
- Community empowerment
- Participants' perceptions
- Legal, education and health awareness

Suggestions made & implemented by CEMCA to achieve enhanced outputs/outcomes

CEMCA had suggested some modifications to the MIB, Government of India, to enhance the effectiveness and utility of CR activities in India. They are:

- To simplify the application form and licensing system.
- To highlight local need-based advertisements like fertilizers, pesticides, bricks, cheap construction materials and locally produced consumer goods.
- To set up more CR Stations in semi-urban and rural areas.
- To put in place an evaluation and monitoring system for each CR station.
- To provide sufficient study literature to all the participants for better understanding of CR.
- To organize formal courses/programs on CR awareness at and on the

initiative of other open universities as was done by IGNOU, New Delhi.

- To use success stories and best practices to educate the audience about current issues related to education, agriculture and society.
- To arrange for firms to give a demonstration of all equipment required for setting up a CR

Partners involved

- CEMCA (COL)
- Ministry of Information and Broadcasting, Govt. Of India
- National Council for Science and Technology Communication
- Department of Science and Technology, Govt. Of India
- UNESCO
- UNICEF
- Ford Foundation
- NGOs
- Community Radio Forum of India
- BECIL, BEL & WEBEL, NOMADS, Techno Media, HCL
- Dr. B.R. Ambedkar Open University
- Other Universities/educational institutions
- State Governments
- CAPART
- CR stations

Limitations of Evaluation

- The data collected is limited to the participants who participated in the last three workshops out of 22 conducted by CEMCA (November-December 2010).
- The analysis is based on the responses received from 148 participants only out of 1959 (7.55%).
- The evaluation researcher could not attend all the workshops. He could attend only four events i.e., three CR Awareness Workshops organised in

Kanpur, Hyderabad and Agartala and the 1st National Community Radio Sammelan held in New Delhi in April, 2011.

- Though the census method was used to collect data from CR managers and participants of the three workshops, some of them did not respond. Hence the analysis is based only on the responses received.

- Lack of knowledge of English language on the part of participants was a handicap.

Acknowledgements

3. Monitoring and Evaluation Purposes

The Commonwealth Educational Media Centre for Asia (CEMCA), Commonwealth of Learning (COL) decided to undertake a longitudinal study of community radio awareness workshops organized by CEMCA to evaluate the role of CEMCA in the development of CR in India. This study aims at identifying the problems and challenges faced by the people in setting up the Community Radio Stations (CRS) and taking steps to run them effectively. Further, the role and effectiveness of consultations and awareness programmes organized by CEMCA and Ministry of Information and Broadcasting (MIB), Government of India, are evaluated. On the whole the project examines the community radio policy of the Government and the role of CEMCA in the development process of CR in India.

As the CEMCA has played a major role in creating awareness regarding the concept of community radio through its 22 consultations and awareness workshops and one National Community Radio Sammelan,   the study evaluates the specific role and contribution of CEMCA in enhancing the awareness about community radio and its promotion. The project brings out the limitations and deficiencies of the functioning of community radio stations. It also provides pointers to revisit the policy, for increasing the number of radio stations and their use by the communities at large. Thus, the longitudinal study examines the role and involvement of CEMCA's activities and support in documentation and licensing in promoting the community radio movement in India and the interface of CEMCA with the MIB.

The specific objectives of the present study are as follows:
1. To present an outline of the Community Radio potential in the Indian context in view of the unique community radio policy of the Government of India;

2. To document the initiatives, activities and consultative campaigns undertaken by CEMCA jointly with the Ministry of Information and Broadcasting, Government of India;

3. To analyze the role of CEMCA in facilitating the documentation and licensing for setting up of community radio stations in various organizations including educational institutions, NGOs, etc.;

4. To describe the interface between CEMCA and Government of India in formulating policies and modifying them from time to time considering the experience in promoting CR; and

5. To evaluate the role of CEMCA in enlarging the base of stakeholders and networking.

4. Monitoring and Evaluation Design and Implementation

The research is conducted through a longitudinal study. This mode is chosen to analyse the role of CEMCA in creating awareness and popularizing the concept of CR. Further, the study aims to examine in detail the problems in setting up a CR station, its growth and development and its benefits to the community.

Data Collection Strategies

Primary as well as secondary sources of data are used in the study. The primary data is collected directly from the CR stations and various stakeholder respondents. The data has been collected using three different questionnaires (Annexures 1, 2 and 3).

The following methods three methods are used to collect primary data.

1. Census Survey method
2. Sample Survey method
3. Focus Group Discussions

The information /data has been collected from:

- 47 Managers/promoters of Community Radio stations spread over the entire country (Annexure 4).
- 148 Participants from three Consultation and Awareness Workshops held in Hyderabad, Agartala and Konark during November and December 2010 (Annexure 5).
- 65 listeners of Community Radio from four South Indian States Viz. Andhra Pradesh, Tamil Nadu, Karnataka and Kerala and one Union Territory i.e. Pondicherry (Annexure 6).
- Staff of CEMCA and MIB

The census survey method was used to collect data from the participants of

Community Radio Consultations and Awareness Campaigns conducted by CEMCA in 2010. Data has been collected personally with the help of an open ended questionnaire (Annexure 4) from the three workshops held in Hyderabad, Agartala and Konark. This helped the researcher to find out the level of understanding of individuals and organizations towards CR and their commitment to the cause of community development through CR programmes.

Online/mail census survey method has also been used for Promoters/managers of CR Stations through a questionnaire (Annexure 5) which covers the details of the CRS, its problems, programmes developed , community response, suggestions, etc. As the response was not encouraging, the researcher attended the National Community Radio Sammelan held in New Delhi in April and collected data personally. Focus group discussions were also held with CR managers.

Survey method is used to collect data from the beneficiaries of CR i.e., participants in designing CR programmes as well as listeners of these programmes. The respondents were selected using convenience sampling technique for administering questionnaire (Annexure 6). Focus Group Discussions were also held for better understanding of different experiences of the communities and target beneficiaries.

The Secondary Sources of data include:
   i)   Reports of Regional and State Level Consultation and Awareness
          and Capacity Building Workshops published by CEMCA.
   ii)   The CR Policy Documents of Government of India.
   iii)   Reports and books published by UNESCO.
   iv)   Publications, research reports/papers/Web sources and other
          secondary sources related to CR.

Thus, a three-tier data collection model was adopted for the study. That is, data was collected from three types of respondents – promoters of CRS,

managers and staff of CRS, and beneficiaries from the programmes of CR. Questionnaires were used to collect data from promoters/managers of all CR stations. Personal Interviews were conducted with the selected managers and staff of CRS. Focus Group Discussion (FGD) technique was also used to collect data from the CR stations and the beneficiaries who were selected for the study. Tools like arithmetic mean, chi-square test, etc. were used for data analysis. Data presentation was done using Pie Charts, Bar Charts, etc.

Issues arising during implementation

- The data collected is limited to the participants who participated in the last three workshops out of the 22 conducted by CEMCA (November-December 2010).
- The analysis is based on the responses received from 148 participants only out of 1959 (7.55%).
- The evaluation researcher could not attend all the workshops. He could attend four events only i.e., three CR Awareness Workshops organised in Kanpur, Hyderabad and Agartala and the 1st National Community Radio Sammelan held in New Delhi in April, 2011.
- Though the census method was used to collect data from CR managers and participants of the three workshops, some of them did not respond. Hence the analysis is based on the responses received only.
- Lack of knowledge of English language on the part of participants was a handicap.

5. Findings of the Evaluation

The following are the findings of the study based on the data collected from the participants who attended the three-day workshops conducted at three different places namely, Hyderabad, Agartala and Konark on 15 -17th November 2010, 19-21st November 2010, 22-24th December 2010 respectively. The following findings emerged based on the responses from the participants.

Main motivational factors to participate in the workshops

1. All the participants responded that they attended the workshops because they believe that CR serves   the community better.
2. Most of the participants wanted to understand the importance of CR and establish the radio stations.
3. They were also interested in attending the workshops to know more about technical and non-technical aspects of CR.
4. Some of the participants responded stating that they can clarify their doubts and   learn from the experiences of the other participants.
5. They attended the workshops to enhance their awareness and to establish radio stations in their own organisations, particularly in NGOs.
6. Some participants attended because of their professional interest.

Participants' opinion on the benefits of CR workshops

1. Most of the participants expressed the view that capacity building is the main benefit.
2. Participants believe that workshops are helpful for them to know about the role and importance of CR in community welfare and development.
3. Some of the participants responded that these workshops enable them to mix with different individuals and groups of the community.
4. Participants also stated that community workshops benefit them to know of the sources of funding and economics of CR.

5. The participants expressed the view that the workshops increased their knowledge of CR and motivate them to establish a CR because they are provided with proper guidelines and information especially with respect to technology and sustainability.

6. Participants are able to interact with the stakeholders, particularly the MIB officers,   and get their doubts regarding various procedures and technical aspect cleared.

7. The workshops also made them to realise the need, potential and value of CR.

Participants' Opinion on the Potential of CR Stations

1. Half of the participants stated that CR has immense potential of transmitting community welfare programs.

2. Some participants stated that it contributes to community development.

3. Participants also responded that through CR stations they can get awareness about the agriculture, health and education.

4. Participants from various organisations   expressed the opinion that the gap between the organisation   and the community is reduced with CR.

5. The participants from NGOs responded that the activities related to programmes and the transparency in dealings of the organisation can be made available.

Problems in establishing/functioning of   CR Stations

1. Most of the participants confessed that they were not aware of the activities and benefits of CR before their participation in the workshop.

2. Some participants stated that the turnover of CR reporters is high because of the low salary.

3. Participants are of the   opinion that due to lack of funds some NGOs/organisations are not able to establish CR.

4. Some participants believed that the complicated application process and licensing procedure is the main hindrance in establishing CR stations.

5. Some of the participants reported that CR stations are unable to buy proper equipment due to lack of technical knowledge.

Role of CEMCA in creating awareness and promotion of CR

1. A large majority of the participants stated that the workshops organised by CEMCA helped them to gain awareness in the operational process and financial maintenance.
2. Most of the participants responded that CEMCA has motivated several NGOs in establishing CR.
3. Participants also responded that CEMCA facilitated and helped several NGOs and educational institutions in starting a CR.
4. The participants expressed the view that CEMCA played an active role in networking and collaboration among the CR operators for sharing the content and overcoming the operational difficulties in the functioning of CR.
5. Almost all the participants stated that CEMCA's role in information dissemination, facilitating documentation and obtaining licenses is commendable and exemplary.
6. CEMCA's role in introducing online application submission and processing is praiseworthy.

Perceptions of participants regarding outcome of CR workshops

1. Most of the Participants expressed the opinion that the outcome of the CR workshops is excellent because they could gain knowledge and interact with the people in the community as CR acts as an effective medium.
2. The CR workshops enabled the participants to clarify their doubts regarding technical and non-technical details of CR.
3. Most of the participants expressed the view that the outcome of the workshops is highly satisfactory as they are able to meet different people and learn from others' experience.

4. Some participants, however,   felt that the CR workshops are not adequate as they could not cover all the aspects related to CR.
5. A few of the participants also stated that the outcome was not good at all.

Suggestions for enhancing the effectiveness of CR workshops

1. Participants suggested that there should be more time for discussions in the sessions regarding the CR operations and the issues related to the community.
2. Most of the participants suggested that a feedback session could be included to know the impressions of individual participants after completion of the workshop.
3. Participants suggested that it is necessary to conduct separate workshops in each State and also frequently.
4. Some participants suggested that there should be more interaction in the sessions with presentation of slides in order to make the sessions more vibrant and effective.
5. They also suggested that more demo sessions should be arranged for better understanding of the technical aspects of CR.
6. Some participants suggested the inclusion of successful CR case studies which would be more useful to comprehend the process of CR operations.

Data analysis and findings based on the feedback received from participants in the three workshops covered by the study

The evaluation researcher focused on the following critical questions to steer the focus groups in the workshops:

1. To what degree are respondents exposed to the media - folk media, newspapers, movies, television, radio, or tape-recorder, etc.?
2. Are they aware of the "Community Radio" in their village/town? How did they come to know of it?
3. Do they listen to the programmes of CR? How do they listen - in homes, public places, in groups, or alone?
4. Do any formal/informal discussions take place followed by broadcast?
5. Do they face any technical problems in the reception of the programmes?
6. Do they find the scheduling of the broadcast/narrowcast convenient?
7. What are their impressions about the language and format of the programmes?
8. How frequently do they listen to CR programmes?
9. Have they participated in any programme(s)?
10. What issues are focused in these programmes and how are they different from those in mainstream media?
11. Does the CR address the grassroots issues and concerns of the local context?
12. Are indigenous ideas getting transformed into radio programmes?
13. Are there systems/methods of securing feedback from the listeners?

The methodology of testing the hypotheses

The longitudinal survey took place where three workshops were organized, as a part of study, at Konark, Agartala and Hyderabad. The number of participants covered by the study is 47, 56 and 45 respectively. They were issued a schedule with seven questions and the responses were analyzed by using the Chi-square test.

This section includes an analysis of variation between the responses of participants from places where the workshops were organized regarding the benefits, perceptions and utility of attending the C R workshops organized by CEMCA. For this purpose, chi-square test is with 5% level of significance. It was considered that if the probability value 'p' is less than the level of significance i.e., 0.05, the null hypothesis was rejected or else it is accepted. In the process of tabulation, grouping is done considering a minimum value of 5 in each cell. The results are as follows.

Motivating factors of participants for attending the workshops

Table 3: Factors for Attending the Workshop

S. No	Factors	Konark		Agartala		Hyderabad		Total	
		No. of participants	%	No. of participants	%	No. of participants	%	No. of participants	%
1	Serve community better	6	12.77	29	51.79	18	40.00	53	35.81
2	Understand & to set up a community radio	16	34.04	11	19.64	12	26.67	39	26.35
3	Strengthen our	5	10.	4	7.14	3	6.6	12	8.1

	knowledge on establishing CR		64				7		1
4	Know more about technical & non technical aspects	8	17.02	5	8.93	3	6.67	16	10.81
5	Seek clarifications	4	8.51	0	0.00	0	0.00	4	2.70
6	Learn from others' experiences.	1	2.13	1	1.79	2	4.44	4	2.70
7	Professional interest	7	14.89	6	10.71	7	15.56	20	13.51
	Total	47	100.00	56	100.00	45	100.00	148	100.00

Table 3 shows the factors that have motivated the participants to attend the workshops conducted at Konark, Agartala and Hyderabad. It is evident from the table that more than one-third (35.81%) of the respondents expressed that they attended the workshop to serve the community better. While 26.35% of the respondents wanted to understand the importance of community radio and establish the radio station, 13.51% attended the workshop out of their professional interest. A little over one-tenth of the participants stated that they attended the workshop to know more about technical and non-technical aspects. About 5% of the participants have expressed that the reasons for their participation are to clarify their doubts and to learn from the experiences of other participants. It may be observed

from the table that the number of participants is the highest in Agartala(i.e., 51.79%) and Hyderabad (i.e., 40%) who stated that the reason for attending the workshop is to serve the community better. But the number of participants who quoted this reason is very low (i.e., 12.77%) in Konark. The highest number (i.e., 34.04%) of participants from Konark workshop stated that they attended the workshop to enhance their awareness and to establish a radio station. Similarly the number of participants who wanted to know more about technical and non-technical aspects is more in Konark (i.e., 17.02) when compared to the number of participants in Agartala and Hyderabad.

H_0: The responses on motivating factors for attending the workshop are similar across the Geographical locations.

H_1: The responses on motivating factors for attending the workshop are not similar across the Geographical locations.

Table 3a: Motivating factors which influenced the participants to attend the workshop:
Factors * City Crosstabulation

Factors		City			
		Agartala	Hyderabad	Konark	Total
Learn from others experiences/professional interest.	Count	7	9	8	24
	Expected Count	9.1	7.3	7.6	24.0
	% within Factors	29.2%	37.5%	33.3%	100.0%
	% within City	12.5%	20.0%	17.0%	16.2%
Serve Community better	Count	29	18	6	53
	Expected Count	20.1	16.1	16.8	53.0
	% within Factors	54.7%	34.0%	11.3%	100.0%
	% within City	51.8%	40.0%	12.8%	35.8%
Strengthen our knowledge on establishing CR/ Know more about technical &	Count	9	6	17	32
	Expected Count	12.1	9.7	10.2	32.0
	% within Factors	28.1%	18.8%	53.1%	100.0%

33

nontechnical aspects/seek clarifications.	% within City	16.1%	13.3%	36.2%	21.6%
Understand & to set up a community radio	Count	11	12	16	39
	Expected Count	14.8	11.9	12.4	39.0
	% within Factors	28.2%	30.8%	41.0%	100.0%
	% within City	19.6%	26.7%	34.0%	26.4%
Total	Count	56	45	47	148
	Expected Count	56.0	45.0	47.0	148.0
	% within Factors	37.8%	30.4%	31.8%	100.0%
	% within City	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.916[a]	6	.002
Likelihood Ratio	22.276	6	.001
N of Valid Cases	148		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.30.

Chi-square value is significant at 5% level of significance. *Hence, Null Hypothesis is rejected.*

Thus, it may be concluded the responses on motivating factors for attending the workshop are not similar across the geographical locations.

Benefits of Community Radio Workshops

Table 4: Benefits of Community Radio Workshops

S. N o	Benefits	Konark		Agartala		Hyderabad		Total	
		No.of partici pants	%	No.of particip ants	%	No.of partici pants	%	No.of partici pants	%

1	Community welfare with CR	5	10.64	10	17.86	12	26.67	27	18.24
2	Economics of CR	13	27.66	10	17.86	10	22.22	33	22.30
3	Sharing & mixing with different groups of community	5	10.64	5	8.93	3	6.67	13	8.78
4	Capacity building	17	36.17	25	44.64	16	35.56	58	39.19
5	Role of stakeholders	3	6.38	0	0.00	1	2.22	4	2.70
6	Recognition of the Need & usefulness of CR	4	8.51	6	10.71	3	6.67	13	8.78
	Total	47	100.00	56	100.00	45	100.00	148	100.00

Table-4 shows the benefits of community radio workshops as expressed by the participants who attended the workshops conducted in Konark, Agartala and Hyderabad. It can be observed from the table that about two-fifths (39.19%) of the respondents stated that the workshops are useful for capacity building. While 22.30% participants stated that they are able to know the economics of community radio, 18.40% of the participants expressed that the workshops have enabled them to know that the CR enhances the welfare of community.   8.78% of the total respondents felt that they had the benefits of sharing and mixing with different groups of the community and another 8.78% believed that they recognised the need for

and usefulness of community radio. And the least of the respondents, i.e., 2.70% expressed the view that it helps to understand the role of stakeholders. It is to be noted that capacity building is the important anticipated outcome according to the highest number of the participants from all the three workshops; Agartala (46%), Konark (36%) and Hyderabad (35%). It may be concluded from the above analysis that capacity building is the main benefit to the participants. However, the benefits of CR as perceived by the participants from different locations were tested by considering the following hypotheses.

H_0: The perception on the benefits of CR derived by the participants is same across the locations.

H1: The perception on the benefits of CR derived by the participants is not same across the locations.

Table 4a: Benefits of CR and place of Workshops: Benefits * City Cross tabulation

Benefits		City			Total
		Agartala	Hyderabad	Konark	
Capacity building	Count	25	16	17	58
	Expected Count	21.9	17.6	18.4	58.0
	% within Benefits	43.1%	27.6%	29.3%	100.0%
	% within City	44.6%	35.6%	36.2%	39.2%
Community Welfare with CR	Count	10	12	5	27
	Expected Count	10.2	8.2	8.6	27.0
	% within Benefits	37.0%	44.4%	18.5%	100.0%
	% within City	17.9%	26.7%	10.6%	18.2%
Economics of CR	Count	10	10	13	33
	Expected Count	12.5	10.0	10.5	33.0
	% within Benefits	30.3%	30.3%	39.4%	100.0%

	% within City	17.9%	22.2%	27.7%	22.3%
Sharing & mixing with different groups of community / Role of Stake holders/ Recognition of the need and usefulness of CR	Count	11	7	12	30
	Expected Count	11.4	9.1	9.5	30.0
	% within Benefits	36.7%	23.3%	40.0%	100.0%
	% within City	19.6%	15.6%	25.5%	20.3%
Total	Count	56	45	47	148
	Expected Count	56.0	45.0	47.0	148.0
	% within Benefits	37.8%	30.4%	31.8%	100.0%
	% within City	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.178[a]	6	.404
Likelihood Ratio	6.200	6	.401
N of Valid Cases	148		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.21.

It is evident that Chi-square value is insignificant. *Hence, the Null Hypothesis is accepted at 5% level of significance.*

Thus, it may be concluded that the perception on benefits of CR derived by the participants is same across the locations.

Potential of Community Radio

Table 5: Potential of Community Radio

S.	Potential	Konark	Agartala	Hyderabad	Total

No		No.of partici pants	%	No. of partici pants	%	No.of partici pants	%	No.of partici pants	%
1	Reduces the gap between organization & the community	2	4.26	3	5.36	3	6.67	8	5.41
2	Community mobilisation and transparency of the organization can be achieved	3	6.38	4	7.14	5	11.11	12	8.11
3	Community welfare programs can be transmitted	20	42.55	32	57.14	22	48.89	74	50.00
4	Regular transmission of programs on agriculture, health & education.	3	6.38	7	12.50	4	8.89	14	9.46
5	Community participation and development.	19	40.43	10	17.86	11	24.44	40	27.03
	Total	47	100.00	56	100.00	45	100.00	148	100.00

Table 3 sets out the factors responsible for potential of community radio. Half of the respondents stated that community radio station has the potential of transmitting community welfare programs. While 27.03% of the respondents expressed that it is an important asset for community participation and development, nearly 10% of the participants felt transmission of regular programs on agriculture, health, and education is of great help to the community. 8.11% of the participants believed that community radio stations can achieve the objective of community mobilization and enhances the transparency of organizations. And the least of 5.41% expressed that it reduces the gap between organization and the community. The highest number of respondents from all the three workshops believed that transmission of community welfare programs is the main factor for high potential of CR. It may be inferred that transmitting the community welfare programs, community participation and development are outcomes of the community radio stations.

H0: Workshops conducted in all the three places have shown equal potential of community radio.

H1: Workshops conducted in all the three places have not shown equal potential of community radio.

Table 5a: Potential of community radio and the places of Workshops:

Potentiality * City Cross tabulation

Potentiality		City			
		Agartala	Hyderabad	Konark	Total
community welfare programs can be transmitted	Count	32	22	20	74
	Expected Count	28	22.5	23.5	74
	% within Potentiality	43.20%	29.70%	27.00%	100.00%
	% within City	57.10%	48.90%	42.60%	50.00%
Reduces the gap between	Count	7	8	5	20
	Expected	7.6	6.1	6.4	20

organization & the Community/ Community Mobilisation transparency of the organization can be achieved.	Count				
	% within Potentiality	35.00%	40.00%	25.00%	100.00%
	% within City	12.50%	17.80%	10.60%	13.50%
Regular transmission of programs on agriculture, health and Education/ Community participation and development.	Count	17	15	22	54
	Expected Count	20.4	16.4	17.1	54
	% within Potentiality	31.50%	27.80%	40.70%	100.00%
	% within City	30.40%	33.30%	46.80%	36.50%
Total	Count	56	45	47	148
	Expected Count	56	45	47	148
	% within Potentiality	37.80%	30.40%	31.80%	100.00%
	% within City	100.00%	100.00%	100.00%	100.00%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.111[a]	4	.391
Likelihood Ratio	4.008	4	.405
N of Valid Cases	148		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.08.

The analysis on potential of CR reveals that Chi-square value is insignificant. *Hence, Null Hypothesis is not rejected at 5% level of significance.*

Thus, it may be concluded that Workshops conducted in all the three places have shown equal potential of community radio.

Table 6: Problems in Establishing and Operating a Community Radio Station.

S.	Problems	Konark	Agartala	Hyderabad	Total

No		No.of participants	%	No.of participants	%	No.of participants	%	No.of participants	%
1	Frequent turn-over of community reporters because of low Salary.	6	12.77	6	10.71	6	13.33	18	12.16
2	Lack of funds	7	14.89	4	7.14	4	8.89	15	10.14
3	Lack of awareness of CR	12	25.53	16	28.57	14	31.11	42	28.38
4	Complex application process & licensing procedure	9	19.15	15	26.79	7	15.56	31	20.95
5	Lack of interest among the people.	7	14.89	7	12.50	7	15.56	21	14.19
6	Equipment purchase	6	12.77	8	14.29	7	15.56	21	14.19
	Total	47	100.00	56	100.00	45	100.00	148	100.00

Table 6 indicates the problems in establishing a community radio station expressed by the respondents who participated in the community radio workshops. Lack of awareness regarding the community radio station was identified as the main problem by almost one-third (28.38%) of the participants. According to 20.95% of the participants, complex application process and licensing procedure is an important problem. While 0.14% of

the respondents expressed the view that lack of funds is the main factor for not establishing a community radio station, 14.9% participants opined that lack of interest among the people is itself the cause. Another 14.9% of respondents stated that equipment purchase is a hindrance in establishing a community radio station. The participants who are already operating a radio station (12.16%) are experiencing the problem of frequent turnover of community reporters because of low salary. It may be concluded that lack of awareness, complex application process and licensing procedure, lack of funds, lack of interest among the people and the burden of equipment purchase are the problems in establishing a community radio station.

It is in this context that the workshops organised by CEMCA and MIB are useful in not only creating interest but also facilitating the documentation process and securing of licenses.

H_0: The different problems encountered in establishing/operating CR station by the participants, are similar across the Geographical locations.

H_1: The different problems encountered in establishing/operating CR station by the participants, are not similar across the Geographical locations.

Table 6a: Place of participants and different problems encountered in establishing community radio station

Problems * City Crosstabulation

Problems		City			
		Agartala	Hyderabad	Konark	Total
Complex application process & licencing procedure	Count	15	7	9	31
	Expected Count	11.7	9.4	9.8	31
	% within Problems	48.40%	22.60%	29.00%	100.00%
	% within City	26.80%	15.60%	19.10%	20.90%
Equipment purchase	Count	8	7	6	21
	Expected Count	7.9	6.4	6.7	21
	% within Problems	38.10%	33.30%	28.60%	100.00%
	% within	14.30%	15.60%	12.80%	14.20%

	City				
Frequent turn-over of community reporters because of low salary	Count	6	6	6	18
	Expected Count	6.8	5.5	5.7	18
	% within Problems	33.30%	33.30%	33.30%	100.00%
	% within City	10.70%	13.30%	12.80%	12.20%
Lack of funds and awareness of CR	Count	20	18	19	57
	Expected Count	21.6	17.3	18.1	57
	% within Problems	35.10%	31.60%	33.30%	100.00%
	% within City	35.70%	40.00%	40.40%	38.50%
Lack of interest among the people.	Count	7	7	7	21
	Expected Count	7.9	6.4	6.7	21
	% within Problems	33.30%	33.30%	33.30%	100.00%
	% within City	12.50%	15.60%	14.90%	14.20%
Total	Count	56	45	47	148
	Expected Count	56	45	47	148
	% within Problems	37.80%	30.40%	31.80%	100.00%
	% within City	100.00%	100.00%	100.00%	100.00%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.269[a]	8	.972
Likelihood Ratio	2.266	8	.972
N of Valid Cases	148		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.47.

Since the Chi-square is insignificant, the Null Hypothesis is Accepted at 5%

level of significance.

Thus it may be concluded that the different problems encountered in establishing/ operating CR station by the participants are similar across the Geographical locations.

CEMCA's Role in the Promotion of Community Radio Stations
Table 7: CEMCA's Role in the Promotion of Community Radio Stations

S.No	CEMCA's Role	Konark		Agartala		Hyderabad		Total	
		No. of participants	%	No. of participants	%	No. of participants	%	No. of participants	%
1	Awareness , operational guidelines, technical & financial details .	22	46.81	20	35.71	19	42.22	61	41.22
2	Motivating NGOs in establishing CRS.	10	21.28	16	28.57	14	31.11	40	27.03
3	Facilitating organizations in establishing CRS	9	19.15	11	19.64	8	17.78	28	18.92
4	Networking	6	12.77	9	16.07	4	8.89	19	12.84

			100 .00		100 .00		100 .00		100. 00
Total		47		56		45		148	

Table 7 shows the responses of the participants regarding CEMCA's role in the promotion of community radio.   The majority of participants (i.e., 41.22%) responded that CEMCA promotes the establishment of community radio stations by NGOs by creating awareness and providing operational guidelines and technical and financial details. A little over one fourth of the respondents (27.03%) who represent NGOs stated that they were motivated to establish community radio stations. While 18.92% of the participants accepted that the workshops facilitate organizations in establishing CR stations, 12.84 appreciated the effort of CEMCA in networking process. The analysis reveals that the main role of CEMCA in promotion of community radio is by creating awareness and providing operational guidelines and technical details. Motivating NGOs and other organizations to set up a CR is the next important outcome of CEMCA's workshops.

H_0: The perception of participants on CEMCA's role in promoting CR stations is similar across the Geographical locations.

H_1: The perception of participants on CEMCA's role in promoting CR stations is not similar across the Geographical locations.

Table 7a: CEMCAs Role: CEMCAs_Role * City Crosstabulation

CEMCAs_Role		City			
		Agartala	Hyderaba d	Konark	Total
Awareness, operational Guidelines,Technic al & financial details .	Count	20	19	22	61
	Expected Count	23.1	18.5	19.4	61
	% within CEMCAs_Rol e	32.80%	31.10%	36.10%	100.00 %
	% within City	35.70%	42.20%	46.80%	41.20%
Facilitating Organizations in Establishing CRS	Count	20	12	15	47
	Expected Count	17.8	14.3	14.9	47

and Networking.	% within CEMCAs_Role	42.60%	25.50%	31.90%	100.00%
	% within City	35.70%	26.70%	31.90%	31.80%
Motivating NGO's in Establishing CRS.	Count	16	14	10	40
	Expected Count	15.1	12.2	12.7	40
	% within CEMCAs_Role	40.00%	35.00%	25.00%	100.00%
	% within City	28.60%	31.10%	21.30%	27.00%
Total	Count	56	45	47	148
	Expected Count	56	45	47	148
	% within CEMCAs_Role	37.80%	30.40%	31.80%	100.00%
	% within City	100.00%	100.00%	100.00%	100.00%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.325[a]	4	.676
Likelihood Ratio	2.372	4	.668
N of Valid Cases	148		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.16.

Since the Chi-square value is insignificant, *the Null Hypothesis is not rejected at 5% level of significance.*

Hence, it may be concluded that the perception of participants on CEMCA's role in promoting CR stations is similar across the Geographical locations.

Table 8: Perceptions of participants regarding the outcome of Community Radio Workshops

S. No	Percept ions	Konark		Agartala		Hyderabad		Total	
		No.of partici	%	No.of partici	%	No.of partici	%	No.of partici	%

		pants		pants		pants		pants	
1	Excellent	16	34.04	14	25.00	16	35.56	46	31.08
2	Good	20	42.55	29	51.79	20	44.44	69	46.62
3	Satisfactory	6	12.77	7	12.50	5	11.11	18	12.16
4	Not Good	3	6.38	3	5.36	3	6.67	9	6.08
5	Not Good at all	2	4.26	3	5.36	1	2.22	6	4.05
Total		47	100.00	56	100.00	45	100.00	148	100.00

The overall impressions of the participants of the workshops are presented in Table 8. It may be seen from the table that nearly one-third of the participants (31.08%) stated that the outcome of the community radio workshops was excellent. Almost half of the respondents (46.62%) perceived the outcome as good, while 12.6% of the participants perceived it as satisfactory. However 10.13% of the participants felt the outcome was not good or not good at all. It can be observed from the table that the number of participants, who stated that the outcome was good, is the highest in Agartala (i.e., 51.79%). But the number of participants, who stated that the outcome is good, is relatively low from Hyderabad (i.e., 44.44%) and Konark (i.e., 42.55%) when compared to Agartala.

It is observed that about 90% of the participants expressed satisfaction regarding the usefulness of the workshops regardless of the place of the workshop.

H_0: The perception towards the outcome of the Community Radio workshops was similar among all the participants across different Geographical locations.

H_1: The perception towards the outcome of the Community Radio workshops was not similar among all the participants across different Geographical locations.

Table 8a: Perception of participants towards the outcome of Community Radio Workshops.

Perceptions * City Crosstabulation

Perceptions		City		Konark	Total
		Agartala	Hyderabad	Konark	Total
Excellent	Count	14	16	16	46
	Expected Count	17.4	14	14.6	46
	% within Perceptions	30.40%	34.80%	34.80%	100.00%
	% within City	25.00%	35.60%	34.00%	31.10%
Good	Count	29	20	20	69
	Expected Count	26.1	21	21.9	69
	% within Perceptions	42.00%	29.00%	29.00%	100.00%
	% within City	51.80%	44.40%	42.60%	46.60%
Satisfactory/Not Good	Count	13	9	11	33
	Expected Count	12.5	10	10.5	33
	% within Perceptions	39.40%	27.30%	33.30%	100.00%
	% within City	23.20%	20.00%	23.40%	22.30%
Total	Count	56	45	47	148
	Expected Count	56	45	47	148
	% within Perceptions	37.80%	30.40%	31.80%	100.00%
	% within	100.00%	100.00%	100.00%	100.00

	City					%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.775[a]	4	0.777
Likelihood Ratio	1.804	4	0.772
N of Valid Cases	148		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.03.

The Chi-square value is insignificant at 5% level of significance. Hence, *the Null Hypothesis is accepted.*

Thus it may be concluded that the perception towards the outcome of the Community Radio workshops was similar among all the participants across different Geographical locations.

Table 9: Suggestions for Enhancing the Effectiveness of Community Radio Workshops

S. No	Suggestions	Konark		Agartala		Hyderabad		Total	
		No.of participants	%	No.of participants	%	No.of participants	%	No.of participants	%
1	Need more time for discussion	6	12.77	15	26.79	10	22.22	31	20.95
2	Fee back should be collected after completion of each session	13	27.66	9	16.07	9	20.00	31	20.95
3	Conduct of a separate workshop in each state.	15	31.91	12	21.43	9	20.00	36	24.32
4	Need more	3	6.3	6	10.	5	11.	14	9.4

	interactive workshops with silde show		8		71		11		6
5	Provide Demos for better understanding	3	6.38	5	8.93	4	8.89	12	8.11
6	Inclusion of case studies	7	14.89	9	16.07	8	17.78	24	16.22
	Total	47	100.00	56	100.00	45	100.00	148	100.00

The suggestions made by the participants to enhance the effectiveness of community radio workshops are given in Table -9. It can be observed from the table that almost one-fourth (24.32%) of the participants suggested that a separate workshop may be conducted for each state. While 20.95% of the total respondents expressed the need for more time for discussion, 20.95% respondents suggested that there should be a feedback system after completion of every session. Whereas 16.22% of the total participants suggested the inclusion of case studies, about one-tenth (9.46%) of the participants suggested that there should be more interactive sessions in the workshops with slide presentations. About 8% of the respondents asked for inclusion of demos for better understanding and to enhance the effectiveness of community radio workshops. It can be seen from the table that the highest number of participants in Konark (i.e., 31.91%) made a suggestion for conduct of separate workshops in each state. But the number of participants who made the same suggestion is low in Agartala (i.e., 21.43%) and Hyderabad (i.e., 20.00%). Similarly participants who suggested for more time for discussion is more in Agartala (i.e., 26.79%) and in Hyderabad (i.e., 22.22%) when compared to Konark (i.e., 12.77%).

H_0: The suggestions made for the enhancement of community radio workshops were similar across the Geographical locations.

H1: The suggestions made for the enhancement of community radio workshops were not similar across the Geographical locations.

Table 9a: The relationship between the types of suggestions made and place of workshop

Suggestions * City Crosstabulation

Suggestions		City			
		Agartala	Hyderabad	Konark	Total
Conduct of a separate Workshop in each state.	Count	12	9	15	36
	Expected Count	13.6	10.9	11.4	36
	% within Suggestions	33.30%	25.00%	41.70%	100.00%
	% within City	21.40%	20.00%	31.90%	24.30%
Feed back should be collected after complection of each session	Count	9	9	13	31
	Expected Count	11.7	9.4	9.8	31
	% within Suggestions	29.00%	29.00%	41.90%	100.00%
	% within City	16.10%	20.00%	27.70%	20.90%
Inclusion of Case Study	Count	9	8	7	24
	Expected Count	9.1	7.3	7.6	24
	% within Suggestions	37.50%	33.30%	29.20%	100.00%
	% within City	16.10%	17.80%	14.90%	16.20%
Need more interactive workshops with slide show and provide demo for better understanding.	Count	11	9	6	26
	Expected Count	9.8	7.9	8.3	26
	% within Suggestions	42.30%	34.60%	23.10%	100.00%
	% within City	19.60%	20.00%	12.80%	17.60%
Need more time for discussion	Count	15	10	6	31
	Expected Count	11.7	9.4	9.8	31
	% within Suggestions	48.40%	32.30%	19.40%	100.00%
	% within City	26.80%	22.20%	12.80%	20.90%

Total	Count	56	45	47	148
	Expected Count	56	45	47	148
	% within Suggestions	37.80%	30.40%	31.80%	100.00%
	% within City	100.00%	100.00%	100.00%	100.00%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.791[a]	8	.559
Likelihood Ratio	6.908	8	.547
N of Valid Cases	148		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.30.

The Chi-square value is insignificant at 5% level of significance. Hence, *the Null Hypothesis is accepted.*

Thus, it may be concluded that the suggestions made for the enhancement of community radio workshops were similar across the geographical locations.

Data analysis from the responses of managers of functional CR stations

The analysis and findings based on the data collected from 47 managers of Operational CR Stations are presented below.

 The reasons for starting a CR as stated by the organizers and managers of functional CR Stations are to:

1. Benefit the local community
2. Enhance awareness on education to the local community
3. Provide an opportunity to common people to participate in CR activities
4. Provide knowledge on ethics, women rights, etc.
5. Spread the message regarding health, legal rights, agricultural techniques, etc.
6. Create a platform for interaction with the community,
7. Develop general public, students, and women through the community related programs with their participation.
8. Empower the members of community for ventilating their voice by including the policy makers on a common platform.
9. Provide a platform to marginalized community groups and provide information to them regarding various welfare schemes.
10. Play a key role in the development of the community.

Community radio, a powerful medium,   creates   a platform and gives an opportunity to all the sections of society and brings awareness to the people of all ages so that development starts from grass root communities which is essential in building a strong nation.

Objectives of Community Radio

The objectives of CR as perceived by the organisers and managers are:

1. To strengthen the members of the community by increasing their awareness and knowledge.
2. To provide information regarding modern farming practices.
3. To serve the community by informing them about market trends and prices of agricultural commodities from time to time.
4. To involve local people on various issues of development.
5. To disseminate knowledge on the importance of education, health and women empowerment, entrepreneurship, agriculture, child care, personality development, social relations, etc.
6. To encourage local talent and promote culture, folk arts, classical music, etc.

Location of CR stations

| 1	School/College/ Universities	32
2	NGOs	12
3	Government Premises	01
4	Others	02

Location of Community Radio Station
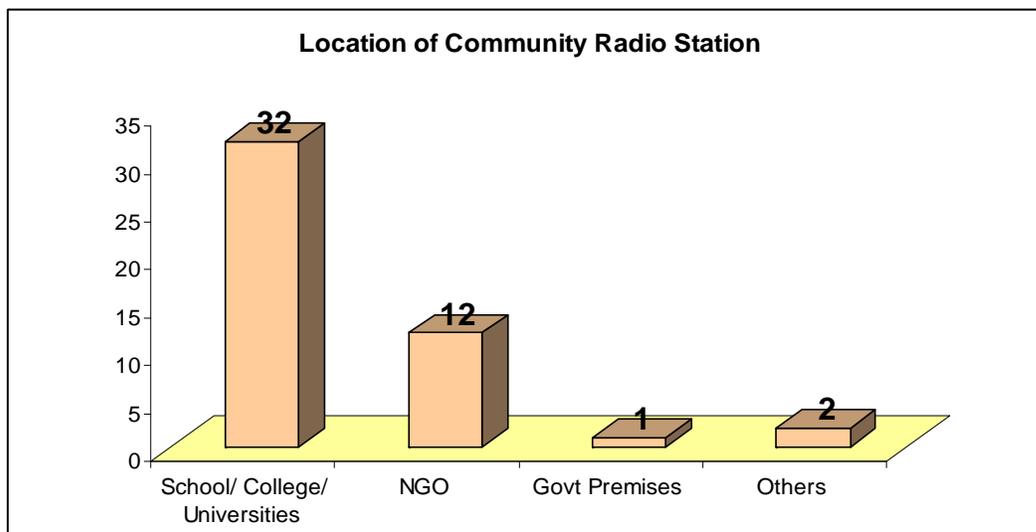
Most of the CR stations covered by the study are located in either educational institutions (32) or NGOs (12).

Coverage of Area by the CR Stations

Signal range	No of Stations
0 - 5 Kms	8
5 - 10 Kms	16
10 - 15 Kms	16
15 - 20 Kms	5
More than 20 Kms	1

Area covered in KM by the CRS

8 — 0 - 5 Kms
17 — 5 - 10 Kms
16 — 10 - 15 Kms
5 — 15 - 20 Kms
1 — above 20 Kms
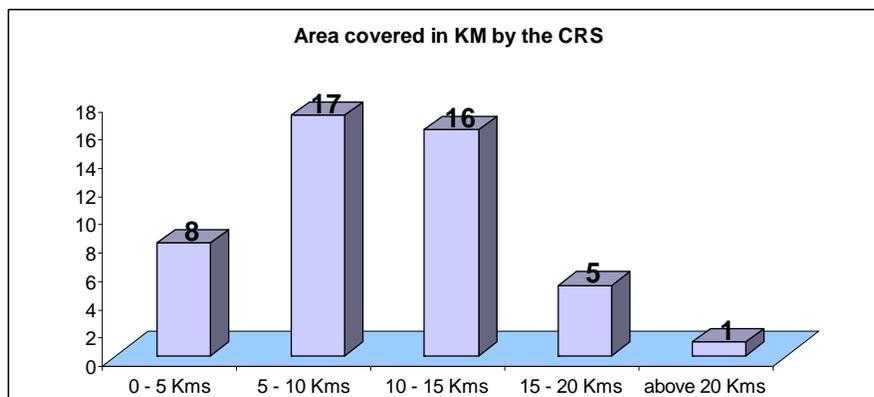
Out of 47 stations, 32 (68%) cover a radius of 5-15 KMs. distance.

Operation of CR Station in a week

Every day	42
4 - 5 days a week	5

Operation of CRS in a week

4 - 5 days / week, 5
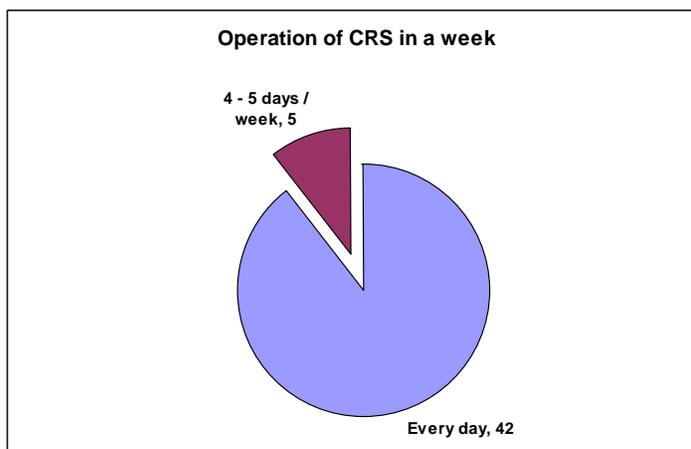
Every day, 42

While 42 stations broadcast programs everyday, 5 stations broadcast only 4 to 5 days a week. Five stations (10.67%) are not able to optimally utilize the air time provided to

them thereby wasting the scarce spectrum.

Operation of the CR Stations in a day

1 - 5 Hrs	12
6 - 10 Hrs	16
> 10 Hrs	19

Operation of the CRS in a day

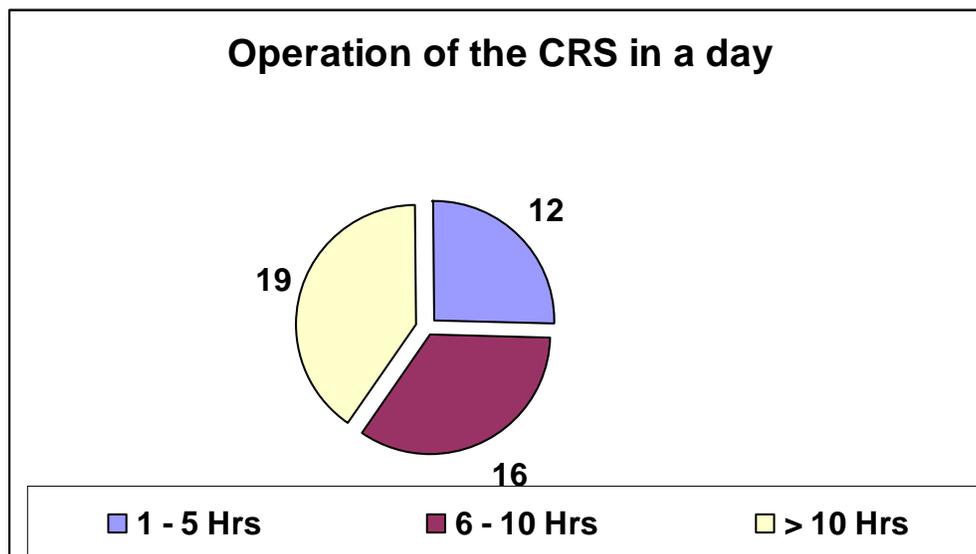Two-fifths of the community radio stations (40.42%) broadcast for more than 10 hours a day, while 16 stations (34%) broadcast 6 to 10 hours spending the air time to serve the communities in the neighbourhood. However, 12 stations are wasting their time since they have not built the capacities to utilize the spectrum. Less than 5 hours of broadcast is a national waste. The CR Managers shall be made to realize the value of air time.

Time of broadcast

Morning & Evening	8
Morning, Afternoon & Evening	12
Morning, Afternoon, Evening & Night	13
Morning, Evening & Night	1
Morning & Afternoon	1
Morning, Afternoon, & Night	1

Evening	3
Evening & Night	2
Night	2

Time of CRS broadcast

Night	2
Evening & Night	2
Evening	3
Morning, Afternoon, & Night	1
Morning & Afternoon	1
Morning, Evening & Night	1
Morning, Afternoon, Evening & Night	13
Morning, Afternoon & Evening	12
Morning & Evening	8
Morning	4

(horizontal axis: 0, 2, 4, 6, 8, 10, 12, 14)
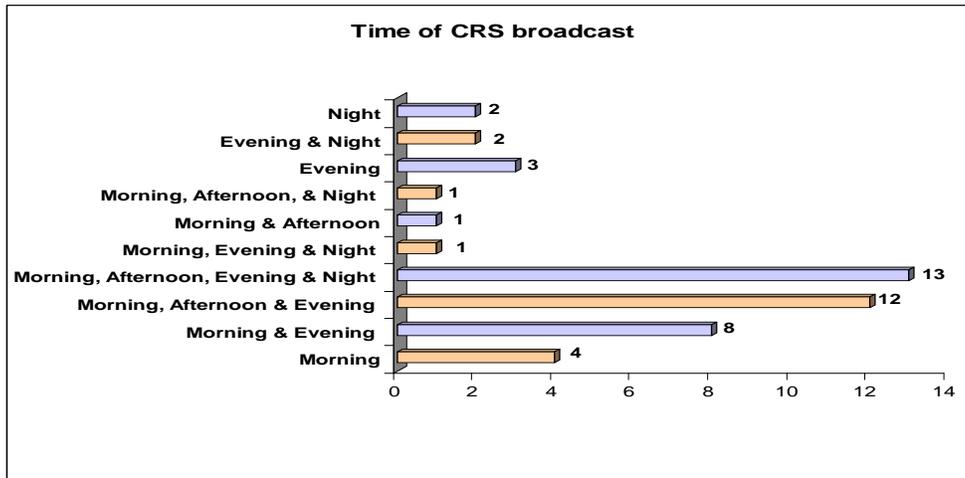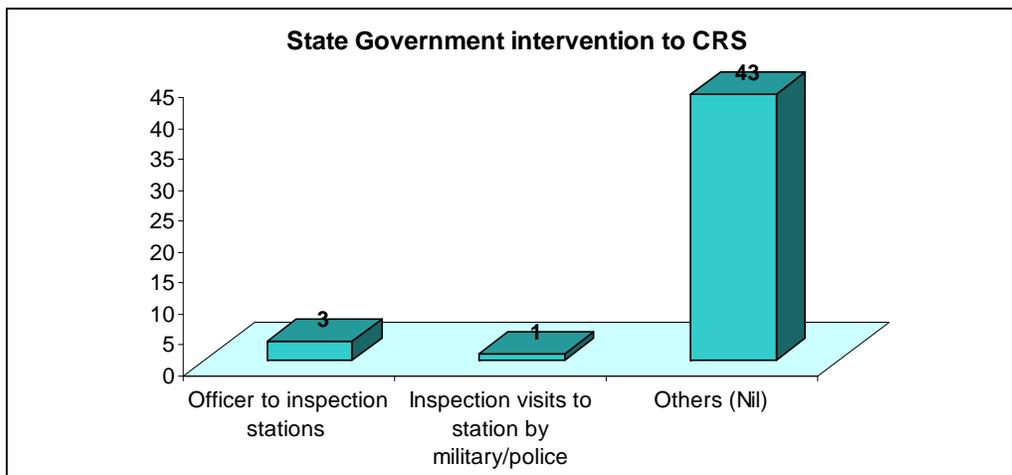
Most of the community radio stations broadcast in the mornings, afternoon, evenings and night so that the timings are convenient to the local people who are engaged in various activities.

Intervention in CR activities

Inspection stations by Govt. officers	3
Inspection visits to station by military/ police	1
No intervention	43

State Government intervention to CRS

(bar chart, vertical axis: 0, 5, 10, 15, 20, 25, 30, 35, 40, 45)

Officer to inspection stations	Inspection visits to station by military/police	Others (Nil)
3	1	43

- No CR station is affected by any intervention of political group.
- One CR station had the problem of intervention caused by business

57

people in its operations.

Other problems stated by CR managers include:

- Thirteen CR stations faced the problem of frequency overlapping
- Eleven CR stations are facing the problem of landscape broadcasting
- Fifteen CR stations are facing the problem of networking
- Twenty four CR stations are facing funding problems

Common methods used for funding   of CR

Solicit local people to support utility costs	15
Fund raising through outside organizations	12
Selling community-made products	10
Government Funds/Projects	2
Others	8

The CR stations mobilise funds from the local people as well as by donations from outside organizations. Out of 47 stations, 10 (21.27%) are generating revenue by selling community made products.
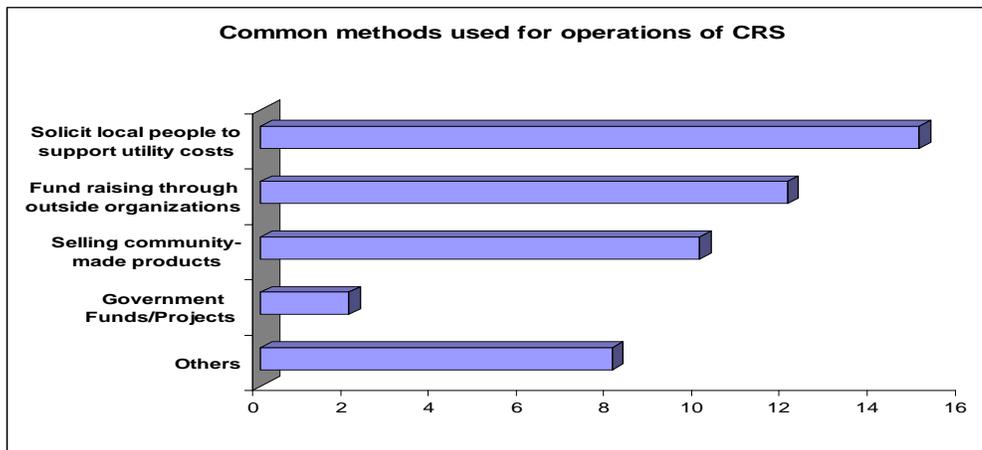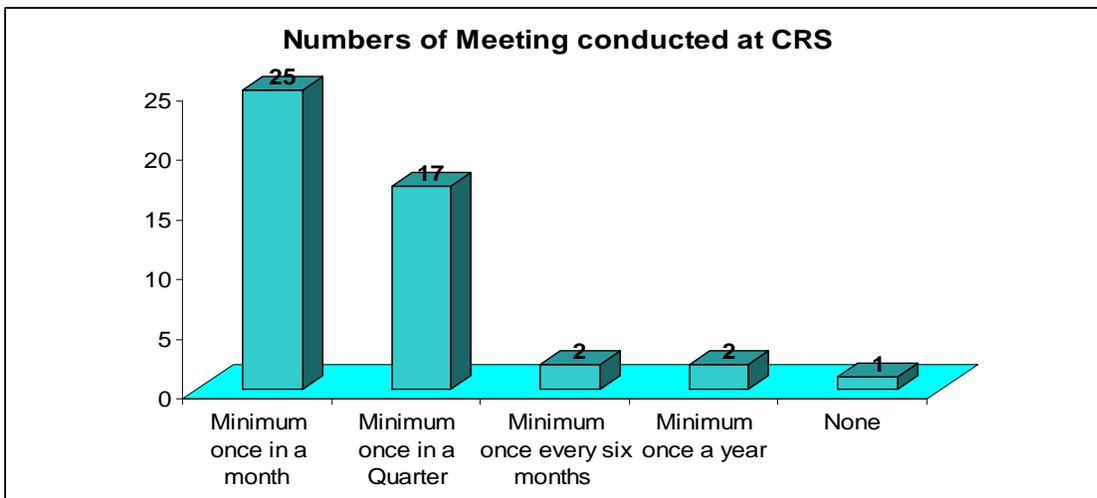
Number of Staff members working in CR Stations

Number of Staff members working in a CRS

```
20 |                                          20
18 |     ████
16 |     ████        17
14 |     ████       ████
12 |     ████       ████
10 |     ████       ████
 8 |     ████       ████        7
 6 |     ████       ████       ████
 4 |     ████       ████       ████        3
 2 |     ████       ████       ████       ████
 0 |_____
       < 5 Staff   5 - 10 staff  10 - 15 Staff  Others
```
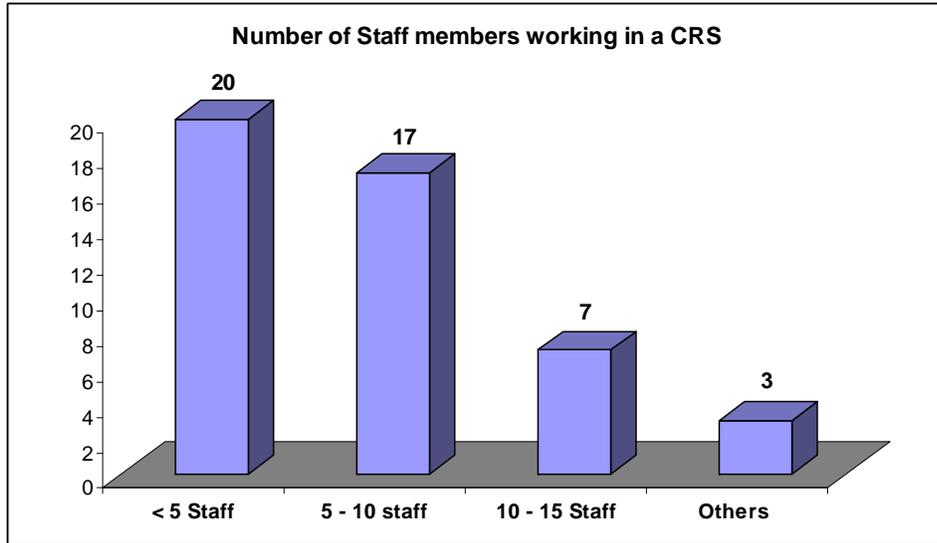
Most of the community radio stations (42.55%) function with the help of less than 5 staff members, while 36.17% function with staff strength of 5 to 10 people.

Number of Meetings conducted by C R Stations

Numbers of Meeting conducted at CRS

```
25 |     25
       ████
20 |   ████         17
       ████       ████
15 |   ████       ████
       ████       ████
10 |   ████       ████
       ████       ████
 5 |   ████       ████
       ████       ████     2        2
 0 |_____████_____████_____1___
     Minimum   Minimum   Minimum   Minimum   None
     once in a once in a once every once a year
     month     Quarter   six months
```

More than 50% of the CR stations conduct their meetings once in a month.

59

More than half (53.19%) of the CR stations hold meetings once a month, while 36.17% conduct meetings once every quarter. One radio station does not conduct any meetings.

Monthly expenses
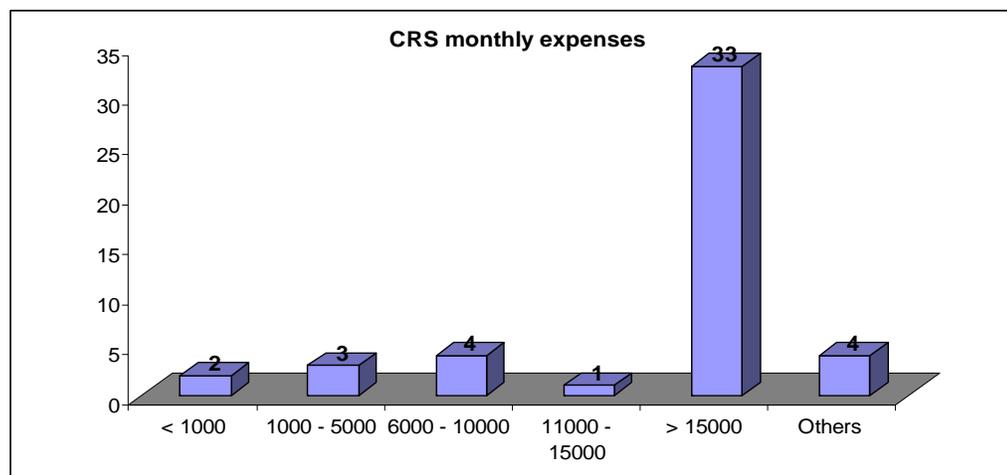
According to 70 percent i.e., 33 out of 47 CR stations, the monthly expenses is more than Rs. 15000.

Broad areas of programmes broadcast by CR

The programmes broadcast broadly cover the following areas:

- Agriculture
- Education
- Personal hygiene , health and nutrition
- Literacy
- Social issues
- Environment protection
- Female literacy, women issues and empowerment
- Girl child/sex ratio
- Self motivation and career guidance
- Culture
- Bank loans

- Local Problems
- Legal issues

Number of Programs broadcast in a day

Numbers of Programs broadcast in a day

Category	Value
< 5 programs	7
5 - 10 Programs	12
10 - 15 Programs	19
> 15 Programs	9
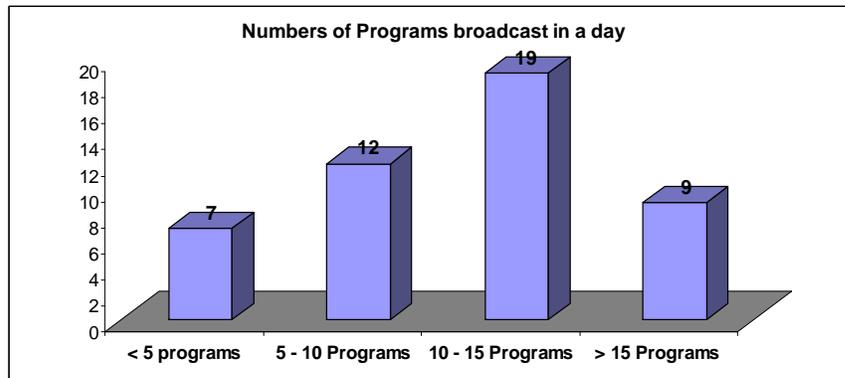
19 CR stations out of 47 (40.42%) daily broadcast more than 10 programs and 9 stations (19.14%) more than 15 programs during the morning, afternoon, evening, and night. Some programs are repeat broadcasts depending on the importance and need for the local communities.

Commendations from CR managers

C R is a powerful medium and an innovative approach which creates a platform to give an opportunity to all sections of society and empower the local communities.

The opinions of some CR managers are:

1. C R is guided by the principles of inclusiveness as it involves the lowest rung of the social ladder including women.
2. C R encourages young talent and promotes dynamism in youth and empowers them.
3. The local communities are benefitting immensely because of the programmes broadcast by CR on health, education, agriculture, women issues, legal rights, local issues, etc.
4. The CRs located in NGOs are helping the organisations to disseminate information and organise their activities effectively.

5. As the CR makes repeat broadcasts of various programs the reach is more and dissemination of information is quick and effective.

6. Most of the Community Radios are working for more than 10 hours a day resulting in creative ideas among local people.

7. Community Radio got full support from local political groups.

8. Most of the CR stations are mobilising funds from various institutions like trusts, foundations, community/society fund, university funds, and donations from business houses.

9. Universities/colleges provide funds to establish and operate CR stations in educational institutions.

Problems of CR Stations

1. Some CR stations do not get support from local people to meet the utility costs.

2. Most of the Community Radios face the problem of frequency overlapping and the problem of landscape broadcasting.

3. Some CR stations are facing the network problem; they need technical assistance to overcome network problems.

4. Staleness of the content and repetition of the programs resulting in lack of interest among the listeners.

5. Same voices with same presentation style.

6. Lack of training on the part of program production staff and frequent turnover of employees/reporters.

Services and support received from CEMCA by CR stations

The responses from the CR managers reveal that CEMCA is able to:

1. Provide support by giving advice from time to time and arrange an interface with Govt. Departments like MIB, DST, DAVP, and other licensing and regulatory bodies.

2. Give advice and suggestions to overcome any managerial problems.

3. Provide funds through the Dept. of Science and Technology, Govt. of India.

4. Inform users about the various sources of funds and the ways of funds mobilization from local communities.

5. Promote the culture of sharing of programmes among CR stations.

6. Facilitate networking among the CR stations and organize training programmes and consultation workshops.

7. Conduct Training and National level Convention Meetings for station managers to resolve their operational difficulties.

8. Extend support and frequent advice and guidance to improve the quality of programmes.

Analysis of data collected from the listeners of CR

Data has been collected from 65 listeners of CR as a part of this project. The findings of the survey are presented below.

Choice of type of Radio

When the listeners of community radio were asked about the choice regarding the type of radio they listen to, other than CR, they stated that they prefer national broadcast (All-India Radio) followed by local FM radio.

Choice of Listeners towards different types of Radio.

Radio types	No.of Participants
National Broad cast	32
Local Fm Station	24
Commercial Radio	5
Internet Radio	0
International Broadcast	4
No Response	0

Almost half of the respondents i.e., 32 out of 65 respondents listen to the national broadcast (ALL-India Radio) followed by local FM radio (36.9%). No respondent prefers internet radio.

Awareness about CR

Source of Awareness about Community radio

Sources	No.of participants
Friends	16
Relatives	9
Local People	12
Newspapers	16
Television	5
Fm Radio	6

Magazines	1
Any Other	0

One-fourth of the respondents i.e., 16 out of 65 stated that they came to know about the community radio from their friends and an even number reported that newspapers were their source of information. The other sources of information include television (5) and FM radio (6). Thus the major source of awarness about the community radio is friends, newspapers and local people.

Listening Frequency

Listening Frequency of Community Radio.

Listening Pattern	No of Participants
Daily	21
Once in a week	32
Once in a Month	6
Rarely	6

Among 65 listeners, 32 of them listen to the community radio once in a week, while 21 listen daily. Six people responded that they listen once in a month and another six listen occasionally. Half of the respondents (49.23%) stated that they listen once a week.

Number of listening hours
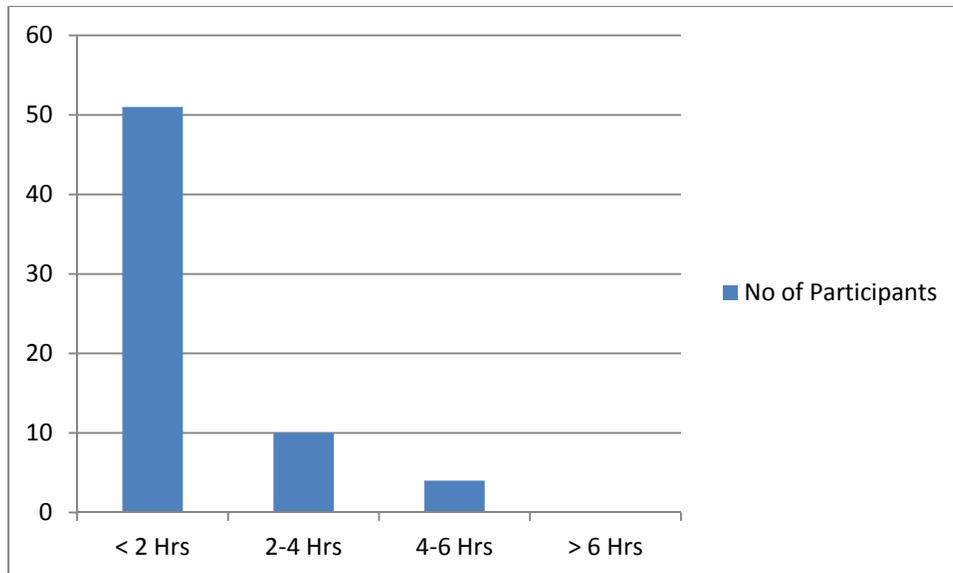
More than three-fourths of the respondents i.e., 50 out of 65 listen to the CR for less than 2 hours; 10 people for for 2-4 hours, and 5 of them for 4 to 6 hours.

Usefulness of CR programmes

Scale	No of Participants
Highly useful	42
Useful	14
Not useful	9

To the question related to the usefulness of CR, 56 listeners ((86.15%) responded very positively and commended the programmes stating that they are highly useful. 9 listeners, however were not happy and expressed that they are not useful.

Overall impression on CR programmes

Scale	No of Participants
Excellent	32
Very Good	24
Not Good	9

Among the 65 listeners 32 rate the program as excellent, 24 said very good and 9 of them rated the overall impression of these programmes as not good.

It may be inferred from the above that CR is a good concept as CR services are useful in educating the masses since most of the listeners said that the programmes are very good and their overall impression on the programmes is excellent.

Findings from Listeners' Feedback

When listeners were asked about their preference on the type of radio other than community radio:

1. Most of the Listeners preferred   AIR and national broadcasts followed by local FM radio.
2. They are not at all interested in Internet Radio because of the low levels of literacy and lack of technical skills.

When listeners are asked about sources of awareness about the community radio, they said:

1. The major source of awareness about Community Radio is from the friends and newspapers   followed by relatives and local people.
2. Television and FM Radio are the least important sources.

Overall impressions of listeners on the utility of CR programmes

1. Almost all the participants listen to the CR programmes and feel that CR is a highly potential medium.

2. Respondents feel that CR is an opportunity for the organisers to carry out Community Welfare Programs, particularly in the case of CR stations run by NGOs.

3. Most of the participants strongly agree that Community Radio programs are really useful.

4. Most of them feel that it is   a powerful medium as CR services   help to educate all sections of society. Most of them said that it is an excellent medium to address the problems of the local community.

CR and Women Empowerment – Some Profiles

The researcher collected the profiles of four women who were empowered because of their association and involvement with the Community Radio (CR) activities. He met these women at the first National CR Sammelan organized in New Delhi in April 2011. CEMCA had supported them to participate in the Sammelan. The following are the profiles of the four women.

1. **Seema Shaikh: Chanderi Ki Awaiz Community Radio, Chanderi, Madhya Pradesh**

   Seema Shaikh was born in 1976 in a poor and traditional Muslim family in Indore. She has six sisters and three brothers. Only two of the girls were educated. Seema Shaikh passed her XI Class. Her dream was to become a doctor. But poverty did not permit her to pursue her goal. The family of Seema Shaikh migrated from Indore to Bhopal in 1991 because of communal riots in Indore. Her parents thought that it was good for them to get her married early and so she got married in 1992 when she was 18 years old. Her husband is from Chanderi and her husband's family was also poor and none of them were educated. It was difficult for her to adjust in the joint family and she was also subjected to a lot of ill treatment by her in-laws. She suffered for 14 years under these miserable conditions living in utter poverty. She was not allowed to go out to seek employment and she was compelled to observe the 'purdah' system. After 15 long years in such a pathetic state, at last her husband realised the need for her to work and allowed her to apply for some jobs. As she was not well-qualified she could not secure a job.   Under these circumstances she came to know about Self-

Help Groups (SHGs) and joined as a member in a SHG with a meagre salary of Rs. 15/- per day and thus her journey began. She maintained the accounts of SHGs and attended to their bank work. This was how she started supporting her family and also developed herself. In 2006 she was given training in the use of computers under one of the SHG schemes. Chanderi Ki Awaz CR was set up in February 2008 and she started working as a volunteer in CR. She received training for one week on CR which was provided by One World South Asia. The training included scripting, editing, anchoring, recording, digital story preparation, news letter preparation, programme planning and production, etc. She participated in 150 programmes covering a vide variety of subjects like domestic violence, women's rights, women empowerment, legal rights, environment, health, child nutrition and HIV. Since then she has been coordinating production undertaking field work and conducting interviews. She also participated in the workshops organized by the DST under women empowerment and AIDS awareness schemes. She involved herself in local services helping pregnant women and creating an awareness among them regarding pre-natal and post-natal care. She is very happy because of her association with Chanderi Ki Awaz and she feels proud of the fact that she has become an important member in the local community because of her involvement in CR activities. Though she receives neither salary nor remuneration for her services to the CR, she is happy because of the recognition that she has gained. She is now a very confident and self-reliant person with a reasonably good income to support her family. She has four children and all of them are able to study well in good educational institutions. Her eldest son is preparing for AIEEE examination to seek admission in BE. Her income is supplemented by her husband's income from agriculture and a small grocery store owned

by them. She says that it has now become her passion to work for CR.

2. Priyanka R: Radio Active Community Radio, Bangalore, Karnataka

Priyanka was born in 1985. Her mother is a housewife and her father is an auto driver. She has one sister. She is from the transgender community. She discontinued her studies when she was in   X class because of the stigma meted out because of her transgender status. She got converted from male to female in 2002 by undergoing a surgery.   She started working in SAMARA, an NGO in 2004. She has been counselling and guiding beggars and sex workers on behalf of SAMARA. Her responsibility was to bring about awareness among sex workers regarding safe sex, health, HIVAIDS and other related issues. She got married in 2005. In May 2010 she was called by Radio Active to give a talk about her story and experiences as a member of the transgender community. Her story was broadcast and the programme was appreciated by one and all. From then onwards she started working for Radio Active as a full-time employee. She is now a Radio Jockey and her pay is Rs. 9000/- per month. She produces 6 programmes every week. On Thursday a special live programme is organized by her on the transgender community and the problems faced by such people. She brought along with her some other members of her community and produced a programme on them. According to her, there are 7000 members in the transgender community in Bangalore alone. She wants to help every individual member in that community and her dream is to see that they are all liberated from sex work and begging. Her live programme was also broadcast by All India Radio, Bangalore and several phone calls were received, it seems for repeat broadcast of the same. She has participated in Kannada TV

Programmes broadcast through Samaya, TV9, Suvarna 24/7 and Udaya TV. She also produced a documentary based on her own story. She is proud of her association with Radio Active and she has acquired several skills because of her employment in the CR station. She says that she is grateful to Radio Active CR for giving her an opportunity to develop herself and lead a respectable life.

3. Jamila: Anna CR, Chennai, Tamil Nadu

Jamila was born in Kannikapuram, Chennai in 1977. Her mother is a Hindu from Andhra Pradesh and her father is a Muslim from Kerala. Both the parents are illiterate. She is the only daughter in the family.   As her mother is an expert in cooking, her father started a small tea shop and they provided good education to Jamila. She successfully completed her BA degree with English Literature from Madras University in 1998. Though she joined in MA she had to discontinue her studies because of her marriage in 1999. Jamila has been working as a teacher in Holy Mary School in Chennai since 2004.   In December 2004 the Anna Radio Team visited Kannikapuram and organized a three day workshop regarding Self Help Group schemes.   Dr. Sreedhar and Neeraja Prabhakar introduced Jamila to Anna Radio in January 2005. Jamila received training for one week at a workshop organised in Anna University with sponsorship from DST. The training was on programme production, editing, conducting interviews with the experts, music mix, quality process, field work, studio recording, out-door recording etc. During the workshop, Jamila chose to develop a programme on blood donation and organ donation which was adjudged as the best programme. Since then she has been actively working for the CR to serve the community. Her role is to bring women to CR and make them participate in the radio programmes, and to become volunteers for CR activities including

production of programmes. She has produced more than 100 programmes covering various subjects during the last five years. She is paid Rs.150/- for each programme produced by her. She states that she is very happy after her association in the CR. To quote her "Anna CR has been helping me to develop my self confidence and acquire new skills from time to time". She says that she gets satisfaction by making others earn through CR. She has four children and she is able to provide a good education to all of them. She feels that the CR has changed her life for the good and she owes her success to community radio.

4. Neeta Tupare: FTII CR, Pune, Maharastra

Neeta Tupare was one of the participants, who attended the 8th State Level Consultation organized by CEMCA on 9th and 10th February, 2010. She is associated with radio FTII Pune, which was established on 20th January, 2007. Radio FTII conducts one day workshops on "How to talk and produce radio programmes". Radio FTII first came into contact with Neeta Tupare in a workshop in 2009. She was running her own snack centre which was started by her after becoming a member in a Self Help Group. Whenever FTII required local women to produce programmes only two to three women showed interest as FTII CR does not pay any money. But Neeta has been regularly responding to the request from the FTII. In the process Sanjay Chandekar, CR In-charge observed that Neeta maintains a diary of all the programmes attended by her. She also prepares the Minutes of the meetings that FTII has held with different communities. Though Neeta only passed IX class she was able to maintain a diary of the activities of the FTII without having been told by anyone to do so. She has developed the habit of writing diary out of her own interest. Hence, Mr. Sanjay thought that she was the most suitable person who should be given an

opportunity to handle the media and work for her community through FTII CR. Mr. Sanjay also observed that she identified herself with the pre-project exercise for DST and effectively coordinated the activities of the programmes. By her association with FTII CR, she

- Gained recognition in the community
- Became self-reliant
- Acquired skills
- Produced radio programmes
- Learnt interview skills
- Shared knowledge regarding health, education, Govt. schemes, etc.

Today she is able to serve the community not only through CR but also by associating herself as a volunteer in an NGO, namely Centre for Advocacy and Research (CFAR). She is happy to serve through these two organizations. Her husband works for a Toll Gate. He is very cooperative and encourages her to serve the community. She has two children and she provides them with a good education by sending them to good schools. She earns about Rs. 4000/- to 5000/- per month through her own enterprise, Savithri Snack Centre. She has been spending Rs. 60/- per each trip to FTII CR to organise programmes. She does not mind spending that amount from her limited income because of the satisfaction she gets from the work. She feels that she can provide good service to poor people and help them develop themselves by providing them with timely information on various Welfare schemes offered by the Government of India.

6. Conclusions

CR and CEMCA: Yesterday and Today

1. CEMCA was not active in the field of community media especially radio before 2007.

2. CEMCA had not raised any significant additional funds for its activities before 2007. Limited funding was however received from ADB and UNESCO.

3. CEMCA's intervention started with a project for Science for Women by the Dept of Science and Technology (DST) in 2007. CEMCA selected the CR stations, did the base line study and also the capacity building which resulted in the production of 4380 (12 x 365) original programmes produced in 12 different regions of the country. This was an extension of the programme carried out as a pilot in Anna University in 2005. DST was impressed and convinced that CR stations can reach the targeted audience by narrowcasting and programmes, based on their need, and produced and presented by their own people and experts in and around the place.

4. Having tried its hand on CR movement, CEMCA on the request of the Ministry of Information and Broadcasting, decided to organise CR awareness programmes around the country.

The first was organized in November 2007 at Lucknow in which Prof. AW Khan, ADG, UNESCO   Prof. Asha Kanwar, Vice-President, COL and top Govt. officials participated. It was held in a CR station run by a Montessori school. About 60 participants attended the three day workshop.

Despite the fact that CEMCA did not receive any letter in writing, leave alone funding from the ministry, it went ahead with a hope that ultimately the money will be reimbursed. Since the Govt. officials participated and their logo was used, it became a commitment and moral responsibility on the part of the Govt. to reimburse the expenses. Of course, the money was reimbursed after disallowing some items of expenditure. But CEMCA was able to prove its worth and the Govt. asked CEMCA to organise the second programme in Kolkata in March 2008 at which the then Union Minister for I & B, Mr. Priya Ranjan Das Munshi participated and inaugurated the first CR station in West Bengal. In order to make it happen, CEMCA had to embark on getting the license for the Jadavpur University. CEMCA was even able to get financial sanction for 50% of the consultation expenses just a few hours before the Inaugural function which is a turnaround compared to the first .

Having done two programmes even though top officials at the helm of affairs left the ministry, CEMCA had established its credentials and the new team entrusted it the task of handling 8 workshops in 2008-09. The reimbursements slowly went higher and higher. In 2009-10, CEMCA was entrusted with the conduct of 10 workshops for which advance money was released. In 2010-11, another a new team at MIB wanted the awareness campaigns to be given to two institutions, one CEMCA and another Community Radio Forum, an ideological NGO engaged in activism. CEMCA organised the same within a record time of 2 months after getting 75% of the amount as advance from the Govt. of India.

The cost of organising such workshops rose from 5000 CAD to 20000 CAD in 2010. CEMCA's overhead charges went up to 15% and miscellaneous expenditure to 10% making a total of 25% for CEMCA. 100% of the money was reimbursed to CEMCA.

But CEMCA had a setback when UNESCO organized a National consultation with Community Radio Forum and the Govt. in December 2010. Though

CEMCA was associated in mobilising delegates from CR stations and the CEMCA Director chaired a session, CEMCA's role as an organization was ignored leading to mental agony for CEMCA staff and the Vice President, COL. But the banner which was CEMCA's contribution highlighted COL as the joint partner. But CEMCA worked again with the Govt. and saw to it that it regains its primacy in the field by organising the first National CR Sammelan in April 2011 in which over 90 functional CR stations participated. This meet was organised at the prestigious national conference facility, Vigyan Bhawan, which saw the present Union Cabinet Minister, Ms. Ambika Soni attending the meet. Many International Agencies like UNESCO, UNICEF, Ford Foundation, World Bank, One World Asia, participated in the meet along with many developmental agencies including ministries like agriculture, rural development, health and family welfare, panchayati raj (local bodies), science and technology. CEMCA showcased 9 grass root women who were empowered by its joint initiative with DST on the 'science for women' project. There was an impressive exhibition of the functional CR stations. CEMCA brought out a compendium which was released by the minister and she also gave away the CEMCA awards. This Sammelan had a very good impact and Ford Foundation volunteered to fund CEMCA's initiatives to an extent of 80 lakhs for two years. Also the UNICEF volunteered to engage CEMCA by funding 12 lakhs for getting case studies of sustainable CR stations in the country conducted.

CEMCA and Govt. Interface

CEMCA was associated with DST in enlarging the project for some more CR stations. CEMCA was also engaged by DST for a new project called 'Planet Earth'.

The CEMCA Director is also a member of the Screening Committee for selection of applicants for issue of licenses. He is also the member of the

Core Group in Broadcasting for the 12th Five Year Plan. He is a member fo the Sectoral Innovation Council in the field of entertainment and communication for Govt. of India Exploring and supporting in innovations for India of 2020.

The Ministry has also involved CEMCA Director and Mrs. Rukmini Vemraju to be in the working group for creation of a Community Radio Fund of India

The Ministry has included CEMCA and its Director in finalising the rate structure for government advertisements. He has also been invited to be the expert in finalizing the money to be paid for free lancers for producing various types of television and radio programmes for the entire country.

CEMCA and CR in India: Achievements and the Way Forward

1. CEMCA has taken up the task of motivating 100 applicants every year for the Ford Foundation project and also to help 50 institutions in licensing and capacity building exercise.

2. CEMCA supports issue of CR licenses to all categories of applicants coming from educational institutions or agriculture or civil society since it is the policy of the Govt. It might differ from UNESCO or AMARC definition of community radio.

3. CEMCA has been able to motivate a large number of functional CR stations and to help them to form an association called Community Radio Association of India (CRAI). It is a national association compared to the CR Forum which is legally a Gujarat State based one. It is informed that efforts will also be made to make the ministry recognize CRAI. The aim is to transfer the role played by CEMCA to CRAI in the years to come.

4. CEMCA catalysed and supported a programme exchange portal www.edaa.in in association with One World Asia. As on date forty radio stations have uploaded their content for sharing by other mutually interested stations.

5. CEMCA also catalysed and involved itself fully in launching a Certificate Course in Community Radio Management at IGNOU.

6. CEMCA offers 150 scholarships for the students who enroll themselves in the course.

7. CEMCA also helped 11 CR stations to be the special study centres to offer internship for these students.

8. CEMCA's Monica has developed such an expertise in getting the most complicated allotment for frequencies and has helped more than 50 applicants in the country in the licensing process. Her name is quoted in many internal discussions of the ministry as a standing example of proactive work.

9. With YCMOU, CEMCA is now trying to use these CR stations for skills development in the transport sector. An orientation course, a six month Certificate Program is under progress for the three wheeler (tuk tuk) drivers and public transport drivers. The Maharastra State Government is amending its rules for driving licenses by incorporating the clearance of the above courses as mandatory for fresh as well as renewal cases.

10. CEMCA has facilitated activists from Sri Lanka, Maldives and Bangladesh to visit some CR stations in India to have a first hand knowledge of CR working.

11. CEMCA has facilitated convergence and introduced the concept of Internet radio to many CR stations in India, and Bangladesh. It plans to launch at least 10 stations before 2012. But it has so far succeeded in 5 stations – one in Maldives, two in Bangladesh and two in India.

CEMCA's CR Workshops and specific outcome based on the study

- The Consultation and awareness campaigns organized by CEMCA are highly effective and useful.
- The role of CEMCA in enlarging the base of stakeholders networking

process is commendable.

- The role of CEMCA in facilitating the documentation and licensing for setting up a   community radio is proactive and highly effective.

Measures for effective CR   Movement

- Maintain balance between campus based community radio and grassroots level community radio.
- The person running the community radio should have knowledge of what should be done and what should not be done.
- CR must be saved from the misuse by the local politicians. It must be apolitical.
- Whoever violates the rules of CR policy shall be punished.
- It should not be run on profit motive. Rather it should be dedicated to the welfare of the community of local people irrespective of caste, creed and religion.
- Better coordination and cooperation should be extended by local authority to community radio operators.

Some questions to be addressed by CEMCA

1. Whether CEMCA should continue to work on awareness building in the next three years or change its strategy to content creation?

2. Whether CEMCA should replicate its success in science for women to other developmental themes?

3. Whether CEMCA is in a position to guide other countries in the region in developing awareness, capacity building and content creation for the CR movement?

4. Whether CEMCA can expand CR and merge the net and develop a unified model for narrowcasting and global reach?

5. Whether the mobile revolution will help in reaching more people through CR in free to air mode locally and through the net globally?

7. Recommendations

Recommendation for enhancing the effectiveness of CR workshops

1. There should be more time for discussions in the sessions regarding the CR operations and the issues related to the community.
2. Feedback session is to be included to know the impressions of individual participants after completion of the workshop.
3. It is necessary to conduct separate workshops in each State and also frequently.
4. There should be more interaction in the sessions with presentation of slides in order to make the sessions more vibrant and effective.
5. More demo sessions should be arranged for better understanding of the technical aspects of CR.
6. Successful CR case studies shall be included for easy comprehension and understanding of the process of CR operations.

Recommendations to CEMCA and MIB

1. CEMCA may continue organising the CR Awareness Workshops as well as other support services to promote the CR movement in collaboration with MIB, Govt of India.
2. MIB may take necessary steps to organise the workshops in each State/Union Territory in collaboration with CEMCA.
3. CEMCA may develop systems and strategies to motivate NGOs to start CR stations
4. CEMCA may, with the aid of the Ministry, organise training of trainers for each district of the country, i.e., about 600 master trainers can be prepared, who in turn organise CR awareness campaigns/programmes covering each and every district.

5.   A training toolkit and a manual may be prepared and translated into various regional languages and made available to the master trainers.

6.   The procedural delay in processing the applications and issue of licences to start CR by the MIB and other Govt. Departments shall be reduced to sustain the interest of the applicants.

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Annexure - 1

Abbreviations

BECIL   - Broadcast Engineering Consultants India Ltd.

BEL   - Bharat Electronics Ltd.

CAPART   - Counsel for Advancement of Peoples Action and Rural
                      Technology

CEMCA   – Commonwealth Educational Media Centre for Asia

COL   – Commonwealth of Learning

CR   – Community Radio

CRS   – Community Radio Station

DAVP   - Directorate of Advertising and Visual Publicity

Dr.BRAOU   – Dr.B.R.Ambedkar Open University

DST   - Department of Science and Technology

FGD   - Focus Group Discussion

GOPA   - Grant of Permission Agreement

IGNOU   – Indira Gandhi National Open University

MIB   – Ministry of Information and Broadcasting

ODL   – Open Distance Learning

NGO   – Non Government Organisation

LOI   - Letter of Intent

SACFA   - Standing Advisory Committee on Radio Frequency Allocation

SHG   - Self Help Group

SFWHN   - Science for Women's Health and Nutrition

WEBEL   - West Bengal Electronics Industry Development Corporation
                      Ltd.

WOL   - Wireless Operating License

Annexure – 2

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Annexure – 3

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Navyuak Jagriti Samithi
Village Khajuria
Dist – Mtihari, Bihar
Ph-09939233700

148. Satendra Nath Gayen
Prayasi Gram Bikash Kendra
Village and Post Gabberia, District South 24 Paragnas
West Bengal, Pin 743336
Ph-No.09051445235/9733704629

Annexure – 4

List of Addresses of Listeners of CR

1. S.Ravi
    ARDS(Aditya Rural Development Society)
    Balaji Nagar Sira, Karnataka-572137,
    Tumkur District, Karnataka
    Email-ardsind@gmail.com, sharmadharavi@gmail.com
    Ph-9964295855,09343539997

2. Mr V.Muralidhara Reddy
    Mamatha Socio Educational Society
    H.no-1-101, No.10, Bollavaram V&PO
    Nandikokur Mandal,
    Ph-09491591094/09441761261
    Email-vmuralireddy@rediffmail.com,mathango@rediffmail.com

3. Dr. B.G.Shreeparamatti
    Basaveshwar college of Engineering,
    Bagalkot-587101, Karnataka,
    Ph-09448789302
    Email-shreepar@yahoo.com

4. Mr. J. Racharayudu
    Harijana Girijan Backward&Minorities seva samajam
    Bose Nagar, Rayachoty, Cuddapah Dist. Andhrapradesh
    Ph-09848061373/09177972966
    Email-rghbm_vo@rediffmail.com

5. A Potha Raju
    SSS Singareni Collieries Co.Ltd.
    Godavarikhani, Karimnagar Dist, Singareni
    Email-so_cmd@scclmines.com
    Ph-09491144340

6. Naveen Kumar Gautham
    Uma Educational and Technical Society,
    Uma Manovikas Nagar, Vakalapudi Panchayat,
    Behind Rayudupalem, Kakinada-533005, A.P.
    Ph-0884-2306039,2307097,9848164779
    Email-spreddy@umvk.org.

7. MVR Phaneendra

Malireddy charitable Trust
Plot#20, 3-16b-124, Gazetted Officers colony,
Shanthi Nagar, Kakinada,
East Godavari Dist, Andhra Pradesh-533003
Email-mctrust@live.in
Ph-09440040968,09248040968

8. Dr B.Mohan
Krishi vigyan Kandra
VC & RICampus Nammakal, Tamilnadu-637002
Email-namakkalkvk@gmail.com

9. P.Prabhakar Reddy
Poor Peoples Rural Development Society
HNo-1-11-11/A Bhavani Colony Rajendra Nagar,
Ranga Reddy.AP
Ph-09440006456
Email-pprdsorg@yahoo.com

10. R. Sonivas
Raghavendra Rural Development Society
Obula Reoogpall(PN) Talupula,
Ananthpur Dist,
Ph-09848065993

11. S. Chandra Reddy
PROTECT
Pathacharala jandrapet post-523165
Chirala mandal, prakasam dist,
Ph-9848369415,
Email-protectngo@gmail.com

12. D. PArtha Sarathi Reddy
Voluntary Integrated Development Society,
Gunthapalli Village, Mandhalapalli post, Goranthala Mandal,
Anantapur Dist,AP,PIN-515231
Ph-09032502542,09441081540
Email-vids_ngo@rediffmail.com, partha_dalavai@rediffmail.com.

13. P. Samsekhar Reddy
Dhanlaxmi Mahila Mandal
Erragnta kanekal(M) AP
Email-dmmngo_atp@rediffmail.com.

14. D. Venkata Ramana Reddy
GMM, Villaga-solipet, Post-Cheekatimauridhi via Bhangir,
Dist- Nalagonda-508116 AP

Ph-08685200295,09490021898,09848068994
Email-gmm.ngo@gmail.com.

15. M. Varalaxmi
Sri Laxminarayana Welfare Society
Hno-2-1-15 Upper Bazar Sanga Reddy Medak,AP-502001
Ph-09010552301
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16. S. Pushpalatha
Sailatha Aasociation for Integrated
Development(SAID), 30-57 Sainik Colony
Kothapeta Dharamavaram, Anantapur Dist-AP
Ph-09346235699
Email-saidlaha@yahoo.co.in

17. B. Nagaraja
Rajiv Gandhi Youth Welfare Association
Near Bus Stand, Somala Post & Mandal
Somala-517257
Email-rywa_nag@yahoo.in
Ph-919177344945.

18. S. Chidambara Thanu
Bullock-Cart Workers Development Association(BWDA)
858, East Pondy Road, Villupuram-605602, Tamilnadu
Ph-04146-243861/240683/09566729337/09443909520
Email-bwdavpm@yahoo.com/bedaftl@rediffmail.com

19. Shreenivasa K R
University Of Agricultural Sciences
Hebbal Campus,
Bangalore-560024, Karnataka
Ph-080 23418883, 08182-0295516
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20. S. Karuna Karan
Sunrise Social Development Society
1-199 Kaltamach Chittoor- 517001
Ph-09948883184
Email- sunrise_sds@yahoo.co.in

21. G. Govardhini
Indira Priyadarshini Women's Welfare Association
11-88 Netaji Road, Jadeheria-509301 Mahabubnagar

Dist AndhraPradesh
Ph-09885013699

22.   Satish Kumar Gupta
Maulana Azad National Urdu University
Gachi Bowli Hyderabad-500032,AP
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23.   E Dileep
Dravidian University
Depatment Of English And Comminication
Kuppam, Chittoor Dist, AP- 517425
Ph-09494747401
Email- englishdileep@gmail.com.

24.   G.A. Sharma
NATURE
Arakuvalley, Visakhapatnam Dist AP
Ph- 08966 275129, 276295, 9440131561,
08936 249408, 0944113337
Email- natureorgsb1992@gmail.com,
annayyasarma_g@yahoo.co.in.

25.   A. Suri Babu
Rural Youith Development Organisation(RYDO)
Tamaram(v), Makavarapalem Mandal,
Visakha Dist-531113,AP
Ph-9885479068
Email-asb_rydo@yahoo.com.

26.   G. Veer Raju
Power Organisation
Gandargolam Street, Tekkali Post, Srikakulam Dist
Ph-0894545811, 09000554273
Email-powerorg@yahoo.co.in

27.   P.Vijayalakshmi
Sri Padmavathi Mahila Visvaridyaeyam
Tirupathi , Chitoor Dist- 517502, AP
Ph-0939920125
Email- vijaya.cj@gmail.com.

28.   Y. Saraswathi
Seva Bharathi, Behind ZP High School,
Tiruchanoor Tirupati, Chittoor Dist, AP-517503

Ph-08772238913, 09440274527, 09502618699
Email-sevabharathitcr@yahoo.com

29.   P. Jayavelu
         Mother Teresa Rural Educational Development
         Charitablel Society
         20, Brahmin Street, Pallipattu-631207

30.   K. Muni Krishna
         Navodaya Yuvajana Seva Sangam
         Arimakula Palli and post
         Ph-9490247290
         Email-nyssmunikrishna@yahoo.com.

31.   Dr. Shivaji
      Society For Energising Rurban and visionary
         Education(SERVE)
         Hno-12-13-619/1, 130 Akruthi Homes Tarnaka,
         Secunderabad-500017
         Ph-09441475435
         Email-serve_bharath@yahoo.com

32.   G. Venkat Reddy
          Potana Educational Society
          Hno-5-1-100/1, Maripeda Pin-506315
          Warangal Dist,AP
          Ph-08719-200163, 09440526829
          Email-pothanango@yahoo.co.in.

33.   Dr. K. Chidambaram
          VIT University
          The Registrar, VIT University,
          Vellore-632014, Tamilnadu
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          Email-registrar@vit.ac.in

34.   P. Sreenivas Reddy
          The Society Of Manna Development And Welfare Association
          B C Colony, CK Paliwas Anantapur Dist- 515101
          Ph- 09440915208
          Email-p.s.r.manna1983@gmail.com.

35.   Shri K. Nageshwara Reddy
          People's Action in Development
          D. no- 20/1030-2, R.K Nagar, Co- operative colony,
          Kadapa-516001, AP.

Email-paid cdp@rediffmail.com, paidcdp@sancharnet.in,
paidkdp@yahoo.co.uk
Ph-08562-275677,274468, 9440988465

36.   G. Hymavath
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37.   Shri. D. Rangana Yakalu
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38.   Madhumati Raman
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39.   Shri N Mohan
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Kesavayagunta, Tirupathi, Chittoor Dist,AP
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40.   Dattatreya c/o Shreya Foundation
Garji peth,Gajendragad-582114
Tq-Ran Gadag Dist, Karnataka
Ph-9739350562

41.   Mr. PVV Prasad
Integrated Rural Development Society
Kottakotavari Street, Amadalavalasa Srikakulam Dist
AP-532185
Ph-09490105044, 08942286298
Email-irsadv@yahoo.com

42.   G Sreenivasula Reddy
Gosula Educational Society
Villaga & Post Utukur Dist- Kadapa, AP- 516003,

Email- srigosula.es@gmail.com.

43.   Shiva Murthy
         Peoples Organisation Educationl & Training Society(POETS)
         107/64, Jhangasalai, Anna Nagar Cuddalore
         Ph-09880693929
         Email-samiepoets@yahoo.com.

44.   Mr. Surender
         Sri Swarupa Nistha Ashrama Philosophical Welfare Society
         Hno-1-11-89/99, Upstairs NGO Colony Kadiri,
         Anantapur Dist, AP
         Ph-09490445848.

45.   Mr Kalyanaramana
      Society For Integrated Rural Education (SIRE)
         Ph-9036148786/9176654006
         Email-kalyanaraman.jr@accenture.com,
         Jr_kalyanram@yahoo.co.in.

46.   G. Suresh Babu,
         Yaganta,
         Hyderabad.

47.   B. sudhakar SCOPE Organization,
         Hno-5-11-1022/1, Pochammakunta, Naim Nagar, Hanamkonda,
         Warangal Dist, AP-506009
         Ph-9849453308,9390102707
         Email-scopeorg@yahoo.co.in.

48.   Dinakar Prasad
         Poreemomika,
         Kocinayana (Mandal), SR Dist.

49.   Mithun
         Mithun Information Technological Society
         17/D, Vengalrao Nagar,
         Hyderabad,AP, India-500038.

50.   Sri Kakshmi,
         Kasturibai Mahila Mandali
         Hno-2-2-1105/4/2,
         Swagruha Apartments, Flat no-504,
         Tilak Nagar, Hyderabad-500044.

51.   Basavaraj K. Guggari

BDPHWAS Association, BIMPUR,
Karnataka-586101.

52.   B. Ravi, M.A.B. C,
General Secretary,
Vikas Seva Samithi,
547, Bairaga pattada,
Tirupathi, Chittoor Dist,AP-517501.

53.   Charnesha. M. J, Hosabelaku, Sunrise
Hommali-577217, Karnataka.

54.   P. Rajkumar Reddy
SCOPE Organization, Hn0-5-11-1022/1
Pochammakanta, naimunagar, Hanumakond,
Warangal,AP-506009.

55.   Sahaya , Hno-15-103/8,
Padmavathi Nagar, Tirupathi-517502.

56.   M. Venkatramana
President Rural Development Society(RDS),
Tirupathi-517501, AP.
Ph-9885327548.

57.   K. Babu
Chief Development Officer,
Kariland Development Agency,
Alappuzha, Kerala Dist.

58.   Feroz
Institute For Sustainable Agriculture Development
DNo-1/155, Near Z.P. High School,
Reddy Palli, Nallamada,
Ananthapur, AP.
Ph-9885054187.

59.   G. Nagarjunamma,
Swayam Vikas Society,
Chidambara Street
Kurnool Dist,
Pin- 518001.

60.   B. Vijaya Kumari
Grameena Mahila Samathi, Somala Post
Chittoor Dist
Ph-517257.

61.   Pratyusha Pappu

62.   G.Girish Lal, Plot No-16,
        Nirmal Nagar Colony,
        Karmangat, Saroor Nagar, Hyderabad.
        Ph-500074.

63.   D. Sanjeeva Reddy,
      Plot No-16,
        Nirmal Nagar Colony,
        Karmangat, Saroor Nagar, Hyderabad.
        Ph-500074.

64.   Krishna Kumar,
        AMALIA International Foundation,
        Palakkad, Kerala.
        Pin-678557.

65.   D. Suprasanthi Devi,
        News Editor,
        All India Radio, Hyderabad-500028.

Annexure – 5

Longitudinal Study for the Community Radio Awareness Programs of CEMCA

Questionnaire for Organizers/Management of Community Radio Stations

Name of the respondent :

Designation :

Age : ……… (years)

Occupation :

Designation (in CRS) :

1. What is the name of your community radio station (CRS)? Please specify:

2. Date of commencement of community radio station: ☐☐☐☐ ☐☐ ☐☐
    (YYYY MM DD)

3. Why you have started community radio? State the reasons.
    ………
    ………
    ………
    …………………………………………

4. What is the age of your organization (sponsoring agency of the CR station)? ……………….. years.

5. What are the objectives of the community radio station?
    ………
    ………
    ………
    ………
    ……………………………………………………………………

6. How many community radio stations are started by your organization?

a) One ☐ b) Two ☐ c) Three ☐ d) Four ☐ e) If more, please specify ………

7. Where your community radio stations are located? a) NGO ☐ b) Government premises ☐ c) Municipal offices ☐ d) Village Health posts ☐ e) Hospitals ☐ f) Schools/Colleges/Universities ☐ g) Foundations ☐ h) If more, please mention: ………………….

8. What is your CR stations' signal broadcasts capacity range? a) <5Watts ☐ b) 5-10 Watts ☐ c)10-15 Watts ☐ d) 15-20 Watts ☐ e) 20-25 Watts ☐ f) 25-30 Watts ☐ g) >30 Watts ☐ h) if others, mention...............

9. What is the coverage area of your CRS? a) 0-5 Kms ☐ b) 5-10 Kms ☐ c) 10-15 Kms ☐ d)15-20 Kms ☐

e) above 20 Kms ☐

10. How many days you operate your CRS? a) Every day ☐ b) 1-3 days/week ☐ c) 4-6 days/week ☐

11. In a day how many hours your CRS operate? a) <1 Hr ☐ b) 1-5 Hrs ☐ c) 6-10 Hrs ☐ d) >10 Hrs ☐

12. At what time you broadcast at your CRS? (Please tick more than one, if applicable)

a) Morning ☐ b) Evening ☐ c) Afternoon ☐ d) Night ☐

13. Is there any intervention to your CRS by the state Government through:

a) Letter to close down stations ☐ b) Officer to inspection stations ☐ c) Sending warning letters ☐

d) Inspection visits to stations by military/police ☐ e) Any other, please specify ………………

14. Whether your CRS got affected by any intervention of political Groups? Yes ☐ No ☐

15. Is there any intervention caused by Business Sector into your CRS Operations? Yes ☐ No ☐

16. Have you faced the problem of Frequency Overlapping? Yes ☐ No ☐

17. Are you facing the problem of landscape broadcasting to make your CRS? Yes ☐ No ☐

18. Are you facing the problem of Networking? Yes ☐ No ☐

19. Are you facing any funding problem to run the CRS? Yes ☐ No ☐

20. What are the sources of finance for your CRS?

a) Funds from Foundations   ☐ b) Community Society funds ☐ c) Donations from business houses ☐

d) Other (please specify) …………………..

21. The common method used by the CRS to make the operations of CRS possible are:

a) Solicit local people to support utility costs ☐

b) Fund raising through outside organizations ☐

c) Selling community-made products ☐

d) Other (please specify) ………………..

22. How many staff members are working for your CRS? a) <5 ☐ b) 5-10 ☐ c) 10-15 ☐ d) 15-20 ☐ e) >20

23. How many meetings are conducted regarding the operations of CRS?

a)   Minimum once in a month ☐ b) Minimum once in a quarter ☐ c) Minimum once every six months ☐ d) Minimum once a year ☐ (e) None ☐

24. What is the range of monthly expenses (in `) of your CRS?

a) <1000 ☐ b) 1000-5000 ☐   c) 6000-10000 ☐   d)11000-15000 ☐   e) >15000 ☐

25. Please describe the services and support received from CEMCA explaining its adequacy and level of satisfaction

……
……
……
……
………………………………………………………………

26. What are the broad areas on which programmes have been produced and broadcast through your CSR? Tick all relevant issues. Write any other not covered in the space provided below.

☐ Agriculture	☐ Literacy	☐ Panchayat Activities
☐ Health	☐ Government Schemes	☐ Micro Credit
☐ Social issues	☐ Environment	☐ Culture
☐ Food and Nutrition	☐ Women Empowerment	☐ Local Problems
☐	☐	☐

27.   In a year how many programs do you broadcast? a) < 5 ☐ b) 5-10 ☐ c) 10- 15 ☐ d). > 15, Specify…….

28. What are the problems you are facing in organizing CRS?

………………………………………………………………………………..…………………………………………
…………………………………………………..………………………………………………………………………
……………………

29. Please describe the reaction of the community towards the activities of the CRS, indicating usefulness and otherwise and reasons thereof.
………………………………………………………………………………..…………………………………………
…………………………………………………..………………………………………………………………………
……………………

30. What steps do you like to take to improve the performance of your community radio?
………………………………………………………………………………..…………………………………………
…………………………………………………..………………………………………………………………………
……………………

31. List out some benefits your community could derive from your activities programmes.

………………………………………………………………………………..…………………………………………
…………………………………………………..………………………………………………………………………
……………………

………………………………………………………………………………..…………………………………………
…………………………………………………..………………………………………………………………………
……………………

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Annexure – 6

Longitudinal Study for the Community Radio Awareness Programs of CEMCA

Questionnaire for Participants of Workshops

Name of the respondent   :

Designation   :

Address   :

Phone No.   :   **e-mail:**

Designation (in CRS)   :

8. What motivated you to attend this workshop?

9. What are the uses of this workshop? Please give session-wise information/benefits received by you.

10. What is the potential of Community Radio to your organization?

11. What are the problems you face (experienced) in starting a Community Radio Station?

12. What is the opinion about CEMCA's role in this workshop? In what ways CEMCA is helpful to you in processing your application for Community Radio Station.

13. What are your overall impressions regarding this workshop?

7. Please give suggestions for more effective way of organizing this workshop.

****

Annexure – 7

Longitudinal Study for the Community Radio Awareness Programs of CEMCA

Questionnaire for Listeners of Community Radio Programs

Background of the Respondent

1. Name of the Respondent & Address: …………………………………………………………….

    …………………………………………………………..

    PIN   □□□□□

2. Educational Qualification: …………………………………………...

3. Gender: Male □   Female □   4. Marital Status: Married □ Single □

5. Age: a) Below 18 years □   b) 18- 24 years □   c) 25 – 40 years □ d) Above 40 years □

Community Radio Awareness

6. Are you a listener of any Radio?   Yes □ No □

7. Choose the type of Radio you listen the most?

a)   National broadcast □ b) Local FM station □ c) Commercial Radio □ d) Internet Radio □
e) International broadcast □ f) If Others □ (please specify) ………………………

If you listen to <u>Community radio</u> please continue, otherwise do not proceed.

8.   How did you come to know about the Community Radio?
   □ Friends   □ Relatives   □ Local people

☐ Newspapers   ☐ Television   ☐ FM Radio

☐ Magazines   ☐ Any other (Please specify): ………………………..

9.   What is the name of the Community Radio Station you listen the most?
……………………………….

10.   What is the frequency under which you listen to your Community Radio?
a) 90.4MHz ☐   b) 96.9MHz ☐   c) 107.4MHz ☐   d) 107.8MHz ☐ e) Any other ☐ (please specify)
…………….

11.   How often do you listen to the Community Radio?
a.   Daily ☐   b) Once in a week ☐   c) Once in a month ☐   d) Rarely ☐

12.   How many hours do you listen to the community radio in a day?
a) <2 Hrs ☐   b) 2-4 Hrs ☐   c) 4- 6 Hrs ☐   d) > 6 Hrs ☐

13.Please help us assess the quality of the Community Radio in terms of the parameters and scale given below:

Very good = 5 Good = 4 Satisfactory = 3 Not good = 2 Not at all good = 1

(Write appropriate score in the box below)

Audio Quality		Listeners' Interaction	
Presentation		Information Focus	
Content		Value addition in content	
Communication skills of Resource persons		Extent of Motivation	
Language		Programme Format/Style	
Anchoring		Overall Transmission	

14.   Do you agree that the Community Radio programmes are helpful to you in the following areas? *(Please tick ✓)*

	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Create general awareness					
Educate people					
Helps in problem solving					
Help in changing Peoples' mindset					
Helps in knowing about latest farming methods					
Any other? (write)					

15 In your opinion what is the overall impression about these programs and their utility?

Excellent ☐ Very good ☐ Good ☐ Not good ☐ Not at all good ☐

16.   Kindly write your suggestions improve the Community Radio Programmes

- -

Annexure – 8

Impressions of individual Participants on CR Awareness Workshops

**Feedback from the   participants on Community Radio Awareness and
Consultation Workshop
Agartala, Tripura**

Mr. Sabed Bhuyan
Executive Director
Mission to the Hearts of Million
Barpeta, Assam

I think that I had lot of benefit in this workshop. The impact I had is:

- Preparedness to set up a CRS

- Sharing with experienced minds, their thoughts and spirit

- Resolved to committed work continuously

- Mixing with different groups of community

Received the benefit of the addresses of Hon'ble Vice-Chancellor and Pro-Vice-chancellor of Tripura University, Dr.Amit Chakrabarthy, Mr. Grewal, Ankuran Dutta and Anamika Ray. I learnt more about CRS. This workshop motivated me to work with more commitment.

The workshop's effect is certainly positive, demonstrative and authoritative. It can play a more vibrant role going to the remote areas of village origins and backward areas. Community people feel the touch of

good governance. Let CEMCA play a big, great and dynamic role to bring peace and tranquility to our societies and remote India.

I think, in my resolution to set up a Community Radio Station, the workshop could really play a vital role and reinforced our commitment. We will act according to the suggestions, advices and instructions. We will carry out the programme to the grassroot people.

Suggestion:

- CEMCA must hold more seminars in NE states and necessary advice may be given for funding especially for this region. We want to raise the position of NE region with CEMCA's direct help and intervention in all respects including CR programmes.

Debotosh Chakraborthy
Dept. of Political Science
Assam University, Dt. Cachar
Assam

Workshop is all about disseminating information to all of us including teachers, community members and people working in NGO activities. The information collected from the workshop will be used for community welfare in various corners of North East. The workshop is indeed a success. Interactive session provided a lot of clarification on the doubts of the participants. So far as the 1st and 2nd sessions are concerned, participants are able to get new information, materials and introduction on the key issues. Apart from this, technical demonstration made the concept more clear.

CEMCA's role is like a mentor. It acted like a friend as well as a guide for the participants. Workshop is a success as it included participants from various fields. Resource persons are impressive and that added more attraction. However, CEMCA shall display a right programme schedule to sustain the programme at community level.

Suggestions:

- Kindly provide sufficient time for discussion
- Kindly use slide presentation
- Adequate advance communication may be given to the participants to make travel arrangements and attend the workshop.

Sudarshan Gupta
Asst. Professor, Dept. of History
Radhomadhob College
Silchar, Assam

Before attending this workshop there was a vague idea of community radio. However, after attending the Inaugural Session and post-lunch session, I was able to acquire a fair knowledge of the concept of CR and its need in rural India.

CEMCA has organised this workshop very well.

It's a good impression – the Prophet has come to the mountain.

Bhabendra Nath Mohan
Japi, B.G. Road, Sivasagar
Assam

Inaugural session is very much interesting and informative. Dr. R.Sreedhar explained the importance and need of CR in every nook and corner of India. VC of Tripura University had shared his experience in a very practical sense which inspired me. Ankuran Dutta shared his   initial   experience in his CR which is already functioning in   Gowhati. Anamica Ray had proposed to establish the CR in a very low mode and told to enhance its capacity later on. Dr.Sreedhar showed a documentary film on recent launch of CR in various places in India.   Dr.Sreedhar expressed that the use of CR is very less in NE region till today.

 CEMCA is working as a pioneer with an objective to accelerate CR movement everywhere in India. Really admirable.

Suggestion:

There is an immediate necessity to follow up the CR application proposals which were already submitted to the Ministry.

Dhiren Saihia
President, Khorapathar Sanmihita yuvak Samaj
Tripura

This workshop assumes fairly a wider dimension. The participating applicants have got proper information regarding setting up and conducting CRS, its objectives and community participation in the true spirit. Representation of community interests in the fields of culture, socio-economic development, improvement of lifestyle, health related problems, promotion of communal harmony and national integration – all these can be generated through CRS. The workshop will go a long way as desired and it appears to be very important and fruitful.

The role of CEMCA is very encouraging. The CEMCA has made the workshop a great success. All the participants invited to the workshop through CEMCA will be able to draw out a difference from any other programmes availed earlier.

Overall, the workshop is:

  i.   Impressive and useful

  ii.   Purposeful, meaningful and encouraging

iii.   Delightful, friendly and motivating

Suggestion:

- Agenda and brochures should be sent at least a month ahead of the workshop to make the consultations more lively and fruitful.

Rural Voluntary Organisation (RVO)
P.O. CRPF Camp, Imphal
West Manipur

I could get so much of knowledge from the sessions of this workshop and I think that the usefulness of the community media amongst the people of many communities by the strength of CRS is positive by way of giving empowerment to the needy people who are desperate for their own development.   All the speeches delivered by the learned persons are necessary and useful.

The overall impression that reflected is that such workshop is much more beneficial to all the participants who represent many communities. The workshop is useful for the empowerment of the people.

Suggestions:

- In the sessions of the workshop the language must be lingua franca, I mean, Hindi or English.
- For effective way of organizing, the organizers must invite all the authorities of non-state actors, local authorities, cooperative sectors, NGOs, voluntary organizations. etc.

S. Arundathi
President MASA
Imphal, Manipur

From this workshop I received valuable knowledge related to the entire framework of the community media including the concept, management and sustainability of the community radio. All the sessions of the workshop are extremely interesting, helpful and benefitted me much. After having shared the knowledge of the sessions, especially session II and III of day one, and sessions VI, VIII and IX of the day two, my yearning for establishing own community radio station has increased vividly.

The role of CEMCA in this workshop is to explain the process of implementation of various stages in the establishment and use of community media.

My impression regarding this workshop is that without such workshop any of the institution/NGO cannot fulfill its task for establishing community radio station in a well defined way.

Suggestions:

- To invite the legislators and administrators along with well known persons of the community where the workshop is going to be held

- To give awareness not only to the chief functionary of the NGOs/Association but also to every person/persons of the community where the workshop is being held
- To impart knowledge of CRS by the authorities through the NGO in and around the place of establishment of the CRS

Ashok KR. Mena
Navbari Dist.
Assam

Workshops are always useful. This type of workshop creates awareness in a large community of a region within a few days. People from different places can share their views, experience and knowledge and they can motivate each other to do something good for their community. In Inauguration session we have come to know about community radio station and current position of India in the field of information and broadcasting.

CEMCA is playing an important role in this workshop by providing necessary information on CRS

I received important and valuable information participating in this workshop. I met experts of various organisations. It helped me to do more and more for our local community in the field of information and broadcasting.

Sanjib Sinha
Social Development Organisation
Assam

There are various uses of this workshop

Firstly, it is "The Celestial messengers" of community.

Secondly, this workshop creates enthusiasm and gives an impetus to the creative activities.

Thirdly, it is the platform where untouchable people of 21st century will get the freedom of expression i.e., right to speech.

Distinguished media personalities gave us valuable advice. For example, collaboration of CR stations for the welfare of community is one important outcome of this workshop. The workshop provided us with some technical advice.

CEMCA is the polestar. Its efforts cannot be measured. It is a treasure of knowledge. It brought pleasure to our community. It brings a revolution. CEMCA's effort will never perish into dust.

CEMCA gave us valuable information and literature on CR. Community people get the right direction. There may be many Community Radio Stations. They should have one mission. They should have community base vision. This workshop sustains enthusiasm; it will never stop. Many community radios will come into existence.

Suggestions:

- Firstly, maintain balance between campus based community radio and grassroots level community radio.

- Secondly, the person running the community radio centres should have knowledge of what should be done and what should not be done.
- CRS must be saved from the evil clutches of politics.
- Whoever violates the rules, punishment should be given.
- It should not be run for profit motive. Rather it should have sacrifice, dedicated for the sake of the welfare of the community of local people irrespective of caste, race and religion.
- Better coordination and cooperation should be extended by higher authority to community radio operator, which may be campus based or grassroots level.

Shahed Aoum Choudhury
Rural Development and Social Service Organisation
Hailakanoi, Assam

There are many uses of this workshop, and it is more important for setting up a CRS. Now I know how to implement CRS at my locality and also how to motivate the local community about it. This type of workshop will provide excitement and enthusiasm. I received different types of information which is more beneficial to me. I know LOI and beyond, I know about Geo – coordinates of location and above mean sea level (AMSL) in meters. This is more important and useful for me, because we have already submitted CRS application at Ministry and the said Ministry requested us to furnish above things i.e., AMSL, profile of community, etc. I also came to know the techniques, transmission, fee, funding agency, economy of running CRS programme exchange, cost and budget, etc. through this workshop.

In my opinion, the role of CEMCA in this workshop is that it has taken a vital role in conducting this workshop. They trained us and we acquired knowledge from CEMCA authorities. This is more important for us for setting up a CRS.

Suggestion:

The workshop will be more effective if it is organized at different regions of North-East. I suggest you to organize your next workshop at Assam University, for the respective region based NGOs and Universities. If it is possible, the workshop may be organized at district level.

Feedback from CEMCA's CR Workshop participants at Hyderabad

D. Suprasanthi Devi
News Editor, All India Radio
Hyderabad
Mobile No. 9440404554

This workshop on Community Radio is very informative as I am currently doing Ph.D. on Community Radio. This type of workshop helps to create awareness among people about the salient features of community radio, including its aim and scope. However, through my interaction with some NGOs who participated in this workshop, I understand that they have not understood the concept of community radio comprehensively. More focus should be given during workshop on what community radio should do and should not do. The NGOs should understand that a community radio should not be run on the lines of a private FM radio. For this, I think, the CR practitioners should have "one-to-one" interaction with each NGO who is interested in setting up the CR station and clear their doubts. These workshops, in future should also shed light on to what extent a community can and should be involved in running a CR station, not just involved in only content, but also in production, maintenance and ownership. NGOs and educational institutions should give space to each and every member of the community in operating the CR station. This has to be reiterated during upcoming workshops.

Krishna Kumar
Ahalia International Foundation
Palakkad, Kerala.

Before coming to the workshop, I was not fully aware about the intricacies of community radio. Whatever little knowledge I had was from the internet but it was not at all comprehensive. But now after attending the workshop, I have a good idea about: (i) How a community radio is set up? (ii) what is the CR policy ? (iii) How the content is produced ? (iv) How it can be made self sustaining without getting external funds? and (v) how long the total process will take ?

Prof. Vinod, Dr.Sreedhar, Mr, Vipin Sharma and Mr. Grewal are very helpful and all of them were very effective in communicating to us about the various aspects of community radio. The visit to Deccan Radio Station and the presentations by Nammadwani gave us a glimpse on how community radio is run practically on a day to day basis. We also got to know about the cost and running expenses of a community radio station and the kind of content that is needed.

But one thing I feel is that the workshop could be shortened to two days. Also since I was late in joining the workshop, I could not get any materials or takeaways. If possible kindly courier them to my address.

The stay, food and transportation facilities provided were excellent. We thank Prof. V. Venkaiah for the wonderful arrangements and coordination.

I would like to express my sincere thanks to all those people involved in making this workshop worthwhile attending.

K.Benjamin
Child Guidance Centre
Hyderabad

I wish to submit few facts about our organization viz., Child Guidance Centre. It is a registered, non-profit making Voluntary Organisation actively engaged to promote the welfare and interest of disable children, economically poor, needy, orphans and old age people.   Reaching the unreached is the motto of the organization. It was established in 1973 with a motive of making the mentally challenged self-dependent and productive members of the society by providing them opportunity for education, vocational training and economic rehabilitation. The school started with a vision to transform the mentally challenged into "Mentally Active, Physically strong and socially competent". It has rendered 37 years of valuable service for the upliftment of the lives of the disabled. At present we are having 16 projects. Kindly refer our www cgc India.org.

We thank the organizers for giving an opportunity to attend this programme. We are really very much impressed.

I candidly submit that every session was very informative, motivating, encouraging and enthusiastic.   We were very much impressed and empowered with good information. Many of the invited expressed their strong desire to establish/start community radio station.

The purpose of conducting this awareness programme has been achieved due to the information, motivation encouragement given by the lectures delivered by renowned speakers like Dr.R.Sreedhar, Director, CEMCA, Mr.Vipin Sharma, Garewal of I & B, Ministry, and Prof. V.Venkaiah of Dr. BRAOU.

The food and other arrangements are very good. We really feel they are very good and we enjoyed the programme.

Our sincere thanks for all the connected people who made this a great success. We have already applied for community radio station on 20-2-2010 and I was told that it is under process. We shall be very thankful if sanction is accorded as soon possible.

P.Chandrasekhar
General Secretary
Sahaya
Tirupati

I have attended the 3 Day Community Radio Awareness Workshop jointly conducted by the Ministry of Information, Govt. of India and Commonwealth Educational Media Centre for Asia (CEMCA) at Hyderabad under the able leadership   of Dr.R.Sreedhar and Prof. V.Venkaiah

The main motto of our organization is "Service to the Needy". To reach our main motto, our organization decided to go for launching CRS at Tirupati. CRS is a tool for empowerment, social development and voice for the voiceless. In a democratic country like India radio is more reachable to the poor sections of the society and particularly for rural communities.

The present 3 day workshop created greater impact on our organizations to compulsorily go for launching a CRS at our place.   The overall hospitality/workshop went on well. I personally feel this has created greater awareness amongst the NGOs and other like-minded people to a great extent.

S.Ravi
ARDS Chikkabanavara
Banaglore
Mobile no. 9343539997

The community radio awareness workshop conducted by CEMCA and Ministry of Information and Broadcasting, Govt. of India is very good.

In this three days programme we learnt the meaning of CR, objectives of CR, need and importance of CR, working of CR in both technical as well as content aspect and also we got the knowledge about how the online application should be submitted. The entire workshop is more meaningful and excellent.

Accommodation and food facilities are also very good. So finally I thank all the organizers of this workshop. Specially I thank Prof. Venkaiah, Narasimha Swamy, Dr.R.Sreedhar and BRAOU staff members.

B.G.Sheeparamatti
E & CE Dept.
Baraweshwar Engg College
Bagalkot

The overall programm was good. The objectives of the programme are clear and one important comment is,   it should have been covered in two days.

All the information regarding filling-up of the application form and other aspects of CR is given clearly in the brochures and hence little less time would have been spent on that. First two days programmes would have been compressed to one day. It was just one man show by Dr.Sreedhar. All the scheduled programmes were overcome by his talk only. It they were not there, they should have been removed and only Inauguration, Introduction to community radio and talk by Dr.Sreedhar would have been sufficient on first day. The second day could have been for just technical session by BECIL people and site visit. Third day programme was good and technical stuff was there and was useful.

Food, accommodation and other hospitality were nice.

D.Sanjeeva Reddy
Bhavans College of Management
Hyderabad
Mobile No. 9849178323

Before coming to the workshop I was not fully aware about the intricacies of community radio. Whatever little knowledge I had was from the internet but it was not at all complete. But by attending the workshop, I have good idea about : How a community radio is set up? What are the policy matters? How the content is produced? How it can be made self sustaining without external funds? etc.,

Having attended the program, I am satisfied. I learned so many things from community radio awareness workshop. I know about how to establish the radio station and how to get the application, and I met good participants in the program. I got information about community radio and know about the community radio programs. I got an idea to establish the community radio station in the village. I feel good because I got all information about community radio and now I know the process of applying to establish a community radio. Thanks for the management of community radio workshop.

A.Potha Raju
Personnel Manager
M/s. Singareni Collieries Co. Ltd.,
Godavarikhani
Karimnagar Dist.
Mobile No. 9491145332

- Organized the workshop in convenient and comfortable manner.
- The workshop has given overall broad picture about the community radio and clarified doubts of participants by experts/other agencies and moderators.
- Information supplied in booklets is very useful and provides guidance.
- The workshop has given spirit and enthusiasm for establishment of CR.
- Food/refreshment arrangements are good.

Suggestions:

➢ To place boards indicating name of the hall where the workshop is arranged to avoid time loss in search of it.

➢ Advance information about exact location with route map with land marks and conveyance available/bus numbers.

➢ Accommodation in the workshop hall shall be more comfortable.

- 2 days are sufficient for CR workshop –

  - 1st day start with Inauguration, furnishing the information by Experts/Agencies/Moderators about CR and hurdles faced by earlier CR owners

  - 2nd day interaction session with Experts and with available CR owners and firms supplying equipment

  - Already established CR owners/representatives should be asked/guided to come for workshop with documentation.

  - Information shall be provided about cost/funds required as well as maintenance skills required for organizers/new aspirants.

  - The difficulties faced by the CR stations should have been discussed so that the participants can gain knowledge.

  - Hard copies of power point presentation may be supplied to participants.

K.Babu
Chief Development Officer
Kari Land Development Agency
Alappozha
Kerala

The workshop almost covered all aspects, though in brief. Before coming to this workshop the impression was that the applications are going to be processed in the workshop and things are going to be finalised. But the process is lengthy and it is understandable that such procedures are necessary if CRS is to benefit the community. We got a clear picture about CRS, its benefits and underlying efforts to be taken in the production of materials.

Live demonstration at Abid Ali Foundation is also good. Interaction sessions with already established CR stations is also beneficial in understanding the practical difficulties.

Duration: Duration might have been reduced to two days. First day for orientation and the 2nd day must be devoted to entirely for experience sharing.

Hospitality: was fantastic except that participants coming from far away places found it difficult to locate the place. For such participants it would

have been better, had the authorities arranged transportation from railway station to boarding place, so also boarding has to be arranged for previous as well as last days of programme.

E.Dileep

Dept. of English and Communications
Dravidian University
Kuppam, Chittoor Dist.
Mobile No. 09494747401

I attended the workshop with a view to educate myself about the CR and make recommendations to our University (Dravidian University) about the establishment of a CR station.

I found the workshop informative and motivating, but I wish there were more sessions on the exact technicalities involved in running of the CRS. That is to say, on the whole, the talks are too general. We have been motivated as most of the participants do not have any background knowledge on CR.

I hope that most of the participants (including me) would try their best to establish a CR Station and run it in a way that is beneficial to the community.

G.Hymavathi
DHIMSA Foundation
Vizianagaram.

Previously I didn't have any clear idea about CRS. Just I listen about this. But, after this workshop I can explain this to others about the functioning of CRS. This Workshop is very useful to understand as to how to run a CRS; how it will work for a particular community? and how to set up?

CRS is a good media to reach vulnerable communities for educating them and creating awareness. It will not show   good results in short period but it works like a weapon to motivate and educate the people. New educated generation will come up with new ideas and   particularly it is very useful in Tribal Areas and in areas where we are working.

Accommodation and other facilities are very good. We are very thankful to CEMCA Director and all other team members and Prof. Venkaiah   for giving this opportunity to participate in this workshop.

G.Veer Raju
Power
Tekkali
Srikakulam
Mobile No. 9000554273

Community Radio Awareness Workshop is useful to us and create more and more interest in CR. It is innovative connecting media and community. We got knowledge to set up a CRS. It is useful and valuable. The benefits we received are:

1. We know regarding CR and the status of CR in India.
2. capacity building for functional CRS and their services.
3. Role of development and funding agency role and how to start CRS with the help of CEMCA.
4. Designing programmes and management system.
5. Cost and analysis – low cost and more profit for community with the help of CR.
6. Role of media and rules and regulations; online application process/submission.
7. Cost and budget to run a CRS and technical options and other aspects of CRS.
8. Realisation that CR helps every social services and social organization.

We should help those who are neglected - community, area, children, women, etc., I thank all the resource persons.

S. Chidambarathanu Pillai
General Manager
Bullock Cart workers Development Assoc.
Villapurarm 605602
Tamilnadu

The workshop commenced with a brief inaugural session.

On that day, during the post lunch session,   the concept of community radio station was discussed.   This was informative.   It was explained that CR should serve the cause of community to whom it is intended to call it by name community radio.

On the first day though there were sessions on   LOI   and Beyond, SACFA, GOPA, etc., nothing of these sorts were discussed.   Equally was the case with the session Capacity Building for functional CR.   These topics could have been discussed in detail.   My   application is pending for issuance of LOI. I came with the purpose of knowing/hearing from the concerned Govt. officials/authorities for the information/guidance of our organisation.

However, the visit to the community radio station (Abid Ali Foundation Trust) was a satisfying experience.   Thanks to the organizers.   More to the foundation officials.   It was quite interesting and informative one.

The session on five stages of CRS application,   LOI   and beyond was briefly explained.   The formalities/procedures involved in clearance of application

was very briefly discussed. It could have been discussed at length. As I was one who participated in the workshop for two years in a row, I wish to suggest that Information and Broadcasting Ministry could think of evolving a system of introducing "Single Window Clearance" involving all the Ministries concerned. So that an application could be cleared atleast within 6 months from the date of application.

The session on economics of running a CRS by Mr. R.Sreedhar was interesting and informative.

The talk on marketing by Mr. Vipin Sharma was also interesting. An interactive session with some interested bankers/funding agencies who may be interested in funding could have been arranged. Similarly DAVP officials and Publicity Division Officials could have been invited for an interactive session. I came with the hope of getting clearance of application pending since 2008. No discussion took place on this.

As regards the arrangement, i.e., accommodation hospitality arrangement, all were satisfactory except the quality of food served, in the hostel. Further, there was opportunity provided to the participants to introduce among themselves, and get introduced to the Govt. officials and organizers.

I thank the organisers for giving me the opportunity to write these few lines.

The session on technical issues was highly informative, educative and useful. I could get a lot of information on cost of maintaining CRS, upkeep of the station and to ensure problem free operations.

Suggestion: Single window clearance of application for license to ensure that the clearance period does not exceed 6 months.

FEEDBACK FROM PARTICIPANTS ON COMMUNITY RADIO AWARENESS AND CONSULTATION WORKSHOP

KONARK, ORISSA

Jagannath Sahoo
Coordinator
Kandhamal, Odhisa

The benefits of workshop are:

- Materials/ Experience Sharing
- Capacity building for functional CRS
- How to do CR and How not to do CR?
- Role of developmental and funding agencies; role of training
- Visit to CRS – demonstration (Young India, Konark – Radio Namaskar)
- Economics of running a CRS
- Advertisement policy
- Interactive participation
- Cost of budget for running CRS
- Use of new technology

CEMCA's role in this workshop was helpful. Face to face discussion and experience sharing on application procedure for CR is helpful to us.

The workshop gave us better knowledge and experience about CRS, its role, function, future, rules, and techniques for the development of community by the community.

Suggestions:

- More exposure through visit to successful CRS and its operational area
- More sessions on Document systems and procedures.

Dibakar Mallik
Secretaty JKS United Education
Kotagara, Konark

CEMCA did vital part in the workshop. CEMCA made us to understand how to solve the problems. CR helps people of the country to develop economically by knowing modern practices of agriculture and horticulture. It enhances awareness and help developing educationally also. I hope that the backward areas develop quickly. The corruption does not increase.

I have a good impression regarding this workshop

Suggestions:

- Every year such type of workshops should be organised by the Govt. of India and CEMCA.
- NGOs by must be encouraged to allocate funds in their budget to meet the recurring expenditure of CR (Ex. Radio Namaskar).

Subhasis Sahoo
Chief Project Officer
Keutasahi, Odisha

The CRS workshop is useful:

- To eradicate hindrances while applying;
- To know the various members of MIB and other authorities; and
- To know how to make an application and whom to contact.

CEMCA is helpful in arranging a platform for the volunteers to apply to MIB for CR. Bringing all experts together and discussing   all CR applicants' problems along with the experts help in bridging the gap. Knowledge update was helpful for us.

This type of workshop is good to increase awareness

I think that it is necessary to include demonstration sessions covering aspects like how the existing CR is working, how to organize live programmes and other functional things.

Suggestions:
- To organise the workshop in a better and practical way
- To involve more local CR experts for new applicants to interact later
- To provide knowledge on how to create content
- To emphasize more on technical know-how and solutions.

Sarat Nayak
Project Coordinator, AHIMSA
Kendupador, Odisha.

This workshop will be immensely helpful for my organisation as I knew the present position of CR project proposal with the ministry, the steps involved in setting up a CRS and its sustainable and replicable method.

The role of CEMCA is very significant in establishing the CRS and dissemination of information through CRS Awareness workshop. I appreciate the endevour of Dr.Sreedhar and Dr.Grewal for taking the strenuous attempts in publicizing the CRS for Aam Aadmi.

I am quite impressed regarding the deliberations and presentation of the CR awareness workshop.

Suggestions:

- The CRS awareness may be organized at district level by involving more and more SHGs/CSOs/NGOs, etc.
- Successful case studies of the promoters of CRS and cases of failure should be included and presented in the workshop

Sachida Shailendra Mohanty
Project Coordinator
Koraput, Odhisa

Many questions arouse once you think starting of CR but this workshop has brought solution to them. It helped me to take good suggestions in regard to the sustenance of a CR.

CEMCA is really bringing awareness in India. I am happy that even it has reached Orissa at Konark and at various other places of Orissa. CR experts explained the application process step by step. I found answers to several questions.

Workshop was really helpful for me as I got many good suggestions in regard to the sustenance of CR and use of new technologies. The most interesting was that the workshop was more user friendly conducted by MIB and CEMCA.

Suggestion:

- I would like to suggest that opportunities may be created for the community members also to attend such workshop not limiting to only CSOs and Universities/Agricultural Universities/NGOs.

Narendra Kumar Rai

President
Busar, Bihar

In this workshop, I learnt about

- SACFA, GOPA, Broadcasting code, guidelines, etc.
- Capacity building for functional CRS and their reviews
- Role of developmental/ funding agencies;
- Role of training institutions and launch of CRS
- Understood the functioning of community radio through a visit to a CRS
- Participated in hands on session on online application for CRS
- Use of new technology – digital recording, etc.

CEMCA's role is very positive in this workshop. I am happy to note that CEMCA will be helpful to us in processing our application for community radio station.

Suggestion:

- I suggest CEMCA to send the list of participants with complete details along with the details of resource persons.

Prof. Jayadev Kar
Professor and Dean, PGDM
Bhubaneswar, Orissa

The workshop gives a detailed idea in regard to setting up of CR Stations in different localities. CRS extends facility to unite India into one forum, say CRS forum. Voice of the local community is easily broadcast.

CEMCA's role is very good in taking up the major role for providing guidance to set up a CRS in respective places. Elaborated step by step requirement for processing of an application was explained. It enabled me to overcome the difficulties and respond to the queries put by Information and Broadcasting Department, Government of India.

The workshop is very good. It is highly essential for NGOs, educational institutions and public organizations.

We have already applied two years back.   The queries/requirements will be met. We hope to get the permission at the earliest.

Suggestion:

- One case study/exercise should have been given to each participant and to present before the august audience.

Bikash Mohapatra
Secretary Suprativa
Orissa

All the sessions are useful and important for CRS operators.

- CEMCA is a pioneer in popularising CRS concept and its utility in India
- The workshop conducted by CEMCA for CR operators or aspirants has developed the understanding of the CR, its technical aspects, funding opportunities, operational rules, etc.
- CEMCA has also helped and guided us (SUPRATIVA) in editing our application form and informing the procedure for submission of application online.

Suggestions:

- Special session on funding opportunity for setting up CRS by NGOs Should be discussed
- List of Funding Agencies in India and abroad which are interested to support for setting up CRS should be provided to participants
- A budget for hardware installation should be discussed and list of suppliers should be provided.

Chittaranjan Joardar

Project Coordinator

Nadia Dist, West Bengal

The session on introduction of community radio station has impressed me. The workshop has enforced zeal in the participants. I could find answers to: How to facilitate? How to start programme? and How to continue the community radio station? Then, I learnt how funding can be raised by way of involving rural people in the community radio programme. I equipped myself regarding the technical knowledge. I sought clarification for some queries related to our organization, "Nadia Sangram's Gramunnayan Sanstha"

CEMCA's contribution in this workshop was the major part in keeping steadiness. Our zeal has been increased because of the workshop. In processing our application we have become equipped and increased our eagerness to start as it is basically fruitful to the community within a radius of 10-15 KMs. from the proposed place at Krishnagar (Gobrapota), which is 4 kMs. distance from the existing BSNL and 2 KMs. from the existing private (Vodaphone, Airtel etc.) towers.

Suggestions:

- Participation of local Government
- Participation of the Govt. Officials at District level

- Participation of Panchayats
- Demonstration in the workshops
- Total workshop CD to be given to the participants
- Workshop to be held in West Bengal and other states systematically on priority basis

Ranjit Kumar Swain
Director
Nuarpada, Orissa

Through this workshop, I got clarification regarding:
- The Concept of CR
- The procedures of getting license
- Preparation of program content
- Technical aspects

CEMCA is really doing a wonderful job by creating awareness and building the capacity of NGOs and community radio for empowering the communities and giving voice to the voiceless. CEMCA has played the role of a perfect facilitator and enabler in the workshop. CEMCA can guide us to submit complete application and satisfactorily comply with all the queries during the processing of application and then selecting perfect equipment and setting up the CR station.

The proceedings of the workshop are very much useful and helpful to get a clear idea about the establishment of CR Station.

Suggestions:

- I suggest that the workshop should have included some group discussion and group work also.

Tapas Roy
Asst. Professor
NSHM Institute of Media & Communication
Kolkata

To those who want to know about CR and the art and science of running CRS, this workshop is highly useful. All the sessions including CRS basics, community development approach through CRS, fund and advertising collection (Revenue model of CRS) as well as the technical sessions are found to be most essential.

I understood and noticed that CEMCA acted as the backbone for this workshop. The three day long workshop organized and managed by them is excellent.

Overall, it is a very good experience. I found the workshop informative and interactive.

Suggestions:

- Some sessions on content creation and types of CRS programmes to be included.
- Most of the sessions were dedicated on application process, policy, revenue generation models, etc. But I found that participants have doubts about running their CRS as far as the content development is concerned. As I understand CR is not a technology problem; but it is the problem of creating appropriate content and broadcasting the

same pertinent to the community. A special session can be dedicated for these aspects.

Joy Narayan Ghosla
Executive Director
Kandetara, Nuapada Dist.

On the 1st Day I learnt about the concept of CR, 5 stage of selection process to processing application, ownership of CRS, uses of CRS role and responsibility of CRS and sources of funds. I also had a practical experience by visiting a Community Radio Station.

On the 2nd Day the aspects of management of CRS, online application procedure, monitoring and management of CRS, programmes to be broadcast and ownership of CRS were covered. I gained more knowledge by sharing of ideas and experiences with the participants.

On the 3rd day the details regarding technical aspects such as height of Antenna, power and transmitter of CRS were discussed by the experts.

CEMCA was the main facilitator of the workshop. We got cleared of our doubts about the CRS. The workshop enables us to submit online application to set up a CRS.

Suggestion:

- More time is needed for the components/topics as per the programme fixed.

Mansingh Durga Prasad Nayak
Programme Director, WOSCA
Mandua, Orissa

The sessions by Dr. Sreedhar on what is community radio (Session I), role of different stakeholders (Session-IV) were very interesting. I got practical benefit by visiting radio station. Session VII was informative as I got to know the process regarding   SACFA, GOPA, etc. Session VIII was also important as I came to know the process of maintaining archieves. Session X was very interesting as I   got to know the technical aspects of CR.

CEMCA's role in this workshop is to facilitate translation of different ideas of NGOs, educational institutions into action. CEMCA was very much helpful in connecting the applicants again with the Ministry people to explain the shortcomings in the applications and make improvement in the whole process.

We had applied for the license. We came to know the technical requirements for the same. This helps us in telling the right things before the Screening Committee. The real interface is being provided by CEMCA between the Ministry and NGOs which facilitate the application process. CEMCA is also providing the capacity building to NGOs in replying back to the query sent by the Ministry to NGOs.

My overall impression regarding this workshop is that it is very helpful and enchanting. I got knowledge and interface with people who give permission. Technical help regarding the process of filling-up the application properly was the best help I received.

Suggestions:

- Provide participants enough time to share their experiences (if they have) on starting a CR.
- Add a technical session and a session on CR management (media or radio management team at local level)
- Set up a group followed by another workshop and get connected with all the participants in India.

Annexure – 9

Govt. Policy

Community Radio in India – The Government policy

The Government of India has framed a policy for Community radio Station Organizers. The Guidelines are as follows.

1.3.1 Policy Guidelines for setting up Community Radio Stations in India

The detailed policy guidelines in this regard are given below:

1. Basic Principles

An organization desirous of operating a Community Radio Station (CRS) must be able to satisfy and adhere to the following principles:

a) It should be explicitly constituted as a 'non-profit' organization and should have a proven record of at least three years of service to the local community.

b) The CRS to be operated by it should be designed to serve a specific well-defined local community.

c) It should have an ownership and management structure that is reflective of the community that the CRS seeks to serve.

d) Programmes for broadcast should be relevant to the educational, developmental, social and cultural needs of the community.

e) It must be a Legal Entity i.e. it should be registered (under the registration of Societies Act or any other such act relevant to the purpose).

2. Eligibility Criteria

(i) The following types of organizations shall be eligible to apply for Community Radio licenses:

a) Community based organizations, which satisfy the basic principles listed at para 1 above. These would include civil society and voluntary organizations, State Agriculture Universities (SAUs), ICAR institutions, Krishi Vigyan Kendras, Registered Societies and Autonomous Bodies and Public Trusts registered under Societies Act or any other such act relevant for the purpose. Registration at the time of application should at least be three years old.

b) Educational institutions

(ii) The following shall not be eligible to run a CRS:

a) Individuals;

b) Political Parties and their affiliate organizations; [including students, women's, trade unions and such other wings affiliated to these parties.]

c) Organizations operating with a motive to earn profit;

d) Organizations expressly banned by the Union and State Governments.

3. Selection Process & Processing of the applications

(a) Applications shall be invited by the Ministry of I & B once every year through a national advertisement for establishment of Community Radio Stations. However, eligible organizations and educational institutions can apply during the intervening period between the two advertisements also. The applicants shall be

required to apply in the prescribed application form along with a processing fee of Rs.2500/- and the applications shall be processed in the following manner:

i) Universities, Deemed Universities and Government run educational institutions will have a single window clearance by putting up cases before an inter-ministerial committee chaired by Secretary (I&B) for approval. No separate clearance from MHA & MHRD shall be necessary. Once the WPC Wing of the Ministry of Communication & IT earmarks a frequency at the place requested by the institution, a Letter of Intent (LOI) shall be issued.

ii) In case of all other applicants, including private educational institutions, LOI shall be issued subject to receiving clearance from Ministries of Home Affairs, Defence & HRD (in case of private educational institutions) and frequency allocation by WPC wing of Ministry of Communication & IT.

(b) A time schedule for obtaining clearances as below shall be prescribed:

i) Within one month of receipt of the application in the prescribed form, the Ministry of I&B shall process the application and either communicate to the applicant deficiencies, if any, or will send the copies of the application to the other Ministries for clearance as prescribed in para 3(a)(i) and 3(a)(ii) above, as the case may be.

ii) The Ministries concerned shall communicate their clearance within three months of receipt of the application. However, in the event of the failure of the concerned ministry to grant the clearance within the stipulated period of three months, the case

shall be referred to the Committee constituted under the Chairmanship of Secretary (I&B) for a decision for issue of LOI.

iii) In the event of more than one applicant for a single frequency at a given place, the successful applicant will be selected for issue of LOI from amongst the applicants by the Committee constituted under the Chairmanship of Secretary (I&B) on the basis of their standing in the community, the commitment shown, the objectives enunciated and resources likely to be mobilized by the applicant organization as well as its credentials and number of years of community service rendered by the organization.

iv) Within one month of the issue of the Letter of Intent (LOI) the eligible applicant will be required to apply, in the prescribed format and with the requisite fee, to the WPC Wing of the Ministry of Communication & IT, Sanchar Bhawan, New Delhi for frequency allocation & SACFA clearance.

v) A time frame of six months from the date of application is prescribed for issue of SACFA clearance. In the event of non-receipt of such clearance from the Ministry of Communication & IT within the stipulated period of six months, the case will be referred to the Committee constituted under the Chairmanship of Secretary (I&B) for a decision.

vi) On receipt of SACFA clearance (a copy of which shall be submitted by the applicant), the LOI holder shall furnish a bank guarantee in the prescribed format for a sum of Rs.25, 000/-. Thereupon, the LOI holder will be invited to sign a Grant of Permission Agreement (GOPA) by Ministry of I&B, which will enable him to seek Wireless Operating License (WOL) from the WPC Wing of the Ministry of Communication & IT. The

Community Radio Station can be made operational only after the receipt of WOL from the Ministry of Communication & IT.

vii) Within three months of receipt of all clearances i.e signing of GOPA, the Permission Holder shall set up the Community Radio Station and shall intimate the date of commissioning of the Community Radio Station to the Ministry of I&B.

viii) Failure to comply with time schedule prescribed above shall make the LOI/GOPA holder liable for cancellation of its LOI/GOPA and forfeiture of the Bank Guarantee.

4. Grant of Permission Agreement conditions

i) The Grant of Permission Agreement period shall be for five years.

ii) The Grant of Permission Agreement and the Permission letter will be non-transferable.

iii) No permission fee shall be levied on the Permission Holder. However, the Permission Holder will be required to pay the spectrum usage fee to WPC wing of Ministry of Communication & IT.

iv) In case the Permission Holder does not commence his broadcasting operations within three months of the receipt of all clearances or shuts down broadcasting activity for more than 3 months after commencement of operation, its Permission is liable to be cancelled and the frequency allotted to the next eligible applicant.

v) An applicant/organization shall not be granted more than one Permission for CRS operation at one or more places.

vi) The LOI Holder shall furnish a bank guarantee for a sum of Rs.25,000/-(Rupees twenty five thousand) only to ensure timely performance of the Permission Agreement.

vii) If the Permission Holder fails to commission service within the stipulated period, he shall forfeit the amount of bank guarantee to the Government and the Government would be free to cancel the Permission issued to him

5. Content regulation & monitoring

i) The programmes should be of immediate relevance to the community. The emphasis should be on developmental, agricultural, health, educational, environmental, social welfare, community development and cultural programmes. The programming should reflect the special interests and needs of the local community.

ii) At least 50% of content shall be generated with the participation of the local community, for which the station has been set up.

iii) Programmes should preferably be in the local language and dialect(s).

iv) The Permission Holder shall have to adhere to the provisions of the Programme and Advertising Code as prescribed for All India Radio.

v) The Permission Holder shall preserve all programmes broadcast by the CRS for three months from the date of broadcast.

vi) The Permission Holder shall not broadcast any programmes, which relate to news and current affairs and are otherwise political in nature.

vii) The Permission Holder shall ensure that nothing is included in the programmes broadcast which:

a. Offends against good taste or decency;

b. Contains criticism of friendly countries;

c. Contains attack on religions or communities or visuals or words contemptuous of religious groups or which either promote or result in promoting communal discontent or disharmony;

d. Contains anything obscene, defamatory, deliberate, false and suggestive innuendoes and half truths;

e. Is likely to encourage or incite violence or contains anything against maintenance of law and order or which promote-anti-national attitudes;

f. Contains anything amounting to contempt of court or anything affecting the integrity of the Nation;

g. Contains aspersions against the dignity of the President/Vice President and the Judiciary;

h. Criticises, maligns or slanders any individual in person or certain groups, segments of social, public and moral life of the country;

i. Encourages superstition or blind belief;

j. Denigrates women;

k. Denigrates children.

l. May present/depict/suggest as desirable the use of drugs including alcohol, narcotics and tobacco or may stereotype, incite, vilify or perpetuate hatred against or attempt to demean any person or group on the basis of ethnicity, nationality, race, gender, sexual preference, religion, age or physical or mental disability.

viii) The Permission Holder shall ensure that due care is taken with respect to religious Programmes with a view to avoid:

a) Exploitation of religious susceptibilities; and

b) Committing offence to the religious views and beliefs of those belonging to a particular religion or religious denomination.

6. Imposition of penalty/revocation of Permission Agreement

(i) In case there is any violation of conditions cited in 5(i) to 5(viii), Government may suo motto or on basis of complaints take cognizance and place the matter before the **Inter-ministerial Committees on Programme and Advertising Codes** for recommending appropriate penalties. On the recommendation of the Committee a decision to impose penalties shall be taken. However, before the imposition of a penalty the Permission Holder shall be given an opportunity to represent its case.

(ii) The **penalty** shall comprise of:

(a) Temporary suspension of Permission for operating the CRS for a period up to one month in the case of the first violation

(b) Temporary suspension of Permission for operating the CRS for a period up to three months in the case of the second violation depending on the gravity of violation.

(c) Revocation of the Permission for any subsequent violation. Besides, the Permission Holder and its principal members shall be liable for all actions under IPC, CrPC and other laws.

(iii) In case of revocation of Permission, the Permission Holder will not be eligible to apply directly or indirectly for a fresh permission in future for a period of five years.

"Provided the penalty imposed as per above provision shall be without prejudice to any penal action under applicable laws including the Indian Telegraph Act 1885 and Indian Wireless Telegraphy Act 1933, as modified from time to time."

(iv) In the event of suspension of permission as mentioned in para 6 (ii) (a) & (b), the permission holder will continue to discharge its obligations under the Grant of Permission Agreement during the suspension period also.

7. Transmitter Power and Range

i) CRS shall be expected to cover a range of 5-10 km. For this, a transmitter having maximum Effective Radiated Power (ERP) of 100 W would be adequate. However, in case of a proven need where the applicant organization is able to establish that it needs to serve a larger area or the terrain so warrants, higher transmitter wattage with maximum ERP up to 250 Watts can be considered on a case-to-case basis, subject to availability of frequency and such other clearances as necessary from the Ministry of Communication & IT. Requests for higher transmitter power above 100 Watts and up to 250 Watts shall also be subject to approval by the Committee constituted under the Chairmanship of Secretary, Ministry of Information & Broadcasting.

ii) The maximum height of antenna permitted above the ground for the CRS shall not exceed 30 meters. However, minimum height of Antenna above ground should be at least 15 meters to prevent possibility of biological hazards of RF radiation.

iii) Universities, Deemed Universities and other educational institutions shall be permitted to locate their transmitters and antennae only within their main campuses

iv) For NGOs and others, the transmitter and antenna shall be located within the geographical area of the community they seek to serve. The geographical area (including the names of villages/institution etc) should be clearly spelt out along with the location of the transmitter and antenna in the application form.

8. Funding & Sustenance

i) Applicants will be eligible to seek funding from multilateral aid agencies. Applicants seeking foreign funds for setting up the CRS will have to obtain FCRA clearance under Foreign Contribution Regulation Act, 1976.

ii) Transmission of sponsored programmes shall not be permitted except programmes sponsored by Central & State Governments and other organizations to broadcast public interest information. In addition, limited advertising and announcements relating to local events, local businesses and services and employment opportunities shall be allowed. The maximum duration of such limited advertising will be restricted to 5 (Five) minutes per hour of broadcast.

iii) Revenue generated from advertisement and announcements as per Para 8 (ii) shall be utilized only for the operational expenses and capital expenditure of the CRS. After meeting the full financial needs of the CRS, surplus may, with prior written permission of the Ministry of Information & Broadcasting, be ploughed into the primary activity of the organization i.e. for education in case of educational institutions and for furthering the primary objectives for which the NGO concerned was established.

9. Other Terms & Conditions

i) The basic objective of the Community Radio broadcasting would be to serve the cause of the community in the service area of the Permission Holder by involving members of the community in the broadcast of their programmes.

For this purpose community shall mean people living in the zone of the coverage of the broadcasting service of the Permission Holder. Each applicant will have to specify the geographical community or the community of interest it wants to cover.

The Permission Holder shall provide the services of his CRS on free-to- air basis.

ii) Though the Permission Holder will operate the service under these guidelines and as per the terms and conditions of the Grant of Permission Agreement signed, the permission shall be subject to the condition that as and when any regulatory authority to regulate and monitor the broadcast services in the country is constituted, the permission holder will adhere to the norms, rules and regulations prescribed by such authority from time to time.

iii) The Permission Holder shall provide such information to the Government on such intervals, as may be required. In this connection, the Permission Holder is required to preserve recording of programmes broadcast during the previous three months failing which Permission Agreement is liable to be revoked.

iv) The Government or its authorized representative shall have the right to inspect the broadcast facilities of the Permission Holder and collect such information as considered necessary in public and community interest.

v) The Government reserves the right to take over the entire services and networks of the Permission Holder or revoke/terminate/suspend the Permission in the interest of national security or in the event of national emergency/ war or low intensity conflict or under similar type of situations.

vi) All foreign personnel likely to be deployed by way of appointment, contract, consultancy etc by the Permission Holder for installation,

maintenance and operation of the Permission Holder's services shall be required to obtain prior security clearance from Government of India.

vii) The Government reserves the right to modify, at any time, the terms and conditions if it is necessary to do so, in public interest or for the proper conduct of broadcasting or for security considerations.

viii) Notwithstanding anything contained anywhere else in the Grant of Permission Agreement, the Government shall have the power to direct the permission holder to broadcast any special message as may be considered desirable to meet any contingency arising out of natural emergency, or public interest or natural disaster and the like, and the Permission holder shall be obliged to comply with such directions.

ix) The permission holder shall be required to submit their audited annual accounts to the Government in respect of the organization/division running the CRS. The accounts shall clearly show the income and expenditure incurred and the Assets and Liabilities in respect of the CRS.

x) A Permission Agreement will be subject to such other conditions as may be determined by the Government.

xi) The Government shall make special arrangements for monitoring and enforcement of the ceiling on advertisements, particularly in those areas where private FM radio stations have been granted licenses.

Annexure – 10

Longitudinal study for the Community Radio awareness programs of CEMCA

V.Venkaiah

Concept Note, Research Design, Action Plan and Questionnaires

1.1 Introduction: Genesis, Growth and Development

The historical philosophy of Community Radio is to use this powerful medium '**as the voice of the voiceless'**, the mouthpiece of oppressed people, be it on racial, gender, or class grounds, and generally as a tool for development. According to the Sixth World Conference of Community Radio Broadcasters, community radio is essentially a non-profit enterprise and is designed by the community to improve social conditions and the quality of its cultural life. (Report on the Sixth World Conference of Community Radio Broadcasters, Senegal, 1995). Community radio is characterized by three important features:

- non-profit making;
- community ownership and control; and
- community participation.

It may be noted that community radio is not about doing something for the community but about the community doing something for itself, i.e. owning, operating and controlling its own means of communication and information service. It is characterized by the active participation of the community in the process of creating news, information, entertainment and culturally relevant material, with an emphasis on local

issues and concerns. With training, local producers can create programmes using local voices. The community can also actively participate in the management of the station and have a say in the scheduling and content of the programmes.

There are two distinct models of community radio.

i) Service Model: The model that emphasizes on service or community-mindedness, a focus on what the station can do for the community.

ii) Participatory Model: The Participatory model stresses on involvement and participation by the listeners.

1.2 Community Radio – The International Scene

The introduction of community radio in the world named as Pacifica Foundation was set at West Coast by Journalist Lewis Hill and his team in 1946. Later, Pacifica Foundation started two other Radio Stations named KPFK (Los Angles) in 1959 and WBAI (New York) in 1960 (http://weft.org/about/history-community-radio). Slowly the community radio started gearing up in 1970's. Several nations started licensing the Community Radio Stations (CRS) to encourage different communities at their place to grow in all aspects of life. Following are the nation-wide details of development of Community Radio Stations.

Australia

In the 1970s, the Australian Government made a number of community broadcasting licences available, called the 'third tier' of radio. Radio Adelaide or 5UV is Australia's first community station. It was established in 1972 and continues to broadcast even today. Australian Communications and Media Authority (ACMA) regulate the Australian radio stations and also qualify the various kinds of broadcasting licenses. Most community radio stations define themselves as 'generalist', which means that they play a wide range of music and information programs. Some community radio stations are more specialized than others. They target specific audiences or feature specialized content. For example, Radio stations like 2000FM in New South Wales present programs in languages other than English (http://www.cultureandrecreation.gov.au/articles/communityradio).

More than half of the community radio stations (i.e., 53 percent) serve an array of different interests of communities including: indigenous and ethnic people, persons with a print disability, young people, older people, lovers of arts/fine music/religious communities and gay and lesbian groups.

Indigenous stations such as CAAMA (Central Australian Aboriginal Media Association) Radio in central Australia aim to promote Aboriginal culture and to educate the wider community. There are also community stations that are specialized in music like 4MBS of Queensland in classical and jazz music, Fresh FM of South Australia in electronic music. Radio 3ZZZ is the largest ethnic community station in Australia. Located at 92.3 on the FM radio band, 3ZZZ started broadcasting on a regular basis in June 1989 (http://www.3zzz.com.au). Broadcasting 24 hours a day, it is estimated that more than 400,000 people listen to 3ZZZ every week.

Melbourne's JOY FM is a gay and lesbian station, and RPH Australia (Radio for the Print Handicapped) provides newspaper and magazine

reading services for blind people and people with reading difficulties through its network of radio stations throughout Australia.

Presently, there are over 442 fully licensed community radio stations across Australia (http://en.wikipedia.org/wiki/Community_radio). This is how the Community Radio is serving the land of Australia.

Canada

Community radio stations in Canada most commonly target commercially underserved minority language communities such as Franco-Ontarians, Acadians or First Nations, although some communities also have English language community stations. These stations are often run by volunteers and operated by cooperatives or other not-for-profit corporations.

There are presently around 192 community radio stations in Canada. Majorly Quebec, Ontario, Nova Scotia, British Columbia, New Brunswick covers maximum number of Community Radio Stations as on date. (http://en.wikipedia.org/wiki/List_of_community_radio_stations_in_Canada).

The Community Radio Stations are controlled by Canadian Radio-television and Telecommunications Commission (CRTC) in Canada. According to the policy provided by CRTC, community radio stations are required to facilitate and promote training, provide on the job training for participants in Programming.

United States

The U.S. community radio stations are usually staffed by volunteers and air a wide variety of programmes. The National Federation of Community Broadcasters was formed in 1975 as an umbrella organization for community-oriented, non-commercial radio stations.

Ireland

Ireland started the concept of community radio around 1995. Community Radio Forum of Ireland (CRFI) possesses twenty community radio stations under its umbrella. (http://www.craol.ie/1/0/home.html).

Bolivia

One of the most famous examples of community radio was miners' radio in Bolivia. Presently there are more than twenty five of such kinds in their place.

Nepal

Nepal has adopted community Radio in 1997. Radio Sagarmahta 102.4 MHz (http://www.radiosagarmatha.org) is the first independent community radio station in Nepal as well as for the entire South Asia. It was established by Nepal Forum of Environmental Journalists (Nefej) in May 1997. Radio Sagarmatha has been always in front line to fight for freedom of expression and right to information of the citizen in Nepal. Now it is the leader and role model for all community radio stations in South Asia. More than 150 community radio stations have been granted licenses by Nepal government. News is the major format program concept of Nepal community radio stations.

South Africa

In South Africa, the Community Radio concept took place in 1994 and it has more than 100 stations as on today. It has famous CRS like Jozi FM, which has half a million audiences. Presently the Independent Communications Authority (ICASA) of South Africa regulates the telecom and broadcasting sector (http://www.southafrica.info/about/media/community-radio.htm).

Hungary

Hungary –Started with Tilos Radio in 1991 and reached to more than

60 by 2008. Jordan started community radio named AmmanNet.net in 2000 using internet and presently running Yarouk FM and Farah FM and others covering youth and women issues. Philippines also had a Community radio, Radya Natin, owned by Manila Broadcasting Company.

There are also other nations where community radio gained importance in countries like Solomon Islands, Japan, South Korea, Sweden, Thailand and United Kingdom. (http://en.wikipedia.org/wiki/Community_radio).

1.3 Community Radio in India – The Government policy

The Ministry of Information and Broadcasting, Government of India has formulated a policy for establishment and organization of Community Radio Stations. The main Guidelines are as follows.

1.3.1 Policy Guidelines for setting up Community Radio Stations in India

Community Radio can be started by an legally started body constituted under Societies Act including Non- Profit Organizations with at least three years of track record. The organization shall function with clearly define management structure working towards Educational Development and Social and Cultural needs of the community. Non-profit Organizations and educational institutions are allowed to set up CRS. Individuals, Political Parties and other affiliated organizations and organizations banned by State and Central government are not allowed to set up Community Radio Stations (CRS).

In the basic selection process, the MIB invites applicants along with a process fee of Rs.2500 from the applicants. After selection, the LOI is issued subject to receiving clearance from the Ministry of Home Affairs, Defense, HRD and Communication & IT.

Once the LOI is issued, the applicant is required to apply within a month to the Ministry of Communication & IT in a prescribed format for frequency allocation & SACFA Clearance. Later, within a time frame of six months after clearance, the LOI holder shall furnish a bank Guarantee of Rs.25000. Then LOI holder will be invited to sign a Grant of Permission Agreement (GOPA) by the Ministry of Information & Broadcasting.(MIB). Thereby CRS becomes operational by receiving WOL (Wireless Operating License) from Ministry of Communications & IT.

Within three months of all clearances from GOPA, the permission holder will set a CRS and intimate to MIB, failing which the permission gets cancelled. The Permission will be for a period of 5 years which is Non-transferable.

The Programs by CRS should be related to community and its empowerment preferably in the local language or dialect(s). Fifty percent of the content shall be generated with the participation of community. These programs must not provoke the people of the local community in any circumstances (Refer APPENDX-I for more details). In case of violation, the temporary suspension or revocation of permission takes place.

The CR transmitter power ranges from 100-250 Watts and its height between 15-30 meters. These transmitters can be established within the Universities and Educational Institutions. The sponsored programs are not allowed to transmit except those of State and Central Government which are again limited to 5 minutes per hour broadcast. The revenue generated from these advertisements is utilized as operating expenses and capital expenditure. The detailed information and guidelines are presented in APPENDIX-I for reference.

1.3.2 Views on Community Radio policy in India

There are some views of dissatisfaction regarding the CR Policy in India. They are:

i. Only non-profit Organizations for more than three years old can only apply for a CR license.

ii. The process of licensing took more than a year as it includes a survey. It was also felt that the survey mandated by the Government is available only in English, and the test contains some irrelevant questions for community radio. One of the most significant tasks during the application process is also a community survey that is supposed to be filled out by over 1000 respondents. Many of the applicants feel that one-fits-all survey is not suitable to the Indian Context.

iii. There are a limited number (three) of vendors who are selling the FM transmitter equipment for the community radio.

iv. The policy mandates that the CR station should be owned by a non-profit organization. The non-profit Organizations use a 'Push-based Top-down Approach' in India because of which whatever are the programs delivered by them must be watched by the community. Even if the community individuals give any feedback it may not be considered by them as they won't have

enough participation in the programs organized by the Organizations.

1.4 Community Radio in India- Evolution and Development

In India the airwaves are under the Control of Central government. The campaign of community radio started in the mid 1990's, soon after the Supreme Court of India approved the idea by declaring that the "airwaves are public property" in the Judgment given by Judges Sawant and Mohan in February 1995.

Anna FM is the India's first University campus radio that was launched on 1st February, 2004 controlled by Education and Multimedia Research Centre (EMRC) of Anna University and the students of the University are the creators of programmes for this community radio.

On 16th November 2006, the Government of India set some guidelines that allowed NGOs and other Civil Society Organizations to start community radio stations. According to government target, 4000 community radio licenses had been on offer across India. (http://www.indianetzone.com/37/community_radio_india.htm).

By the end of November 2008, there were 38 operational community radio stations in the country. By the end of October 2009, the number increased to 47 stations which were operational. i.e. 45 campus-based stations and two stations run by NGOs.

The first community-based Radio Station was licensed to an NGO, Deccan Develeopment Society (DDS) run by women group in Pastapur Village, Medak District, Andhra Pradesh. It was set up on 15th October 2008 with a name called "Sangham Radio", which broadcasts on 90.4 MHz led by General Narasimha , Algole Narsamman and by the other members of the DDS.

The Second Community Radio Station named as "Radio Bundelkhand" was established by a Delhi based NGO, Society of Development Alternative, on 23rd October, 2008 in Taragram Village, Orchha District, Madhya Pradesh that broadcasts on 90.4 MHz. (http://www.bundelkhand.in/portal/story/Namaskar-Radio-Bundelkhand).

India got its 50th community radio station in Hyderabad four years and two months after the government announced its policy relating to community radio. The license for the 50th station was granted to Abid Ali Khan Educational Trust, Hyderabad. The trust has been operating for about 15 years in Hyderabad and serving the community, especially the weaker and marginalised sections by providing free education and vocational training in the field of journalism, computers, tailoring, embroidery and many other fields of livelihood generations. (Indian television .com Team). By the end of December 2009, the Ministry of Information and Broadcasting had issued Grant Of Permission Agreements(GOPA) for 62 Community Radio Stations and the number of CR stations run by civil society groups had gone up to seven, including Sangham Radio (Pastapur, Medak District, Andhra Pradesh), Radio Bundelkhand (Orchha, Madhya Pradesh), Mann Deshi Tarang (Satara, Maharashtra), Namma Dhwani (Budikote, Karnataka), Radio Mattoli (Wayanad, Kerala), Kalanjiam Samuga Vanoli (Nagapattinam, Tamil Nadu) and Barefoot (Tilonia, Rajasthan).The Self Employed Women's Association (SEWA) now has its own community radio station (CRS). 'Rudi No Radio' (Rudi's radio), managed by SEWA Academy, became operational on 26th November, 2009. Based at Manipur village of Sanand Taluka in

Ahmedabad District, the station is entirely run by rural women in local folk style. The episodes catering to rural listeners focus on developmental issues such as agriculture, health, water literacy, etc. (http://www.sewa.org).

Recently, on 26th March 2010, IIT, Kanpur had launched a community radio utilizing 90.4 MHz frequency for improving awareness in education, agriculture, health, environment, social welfare to classic music to serve the community within 10 Km range. (http://www.cse.iitk.ac.in/users/gj/new/Events/fmstation.php). CEMCA has also organized a two day workshop in the IIT, Kanpur, to create awareness on community radio in Collaboration with MIB, Government of India on 26th and 27th March 2010.

The development and use of community radio reflects the efforts of the Government and CEMCA towards building better future for Community Radio in India.

The UNESCO has also played a major role in promoting Community Radio concept in India and Nepal, besides several other countries. In 2007, UNESCO came with a report entitled "Community Radio in India" that acts as a guide for civil society, government ministries, donor agencies and media in terms of enabling CR, knowing challenges in CR, ongoing initiatives related to CR and their costs. Another report was also published in the same year namely " CR: A User's guide to the technology" which explained about how to set up a studio space, its studio equipment, field recording equipment, transmission equipment, telecommunications and other ancillary equipment for community radio. It also explained in detailed about audio concepts, equipment vendors list in India related to Community Radio. UNESCO's association has enabled IPDC to own local Community radio effectively in Nepal and helped in providing all guidelines in functioning of its community radio.

1.5 The Role of CEMCA in Promoting Community Radio in India.

 The Commonwealth Educational Media Centre for Asia (CEMCA) was established in 1994 by the Commonwealth of Learning (COL), Vancouver, Canada, as a Regional Centre with a mission to promote the meaningful, relevant and appropriate use of information and communication technologies to serve the educational and training needs of the Commonwealth Member States of Asia. CEMCA provides advice and expertise relating to the competencies required for the effective use of open, distance and technology-mediated learning. CEMCA operates in India as a fully recognised international agency with the associated rights and privileges (www.col.org).

1.5.1 Program Coverage

CEMCA has covered all the Regions of India. The following are the details of Consultations Conducted by CEMCA during the last three years i.e., 2007-09 & 2009-10.

1.5.2 Organization of Consultation Programs & Participants' Profile

 CEMCA, in association with the MIB, Govt. of India, has conducted 18 Consultations to create awareness and promote the establishment and use of community radio stations. They also invited BACIL, BEL and WEBEL to organise these consultations. The major participants are from NGOs and educational institutions besides invited personnel from CEMCA & Ministry of Information and Broadcasting. The details of the number of participants and the participants who have shown Expression of Interest in Region -Wise Consultations are presented in Table-1.

Table 1: Region-Wise Consultations organised in 2007-09

S. No	Consultation	Number of Participants	Expression of Interest
1	1st RC, Lucknow, Uttar Pradesh 28th-30th November, 2007	109	16
2	2nd RC*, Kolkata, West Bengal 24th-25th March, 2008 (East Zone)	113	14
3	3rd RC,Puduchery, Tamil Nadu, 1st-2nd July,2008(Southern Zone)	139	-
4	4thRC,Baramati,Maharastra, 8th-9th September,2008(West Zone)	-	-
5	5thRC,Ahmadabad, Gujarat, 24th-25th November,2008 (West Zone)	117	12
6	6th RC, Guwahati, Assam, 28th-29th January,2009 (North Eastern Zone)	88	23
7	7th RC, Solan, Himachal Pradesh, 13th-14th March 2009(North West Zone)	78	16
8	8th RC, Raipur, Chhattisgarh, 24th-25th March 2009 (Central Zone)	100	-

* RC- Regional Consultation

The particulars of number of participants and the participants who have shown Expression of Interest in different State Level Consultations are given in Table 2.

Table 2: State-Level Consultations organised in 2009-10

S.No	Consultation	Number of participants	Expression of Interests
1	Tilonia, Rajasthan 9th -10th November,2009	81	18
2	Shillong, Meghalaya 13th- 14th November, 2009	51	22
3	Faridabad, Haryana 24th-25th November,2009	108	11
4	Chanderi, Madhya Pradesh 18th-19th December, 2009	82	12
5	Tiruchendur, Tamil Nadu 22nd -23rd December, 2009	109	13
6	Wayanad, Kerala 11th -12th January, 2010	103	16
7	Budhikote, Karnataka 28th-29th January,2010	86	19
8	Pune, Maharashtra 9th-10th February, 2010	77	18
9	Mukhteshwar, Uttarakhand	41	13

	10th-11th March, 2010		
10	Kanpur, Uttar Pradesh 26th -27th March, 2010	65	18
	Total	803	160

1.5.3 Outcome / Effectiveness /Suggestions

The CEMCA has organized 18 Consultations in association with the Ministry of Information & Broadcasting at different places covering the whole of India in 2008-09 and 2009-10. Every Consultation was conducted as a two-day programme with four sessions.

The Following are the aspects/activities covered by the CEMCA in their Consultation campaigns. They are:

- Setting up of a community radio
- Financial Implications involved in setting up of a community radio
- Prospects and challenges of community radio in India

- Role of national and international bodies involved in supporting the functions of Community Radio.
- Field trip, live demonstrations of planning, production and broadcasting of community radio.
- Creating content of community radio programmes, its management, actual running of the station.
- Discussion on various kinds of technology currently available in India for better production and marketing of community radio and its activities.
- Examining the critical role of CR in three areas: economic, human &

social development.

- Discussions regarding the type of programmes to be covered in CR.
- Need for and importance of community involvement in community radio usage.
- Role and importance of community radio, especially in Open & Distance Learning (ODL) system in India.
- Generation of Awareness in the fields of agriculture, health & education.
- Sharing of technical aspects and hardware details by the hardware suppliers like BACIL, BEL& WEBEL for setting a community radio.
- Leveraging local talent, giving space for local people to highlight local issues through local medium.

The CEMCA had recommended some activities to the Ministry of Information and Broadcasting, Government of India, to enhance the effectiveness and utility of community radio activities in India. They are:

- To make the application form and licensing system more simple.
- The focus should be on local need based advertisements like fertilizers, pesticides, bricks, cheap construction materials and locally produced consumer goods.
- More community radio stations must be set up in semi-urban and rural areas.
- An evaluation and monitoring system needs to be put in place to know the state of each community radio station.
- Sufficient study literature needs to be provided to all the participants for better understanding of community radio.

- There is a need for formal courses/programs on community radio awareness by other open universities as was done by IGNOU, New

Delhi.

- Success stories must be taught to the audience regarding education, agriculture and society.
- Firms may be asked to give a demo of all equipments required for setting up community radio.

1.6 The Need for Longitudinal Study

The journey of community radio service has so far completed over 40 long years throughout the world covering nations like Australia, UK, USA, Canada and other countries. But in India the expansion is of recent origin i.e. last six years from its first installation at Anna University in 2004. 60 stations are functioning in India now. Some more states are yet to enter this field. Hence, there is a need to enhance the awareness level of people about this powerful medium.

For this purpose, CEMCA has decided to undertake a Longitudinal Study to gauge the Development of community radio in India. The study aims at identifying the problems and challenges faced by the people in setting up these community radio stations and in running them. Further, the role and effectiveness of Consultations and Awareness Programmes organized by CEMCA and MIB will be analyzed. On the whole the study examines the Community Radio Policy and the role of Community Radio in development process in India.

As CEMCA has taken up a major role in creating an awareness regarding the concept of Community Radio through 18 Consultations and Awareness Programmes in collaboration with the Ministry of Information and Broadcasting, Government of India, it is felt necessary to evaluate

the usefulness of consultation programmes in enhancing the awareness of community radio and its promotion. The study would also bring out the limitations and deficiencies of the functioning of community radio stations. The study is also expected to provide pointers to policy makers to revisit the policy, if necessary, for increasing the number of radio stations and their utility to the communities at large. Thus, there is a need for a longitudinal study covering the involvement of CEMCA, its activities, its support in documentation and licensing of CR and understanding its interface with the MIB.

1.7 Scope of the Study

This study essentially focuses on the major role of CEMCA in collaboration with MIB in promoting the concept of community radio through their consultations. Its thrust will be on the extent of percolation of the concept to the users and their efforts to sustain its activity. It broadly covers all the community radio stations, their organization, operations, personnel participating in the activities and operations of community radio stations, development of programmes and community services. It proposes to analyze their application of services to specific groups and the extent to which CR has met its goals. The study also covers a sample of listeners from the respective local communities.

1.8 Objectives of the Study

The objectives of the study are as follows:

1. To present an outline of the Community Radio potential in the

Indian context in view of the unique community radio policy of the Government of India;

2. To study the initiatives, activities and consultative campaigns undertaken by CEMCA jointly with the Ministry of Information and Broadcasting, Government of India;

3. To analyze the role of CEMCA in facilitating the documentation and licensing for setting up of community radio stations in various organizations including educational institutions, NGOs, etc.;

4. To describe the interface between CEMCA and Government of India in formulating policies and modifying them from time to time considering the experience in promoting CR; and

5. To discuss the role of CEMCA in enlarging the base of stakeholders and networking.

1.9 Hypotheses of the Study

Hypothesis 1: Consultation and awareness campaigns organized by CEMCA are highly   effective and useful.

Hypothesis 2: The role of CEMCA in enlarging the base of stakeholders and networking   process is commendable.

Hypothesis 3: The role of CEMCA in facilitating the documentation and licensing for setting up a community radio is proactive and highly effective.

1.10 Methodology

1.10.1 Research Design

As mentioned earlier, a longitudinal study is chosen to study the role of CEMCA in creating awareness and popularizing the concept of community radio. Further, it aims to understand in depth the Development, pitfalls in setting a community radio station and its benefits to community.

It is proposed to include four case studies by visiting five places and make an interactive study of five community radio stations and hold discussions with Organizers, community radio program participants and listeners of respective stations. The places will be decided using stratified random sampling technique.

1.10.2 Sources of Data

Primary as well as secondary sources of data will be used in the study.

a. Primary Sources

This data will be collected directly from the places/community radio stations and various categories of respondents. This data will be collected using two methods.

1. Census Survey method

2. Sample Survey method

The information /data will be collected from:

1. Organisers/promoters of community radio stations

2. Participants in Consultation and Awareness Programmes which will be organized in 2010-2011.

3. Participants and listeners of community radio.

4. Staff of CEMCA and MIB

Online/mail Census Survey method will be used for Promoters/Organizers of CR Stations through a questionnaire which covers the details of the CRS, its problems, programs made, community response, suggestions, etc. The format of Questionnaire is given in APPENDIX – II.

Census Survey will be used for participants of Community Radio Consultations and Awareness Campaigns Conducted by CEMCA during the period of study. This helps us again to find out the understanding level of individuals and organisations towards community radio.

Finally, survey method will also be used to collect data from the beneficiaries of CR i.e. participants in designing CR programs as well as listeners of the programmes. The respondents will be selected using convenience sampling technique for distributing Schedule (APPENDIX –III). Focus Group Discussions will also be held for better understanding of different experiences by the communities and target beneficiaries.

b. Secondary Sources:

The Secondary Sources include:

i. Reports of Regional and State Level Consultation and Awareness and Capacity Building Workshops Organized by CEMCA in association with the Ministry of Information & Broadcasting, Government of India.

ii. The CR Policy Documents of Government of India.

iii. Publications, research reports/papers/Web sources and other secondary sources related to community radio.

1.10.3 Data Collection Methods

Three-tier data collection model is adopted for the study. That is, data will be collected from three types of respondents – promoters of CRS, selected managers & staff of CRS and beneficiaries from the Programmes of CR. Questionnaires will be used to collect data from promoters/management of all CRS.

Personal Interviews will be conducted with the selected managers and staff of CRS. Focus Croup Discussion (FGD) technique will be used to collect data from the five CR stations which are selected for the case studies.

1.10.4 Tools of Analysis

Arithmetic mean, Correlation etc. will be used for data analysis. Data Presentation will also be done using Pie Chart/ Bar Chart, etc.

2.0 Action Plan

The Action plan and the overall schedule of the study is presented in the chart below. The details of activities and the timelines during the study period i.e. from April 2010 to December 2011. The division of activities and time frame are clearly shown in the form of Gantt Chart below.

Research Tasks																									
Literature review	█																								
Research design & concept note preparation		█																							
Question naire preparation & concept note submission .	█	█	█																						
Mailing of questionnaires to all CRS.				█																					
Field visits and collection of data from selected CR stations.					█	█	█	█	█																

Activity	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11
Data editing, coding & tabulation										■	■										
Data analysis												■									
Interim report preparation & submission													■	■	■						
Preparation of cases																■	■	■			
Findings, suggestions & report finalization																			■	■	
Report submission	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

Time period (Month &Year)

Fig - 1: Action plan for CR Study

3.0 CHAPTER OUTLINE

Executive Summary

Acknowledgments

Chapter – I: **INTRODUCTION**

1.1   Community Radio – Introduction (Genesis, Growth & Development)

1.2   Community Radio – The International Scene

1.3   Community Radio in India – The Government Policy

1.4   Community Radio in India- Evolution and Development

1.5   The Role of CEMCA in Promoting Community Radio in India.

1.6   The Need for Longitudinal Study

1.7   Scope of the Study

1.8   Objectives of the Study

1.9   Hypotheses of the Study

1.10 Methodology

Chapter – II **CEMCA & COMMUNITY RADIO IN INDIA**

2.1   Introduction to CEMCA

2.2   Objectives of CEMCA

2.3 Role of CEMCA in Consultations and Awareness Programmes on Community Radio Awareness

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