

INDIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	‘OUR PRACTICE’ - BUILDING CAPACITIES OF COMMUNITY RADIOS TO DOCUMENT GOOD PRACTICES THAT SUPPORT FREEDOM OF EXPRESSION
2.	NUMBER	IPDC/59 IN/01
3.	MEDIA DEVELOPMENT INDICATORS’ CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Innovation in convergence and integration of legacy media and new communications
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	USD 29,700
8.	AMOUNT REQUESTED FROM IPDC	USD 20,500
9.	BENEFICIARY BODY	Ideosync Media Combine 1381, Sector 37, Faridabad, Haryana 121003 National Capital Region, India Tel: 0129-4131883/4064883/4065883/6510156 Email: info@ideosyncmedia.org Contact person: Venu Arora, Director Email: varora@ideosyncmedia.org mobile: 09810731552
10.	IMPLEMENTING OFFICE	UNESCO New Delhi Office (attn.: Mr Anirban Sarma)
11.	PROJECT LOCATION	India (The trainings will be held in Delhi but CR stations will be from across India)

12.	PROJECT PREPARED BY	<p>Ms. Venu Arora, Director Ideosync Media Combine, with</p> <p>UNESCO NDL Office, attn. Mr Anirban Sarma</p>
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B. PRESENTATION

1. PROJECT JUSTIFICATION:

In India, more than a decade long advocacy led to the opening up of the airwaves with an enabling policy guideline in 2006 that made civil society eligible for community radio (CR) licenses. However, ten years after the policy and with 170 operational CR stations and another 400 likely to come up over the next few years, the capacities within the sector are yet to be strengthened to amplify marginalized voices and interests. Despite a clear policy mandate, there are few documented good practices within the everyday operations of the CR stations that could guide the centering of the freedom of expression agenda.

Having successfully got an enabling policy guideline, what India needs is to establish practice benchmarks that allow operating CR stations to emulate the principles of freedom of expression in their everyday work. While there are some excellent examples, there are few ways in which these can be shared with other operating stations to build capacity of the sector. An additional gap is the lack of capacity among operating CR stations to document and reflect on their own work.

This project proposes innovative documentation of good practice through the use of participatory content creation / participatory audio and video production methodologies. The project will support the use of innovative new media technologies like the mobile and the internet to enable community radio stations to create and share this body of work with each other and with the national and global community.

As part of the project, representatives of 20 community radio stations (one representative per station) from across India will be equipped with low-cost mobile devices with online engagement capacity. They will then be trained over three days (a) in key aspects of the freedom of expression contextualized for their communities and (b) in using the mobiles to document their everyday content creation, broadcast, community engagement and community radio management practice, especially focusing on practices that strengthen and support the freedom of expression of the marginalized groups within their station and community. The result of these documentation techniques will be short audio and/or video diaries on these practices.

This repository of audio and visual diaries will be uploaded and shared using the MANCH mobile application on ‘Community Media Manch’ www.manch.net.in. This is an online platform for community media knowledge creation and sharing, learning and capacity building. The MANCH mentoring and peer training will help to enlarge the pool of trained ‘good practice’ audio- and videographers, beyond the 20 persons who will initially be trained. The MANCH mentoring and peer training will involve at least two full webinars.

There is no CR station currently in India that is completely owned or managed by women, and women CR volunteers are often not given technical or editorial roles. The current project intends to change this situation by increasing the role of women on reflecting what is happening at their CR stations. Therefore, 60% of the participants will be women who will be given greater agency within each of their stations as well as equipping them with equipment (mobile with internet connectivity) that currently has high social value.

There is no overall data on how many women work in CR stations across India. However, it is evident that retaining women reporters and volunteers especially after they are married is a challenge for almost all CR stations. There needs to be an effort to have a larger pool of trained women in the sector in order to be able to represent gender concerns and priorities in programming, content and overall CR management and ownership.

2. DESCRIPTION OF THE TARGET GROUP:

The primary target group will be 20 CR stations whose representatives (one per station) will be trained to better understand community radio's potential in fostering the freedom of expression of all community members; and to document related good practices, using audio and video techniques. Affirmative action will be undertaken so as to have at least 60% women participation. Of the total number of trainees at least two will be from marginalised communities (eg the scheduled castes or tribal communities).

A strong secondary target group will be community media representatives registered as members of the Community Media Manch platform, who will be invited to sharing and learning webinars that discuss the audio and video diaries. Currently there are over a 100 members on the Community Media Manch platform.

3. DEVELOPMENT OBJECTIVE:

The project will enhance the capacity of community radio broadcasters across India to implement community radio's potential in fostering the freedom of expression of all community members.

4. IMMEDIATE OBJECTIVE:

The project will provide skills and knowledge to altogether 20 representatives of 20 community radio teams to (i) critically assess their daily practices in terms of freedom of expression within their stations and communities; and, (ii) using audio and video, to document and share those practices that enhance the freedom of expression; as well as (iii) to share these good practices with a wider community broadcasting community through the Community Media Manch platform, a monograph and CDs.

5. PROJECT OUTPUTS:

- Twenty trained community radio broadcasters representing 20 different CR stations from diverse regions in India capable of
 - critically assessing their daily practices in terms of freedom of expression within their stations and communities;
 - recording short audio / video diaries documenting good community radio practice, notably promoting marginalized voices and interests, and using low cost mobile devices (tablets/ phones) ;
 - sharing the same with their peers on the online *Community Media Manch* platform
- Approximately one hundred audio/video diaries documenting good community radio practice
- A discussion monograph on the experiences of the training and the documentation generated for CRs
- 350 CDs including selected audio and video diaries produced and distributed to CRs to enhance the results
- 100 members of the Community Media Manch familiar with the practice of audio/video diaries.

6. ACTIVITIES:

- Adjust the work plan to the approved IPDC funding level
- Launch an open call (in two national language areas) to identify and select 20 CRs as participants
- Procure 22 (including 2 spare for training) low cost mobile devices (micromax/ ICEXX) with online engagement capacity
- Design training curriculum on (i) the freedom of expression contextualized for the selected communities, (ii) producing audio and video diaries on the daily good practices of the CR stations concerned ; and on (iii) sharing these diaries on internet
- Conduct 2 * 3-day trainings for the 20 participants (1 representative per station) on the a/m subjects
- Visits of an audio / video trainer to 8 CR stations (2 stations per trip, altogether 4 trips) to help create the initial video and audio diaries, in order to enhance the impact of the training
- Establish online exchange programme for sharing and discussing the audio/video diaries on the Community Media Manch online platform
- Two webinars to share experience on the audio / video diaries
- Produce and disseminate a discussion monograph from the experiences of the training and documentation
- Produce and disseminate 350 CDs of selected audio and video diaries to amplify the results of the project
- Report to UNESCO / IPDC every four months or as may be required in the related contract.

7. PROJECT INPUTS:

- Two trainers (one senior, one junior) capable of training community radio producers in (i) the freedom of expression issues in the context of Indian community radio ; (ii) innovative

documentation techniques using the audio and video capabilities of mobiles, and (iii) on sharing the same on the online Community Media Manch platform

- 22 low cost mobile devices (micromax /ICEX X) capable of recording good quality audio and video and connecting to the internet, including 2 mobiles for training purposes
- Internet connection for 20 mobiles for six months
- Use of Community Media Manch platform
- 10 days of hire of a video camera to centrally record experiences and create some pilot video diaries
- Rented equipment for training ie projector, lap tops, space for training
- 1 editor(s) /designner(s) to compile and edit monograph and 1 to produce CDs, for dissamination.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Adjust work plan to IPDC funding; contract w/UNESCO	x											
Identify and select CR stations through an open national call	x	x										
Purchase mobile devices		x										
Design training curriculum		x	x									
Contracts trainers			x									
Training - Group I				x								
2 visits to 4 CRs to support creation of video/audio diaries				x	x	x						
Batch I of audio /video diaries ready and shared on MANCH						x						
^{1st} webinar to share experience on Community Media Manch					x	x						
Training – Group II							x					
2 visits to 4 CR stations to support diaries							x	x	x			
Batch II of audio/video diaries									x			
^{2nd} webinar									x	x		
Write and disseminate monograph/ produce CDs											x	
Reports to IPDC				x				x				x

9. INSTITUTIONAL FRAMEWORK:

Ideosync Media Combine is a not-for-profit organization. It has a board of six members with equal representation of women and men, and a professional team of seven people. At Ideosync Media Combine - we work on communication for social change and envision a world where all communities are empowered with communication skills, tools and technologies enabling them to access and use information as well as create and share knowledge with other communities locally and globally.

Ideosync has over 15 years of experience in innovation around development and participatory content creation, media rights and voice advocacy. Our work spans four key areas: Communications and media strategy design; Innovations in content production with specific focus on health/gender/governance and rights/environment through use of key participatory methodologies; Formative and evaluation research; and Communication and media capacity building of grassroots partners and stakeholders.

In particular with reference to CR, Ideosync has been working on capacity building in the community radio sector for more than a decade. With several international donors, Ideosync has implemented long-term in-depth CR training programs, and helped more than ten CR stations across the country to establish participatory content creation and broadcasting processes. One of Ideosync's directors has, among others, written the technical manual on CR for UNESCO.

10. SUSTAINABILITY:

The IPDC project will be instrumental in starting a key component for CR capacity in India, that of documenting and sharing good practice. The Community Media MANCH platform on which these innovative audio and video diaries are proposed to be shared already has support from the Ford Foundation and UNDEF. The current project will enhance the capacity of existing CRs in India to reflect on their practice and ultimately improve the same. Once trained the CR stations will be supported through distance mentoring and the sustained availability of the MANCH platform. Ideosync feels that the IPDC support will be a key contributor to filling a critical gap in the sector. The mobile phones will be the only equipment investment.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Ideosync proposes an evaluation of the training through a pre- and post-feedback and self-evaluation methods. Further, all activities, distance mentoring and webinars with trainees will be recorded and available on the Community Media MANCH platform. All video and audio diaries will also be available on the MANCH platform under creative commons. The project will therefore be open to continuous monitoring by its users/beneficiaries, UNESCO and by any party interested to learn about the initiative.

12. EVALUATIONS CARRIED OUT:

No separate evaluations have been carried out prior to preparing this proposal. However Ideosync is continuously engaged with several CRs including the peer review process supported

by the Information and Broadcasting Ministry, July 2014. The past years have clearly shown lacunae in documented good CR practice and within the sector to engage in constructive self-reflection on issues of freedom of expression, rights of the marginalized community members and essence of community ownership and management so that community radio remains focused on broadcasting in the interests of its community.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Ideosync undertakes to report on project progress on a four-month basis to UNESCO New Delhi Office and as may be requested, including the final report. Co-director Venu Arora will be the point.

C. ADDITIONAL INFORMATION

The Community Media Manch is already up and running and so is the MANCH mobile application. Once this project trainings are completed, both will be available to the trainees. Ideosync has not received an IPDC grant but has been partner for IPDC projects of Equal Access Int (2007) and Community Radio Forum in 2011.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Trainer, senior (2 trainings * 3 days * \$208)	1248
Trainer, Junior (2 trainings * 3 days * \$133)	798
Resource persons to support the online engagements (20 days x \$50)	1000
Resource person to conduct 2 webinars (4 days * \$50)	200
Resource person to create initial Video/audio diaries and edit and finalize diaries (videographer) (15 days x \$83)	1245
Mobiles purchase (22 mobiles * \$133)	2926
Internet connection for mobiles (20 mobiles*6 months *\$6)	720
Travel of participants (20 participants * \$250)	5000
Boarding and lodging of participants (20 pax * 4 days * \$45)	3600
Travel of one video trainer/videographer to create initial videos and audio diaries with the CR stations (4 trips *\$300 for travel and 4 trips * 2 days * \$67 for boarding and lodging)	1736
Writing of the monograph and design, 6 days * \$150 of senior writer / designer	900
Preparation and distribution 350 CDs of selected video and audio diaries *\$3,30	1155
Total IPDC	US \$ 20,500
BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Upkeep and maintenance of the Community Media Manch Website (@ \$250*12 months)	\$ 3000

Availability of the Community Media Manch Mobile application (One time cost:	\$ 5000
Venue and equipment for training workshop workshop	\$1200
Total, Ideosync	US \$ 9,200
TOTAL	US \$ 29,700