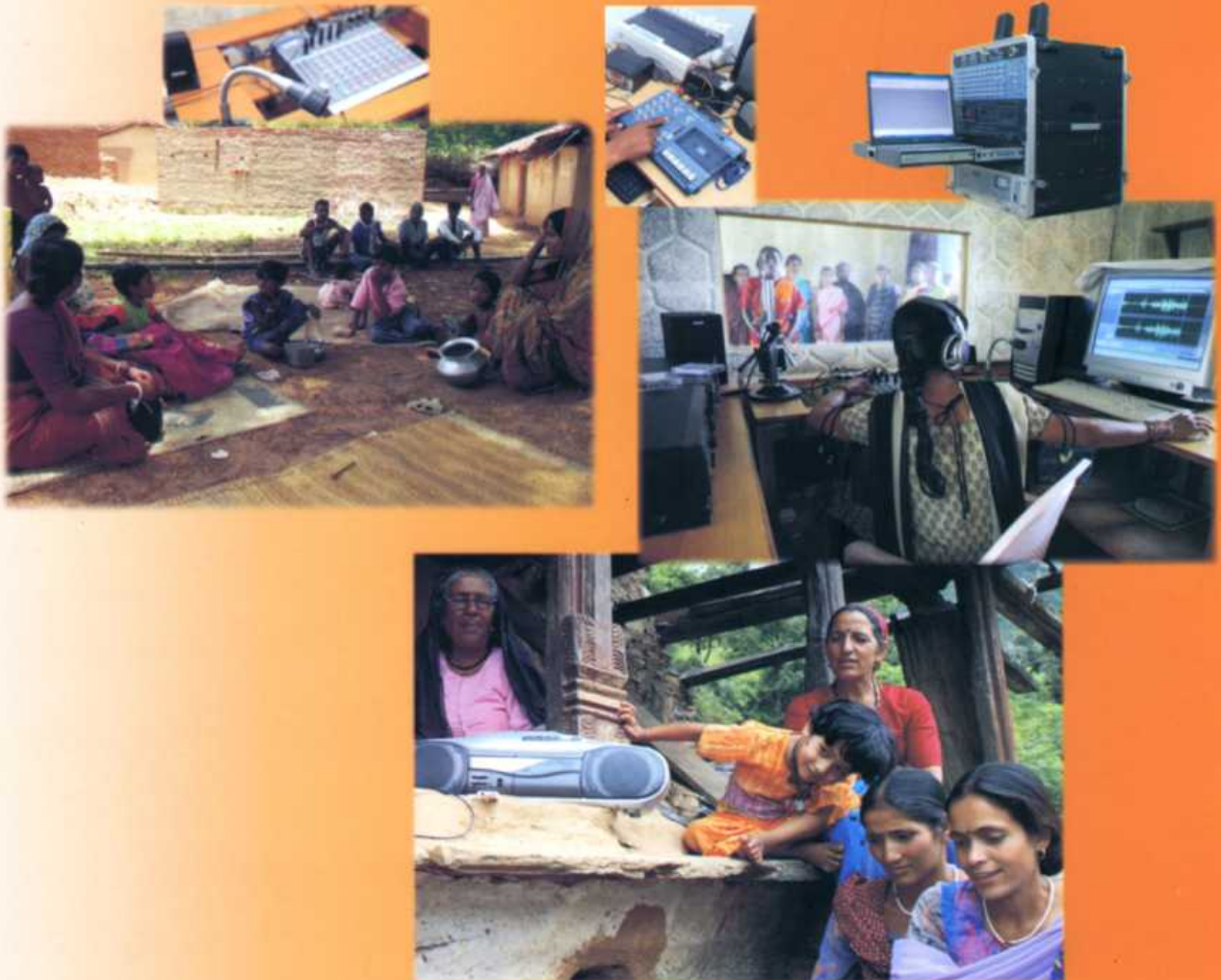


Community Radio in India

a guide for civil society



How civil society can help

Community Radio is a voluntary activity, supported by the community it serves. Civil society can assist in setting up and supporting stations over a short duration as they move towards self-sufficiency. There are many ways in which a station can be supported:

- Contribution to a fund for cash grants to assist start up and initial running costs
- Ongoing mechanism to monitor policy
- Donation of equipment, material and consumable items
- Determining the nature of programming in keeping with codes of ethics & operation

- Donation of space or building
- Volunteering of time for technical expertise in areas such as programme production, radio management as well as monitoring and evaluation
- Contribution of local content materials
- Forging a network of community radio stations in India
- Informed community and village-level mobilization and awareness activities

Self-help group members tune in to radio



A voice for common people

Community Radio is about people. It is a two-way process that empowers people to identify problems and create solutions.

Community Radio enables the most vulnerable to participate in decisions for positive change in their lives.

People can collaborate to produce and broadcast programmes that focus on local concerns. Dynamic, this medium is autonomous and non-commercial, relying on the communities it serves for survival.

Community Radio is truly a medium for grassroots communication.

Recording a radio programme in Namma Dhwani



Enabling Community Radio

The Government of India is targeting operation of 4,000 community radio stations by 2008. This is the culmination of a long campaign by civil society.

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Radio is a differently-abled friendly medium



UNESCO

Vital tool for MDGs

Community Radio is a must for social inclusion

Access to media and ICTs should not be viewed as an end in itself but as a means to the ultimate goal of social inclusion.

Community Radio helps the remotest communities to integrate into the national and global economies, and the development of knowledge-based economies.

Community Radio is known to improve governance by enabling people to hold local governments to account for delivery of services. It brings out the best in community participation in development.

It has been used by farmers to negotiate better prices at local markets, villages to engage in the national economy and citizens to access knowledge on issues and services.

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Enhanced with new multimedia technologies, Community Radio becomes an even more useful voice for change and betterment.



Radio is the anytime, anywhere medium

Roadmap for Community Radio

Much needs to be done to meet the Community Radio target by the end of 2008.

- Fine tune the application process and procedures for more transparency
- Run intensive and extensive campaigns among stakeholders to educate, raise awareness and build skills. The stakeholders include government, multilateral & bilateral agencies, community-based organizations, villagers and other representatives of civil society
- Focus on regional and local-level consultations in appropriate languages
- Build a cadre of trainers in both technical and operational fields

- Prepare training modules and manuals on both the technical & operational aspects of Community Radio in local Indian languages
- Promote a national Community Radio Association
- Support government-enabled mechanisms for affordable and reliable low cost, locally-developed solutions; advocacy for lowering of tariffs for equipment and; local content production and programming
- Create a vibrant & co-operative environment for sustained Community Radio content exchange and other operations



Challenges to start-up

Finance: Equipment can cost between US \$2,500 and \$25,000, depending on creativity, quality and source. A Community Radio Fund to assist community-based stations could supplement the advertising revenue permitted to stations.

Skills: Training and capacity building are needed in the management and operations of stations and creating a cadre of grassroots experts to handle local content creation. Capacity building is also needed in monitoring and evaluation.

Operation and management: Community Radio is '*community moving into media*'. Vital to the success of a station is the degree of

community ownership. Such sense of ownership is amplified by the people's freedom to discuss, debate and articulate themselves.

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Policy: A mechanism for monitoring policy is to be developed.



Some on-going initiatives

Kutch Mahila Vikas Sangathan, Gujarat

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Operated by Dalit women, the programmes focus on caste and empowerment. The women have learnt to make their own choices with respect to advertising and marketing of their organic agricultural products.

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Components for a studio

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A volunteer leads a discussion in a listener's club



Indicative costs

Fixed costs		Running costs (annual)	
Transmission equipment	Rs 2,50,000 - 5,00,000	Electricity	Rs 30,000
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Soundproofing and preparing studio	Rs 60,000-1,00,000	CDs and other consumables	Rs 15,000
Audio equipment	Rs 10,000- 20,000	Honorarium to performers, technicians, etc	Rs 36,000
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Community Radio in India

a guide for government ministries



How the government can help

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There are many ways in which a station can be supported:

- Contribution to a national fund for cash grants to assist start up and initial running costs
- Ongoing mechanism to monitor policy
- Donation of equipment or premises
- Volunteering technical experts in the training and capacity building process such as: programme production, radio management as well as monitoring and evaluation
- Contribution to capacity-building and local content creation
- Commissioning programmes and products

Using Community Radio to spread farm information



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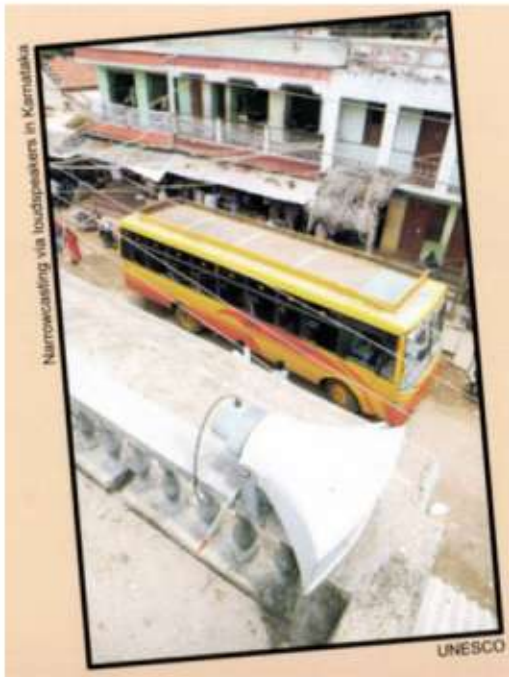
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Indicative costs

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Community Radio in India

a guide for donor agencies



How donors can help

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- Contribution to a national fund for cash grants to assist start up and initial running costs
- Donation of appropriate equipment
- Donation of premises
- Covering costs for technical experts volunteering for training in programme production, radio management as well as monitoring and evaluation
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UNESCO's Radio in a Box



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Community Radio in India

a guide for the media

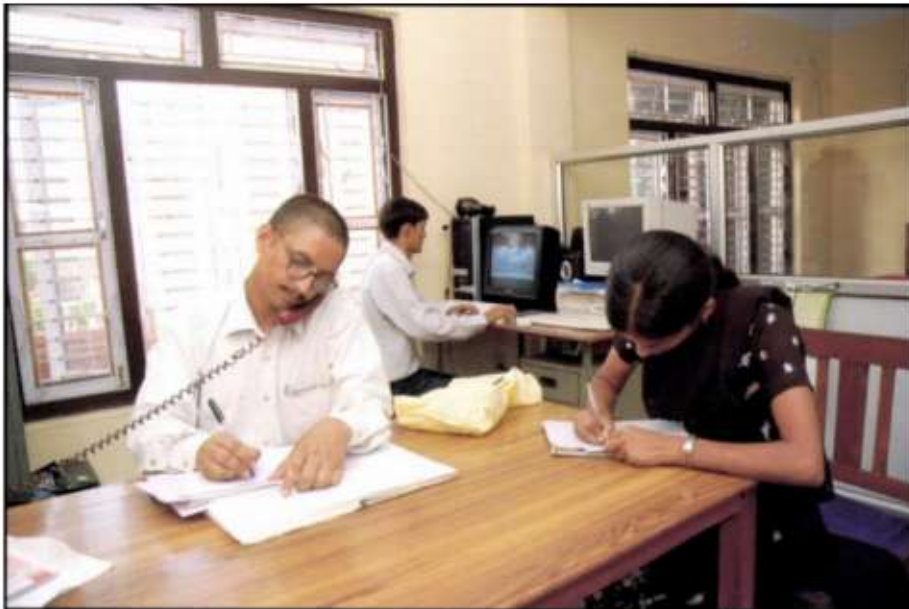


How the media can help

Community Radio is recognized as the third tier in broadcasting and a specialized form of public service broadcasting. The mainstream media may support this movement in the following ways:

- Raising awareness about the potential of Community Radio for faster development
- Volunteering expert time for training in the technical fields related to Community Radio
- Policy advocacy to make it easier to apply for licenses, import equipment and operate a station
- Forging partnerships in terms of advertisements, information gathering, programme production, etc

Newsroom operations at a station.



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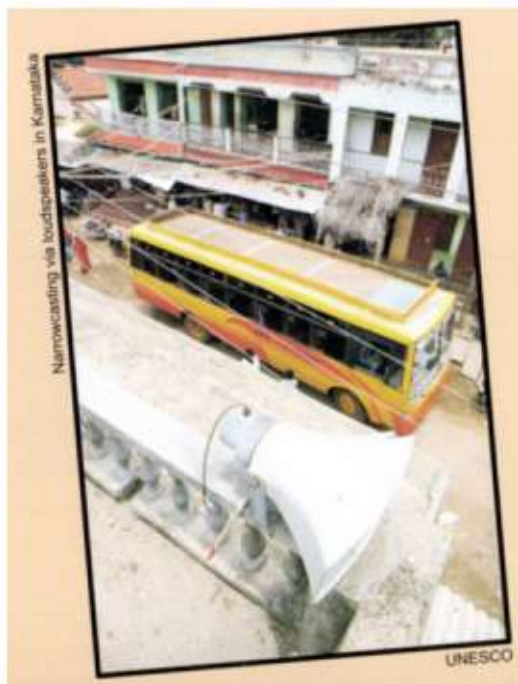
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Transmission equipment	Rs 2,50,000 - 5,00,000	Electricity	Rs 30,000
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Soundproofing and preparing studio	Rs 60,000-1,00,000	CDs and other consumables	Rs 15,000
Audio equipment	Rs 10,000- 20,000	Honorarium to performers, technicians, etc	Rs 36,000
Miscellaneous	Rs 50,000	Miscellaneous	Rs 24,000

Community Radio in India

a one-UN response



How the UN can help

Community Radio is a voluntary activity, supported by the community it serves. The UN can assist in setting up – and supporting – stations over a short duration as they move towards self-sufficiency. There are many ways in which a station can be supported:

- Contribution to a national fund for cash grants to assist start up and initial running costs
- Ongoing independent mechanism to monitor policy
- Donation of equipment
- Donation of space or building
- Technical experts can volunteer their time for training in programme production, radio management as well as monitoring and evaluation
- Capacity-building and local content creation
- Forging a network of community radio stations in India



A voice for common people

Community Radio is about people. It is a two-way process that empowers people to identify problems and create solutions.

Community Radio enables the most vulnerable to participate in decisions for positive change in their lives.

People can collaborate to produce and broadcast programmes that focus on local concerns. Dynamic, this medium is autonomous and non-commercial, relying on the communities it serves for survival.

Community Radio is truly a medium for grassroots communication.

Recording a radio programme in Namma Dhvani



Enabling Community Radio

The Government of India is targeting operation of 4,000 community radio stations by 2008. This is the culmination of a long campaign by civil society.

February 1995: The Supreme Court of India ruled that, “Airwaves constitute public property and must be utilized for advancing public good.”

November 2006: Announcement by the government of a policy putting the control of airwaves in the hands of community broadcasters.

A partnership between UNESCO and UNDP in consultation with civil society has lent impetus to the Community Radio movement. UNICEF, UNIFEM, ILO and UNFPA also joined to consolidate the partnership.

The new UN Solutions Exchange ICT4D online Community of Practice provides a forum for frequent interactions and exchanges that increase the effectiveness of individual efforts in Community Radio.

Radio is a differently-abled friendly medium



UNESCO

Vital tool for MDGs

Community Radio is a must for social inclusion

Access to media and ICTs should not be viewed as an end in itself but as a means to the ultimate goal of social inclusion.

Community Radio helps the remotest communities to integrate into the national and global economies, and the development of knowledge-based economies.

Community Radio is known to improve governance by enabling people to hold local governments to account for delivery of services. It brings out the best in community participation in development.

It has been used by farmers to negotiate better prices at local markets, villages to engage in the national economy and citizens to access knowledge on issues and services.

Community Radio is integral to Communication for

Development as endorsed at the 10th Round Table held in Addis Ababa, February 2007. The Roundtable recommended it as an important tool for the UN system-wide approach to C4D in accelerating progress towards Millennium Development Goals.

Relatively inexpensive and all-pervasive, Community Radio is a force multiplier for effective delivery of programmes on health; HIV & AIDS; environment and natural disasters; education; livelihoods; agriculture and rural development; urban development; gender mainstreaming; youth; cultural heritage; capital investment; human rights and the rights of the child; drug abuse prevention and many more.

Enhanced with new multimedia technologies, Community Radio becomes an even more useful voice for change and betterment.

Radio is the anytime, anywhere medium



UNESCO

Roadmap for Community Radio

Much needs to be done to meet the Community Radio target by the end of 2008.

- Fine tune the application process and procedures for more transparency
 - Run intensive and extensive campaigns among stakeholders to educate, raise awareness and build skills. The stakeholders include government, multilateral & bilateral agencies, community-based organizations, villagers and other representatives of civil society
 - Focus on regional and local-level consultations in appropriate languages
 - Build a cadre of trainers in both technical and operational fields
- Prepare training modules and manuals on both the technical & operational aspects of Community Radio in local Indian languages
 - Promote a national Community Radio Association
 - Support government-enabled mechanisms for affordable and reliable low cost, locally-developed solutions; advocacy for lowering of tariffs for equipment and; local content production and programming
 - Create a vibrant & co-operative environment for sustained Community Radio content exchange and other operations



Challenges to start-up

Finance: Equipment can cost between US \$2,500 and \$25,000, depending on creativity, quality and source. A Community Radio Fund to assist community-based stations could supplement the advertising revenue permitted to stations.

Skills: Training and capacity building are needed in the management and operations of stations and creating a cadre of grassroots experts to handle local content creation. Capacity building is also needed in monitoring and evaluation.

Operation and management: Community Radio is '*community moving into media*'. Vital to the success of a station is the degree of

community ownership. Such sense of ownership is amplified by the people's freedom to discuss, debate and articulate themselves.

Technology: Reliable manufacturers and vendors of broadcast equipment in India and abroad need to be identified. Simultaneously, the government should reduce tariffs on equipment and permit small players to make components. UNESCO and Solutions Exchange are developing a technical manual and a compendium of vendors, manufacturers and consultants for distribution.

Policy: A mechanism for monitoring policy is to be developed.



Some on-going initiatives

Kutch Mahila Vikas Sangathan, Gujarat

Began radio broadcasts on All India Radio, Bhuj, 1999. Women make their programmes and focus on education in Kutch where literacy levels are low. Radio is more accessible than other media such as newspapers and television because of poverty.

Deccan Development Society, Andhra Pradesh

Operated by Dalit women, the programmes focus on caste and empowerment. The women have learnt to make their own choices with respect to advertising and marketing of their organic agricultural products.

Namma Dhwani, Karnataka

Begun in 2000 from Budikote village, about 100 km from Bangalore to empower villagers by producing local content. The station has pioneered cable-casting and has notable successes in education, self-reliance, sustainability and good governance.

Henwal Vani and Mandakini Ki Awaz, Uttrakhand

In the hilly reaches of the Garhwal and Kumaon Himalayas, these two Community Radio groups present local issues and promote local culture. They are run by youth volunteers and use WorldSpace for broadcasting.



Let's get started

According to policy guidelines announced in November 2006, organizations may apply for a license along with a processing fee of Rs. 2,500. On approval, a frequency is earmarked for the licensee. A Letter of Intent is issued after getting clearances from the Ministries of Home Affairs and Defence.

One Community Radio license is valid for five years. No license fee is required; however, the Ministry of Communication charges an annual Spectrum Usage Fee of about Rs. 19,000.

At least 50 per cent of the Community Radio content must be generated with community participation; programmes should ideally be in the local language or dialect. News is banned. A 100 watt transmitter, permitted under the policy, may allow Community Radio stations a range of 5-10 km.

Applications are open to:

- Civil society organizations

- ICAR institutions
- Krishi Vigyan Kendras
- Registered Societies and Autonomous Bodies
- Public Trusts registered under the Societies Act

Organizations must have been registered for at least three years with a “proven record” of minimum three years' service to the local community.

Components for a studio

- Premises: A room that is reasonably quiet preferably without windows and can be soundproofed
- Interiors: A studio area and a control area
- Equipment:
 - Recording equipment such as microphones, mixers and tape recorders
 - Processing equipment such as a computer with good quality audio card and speakers
 - Field recorders or portable tape recorders
 - Consumables such as tapes and CDs

A volunteer leads a discussion in a listener's club



Indicative costs

Fixed costs		Running costs (annual)	
Transmission equipment	Rs 2,50,000 - 5,00,000	Electricity	Rs 30,000
Computer, multimedia power backup, etc	Rs 75,000	Rent (rural location)	Rs 12,000
Soundproofing and preparing studio	Rs 60,000-1,00,000	CDs and other consumables	Rs 15,000
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