



COMMONWEALTH *of* LEARNING

learning for development

Community Radio in India

Creating a conducive Environment

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Title

- Awareness campaign
- Help Desks
- Encouragement
- Competitiveness
- Effectiveness
- Awards and Rewards



Awareness campaign



Awareness campaign

- The facts
- Educational institutions are not in a position to appreciate the use of radio (All they know of are print and visual)
- They are worried about capital cost and running cost



Awareness campaign

- The organisations that the Ministry of I & B recommends quote unconvincing astronomical figures (even they are worth the salt)
- Their services other than buying hardware and installing is very poor
- No one gives turn key solutions - i.e from application, to frequency allotment, SACFA clearance, agreement, WOL



Awareness campaign

- No one offers real capacity building in content generation
- Even if they offer, they depend on the age old archaic AIR procedure which is costly or the commercial FM model
- NGO's can create good international quality (!) content of a small duration



Awareness campaign

- No one offers Channel management training including manpower and finances
- The advertisement policy is to yet see the light of the day



Awareness campaign

- NGOs and some supporting International organisations are going by the text book definition (UNESCO) of community radio
- Until it is achieved, they will not recognise or support any other model that the government brings



Awareness campaign

- There is no integrated approach for National or regional consultations
- NGOs who organise such consultations refuse to acknowledge nor give any importance to any existing CR stated created with the license from GOI



Awareness campaign

- Hence the general public or those who intend to join the CR movement are confused
- The existing stations of CR do not publicise themselves.
- I do not know why most of them had invested in these stations



Awareness campaign

- The poor performance of many of the existing stations (some only one hour in the afternoons) makes it more difficult to showcase them
- There is no good CR station worth mentioning in the capital
- Jamia with all its wealth and creative minds is yet to broadcast more than 3 hours



Awareness campaign

- There is no intellectual group which can monitor the establishment and running of these stations
- Both the CR stations in the capital looks like AIR stations and consume a lot of space and energy



Awareness campaign

- Main stream media and even those in the Government media is prone to show case the pitfalls in the present CR station policy and their performance
- The performances of some good CR stations located in educational institutions do not get projected even by Govt media



Conducive environment

- The Ministry of I & B and Telecommunications do have understanding proactive committed bureacrauts
- My personal experience of starting Anna FM and Delhi Universities FM sees a sea change in their attitudes. This trend should continue



Conducive environment

- Set up help desks in both I & B ministry and Telecommunication ministry to help applicants with all the formalities. In fact till such time some agencies may be designated as facilitators



Conducive environment

- Since the CR forum refuses to recognize the existing CR stations, it is essential that we will have 3 such forums , one for the education sector, another for the agriculture sector and the third for the civil societies
- CR stations from all the three categories are necessities of the country



Conducive environment

- THE GOI may accord recognition to all the 3 societies and form an advisory council with representatives from each one of them
- Support Regional, Statewise, and local awareness campaigns
- Support financially the capacity building exercises in management, and content production



Conducive environment

- Clear immediately the advertisement policy guidelines. This will enable showcasing of financially viable CR stations in the near future. This will motivate a lot
- In a recent interview I said that charge one rupee per second in CR stations, you will become self sufficient



Conducive environment

- HRD ministry must be pressurised to take up CR stations in educational institutions as their babies. No one in MHRD is giving any serious thought to this, and if at all possible put hindrances in clearances. I do have enough proof.



Conducive environment

- The Ministry of Agriculture and ICAR are not at all enthusiastic about CR. There is not a single official whom we can go and talk about it. This is a major hindrance. I & B ministry must do something about it



Conducive experiment

- Stop recognizing people who will only talk, wants more and more liberalizations and deliver nothing
- Request the main stream media not only to go for negative publicity to non performing CR stations and to give chances to only people who are good orators , debaters and photogenic, but to silent publicity shy or ignorant CR worker on the ground



Demands

- What do activists want?
- No license. Free spectrum. No code.
No training. No monitoring.
- Free infrastructure
- Only investigative reporting



Conducive environment

- Organise awareness camps to top officials and decision makers of development ministries and agencies and to show case the success stories
- Allot a certain percentage of Govt advertisements say 5 percent to be released through CR stations



Conducive environment

- Last but not the least- Take the community into confidence - talk to them - create local leadership - recognise local grassroots NGOs and local schools - give them a one time grant and also offer them credit to run the radio station and repay through the revenues earned



Conducive environment

- The views expressed are purely mine and need not necessarily of the organisation to which I belong today.

thank-you



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