

**LET US MAKE THE
COMMUNITY RADIO
SUCCESSFFUL
IN INDIA**

: Snehasis Sur

HUMAN DEVELOPMENT: INGREDIENTS:-

- **Food**
- **Information**
- **Shelter**
- **Entertainment**
- **Clothing**

MEDIA

- **MAINSTREAM**
- **Market-driven**
- **Profit Max**
- **ALTERNATIVE**
- **Local Content**
- **Community Participation**
- **AIR-LRS failed**

ALL INCLUSIVE DEVELOPMENT

- CR can be an effective *Catalytic Agent* to bring change through *Narrowcasting*
- CR ensures *peoples'* *participation* in developmental process

INFORMATION SOCIETY TO KNOWLEDGE SOCIETY

**CR can play a vital role to
increase access to
information to the
marginalized.**

MEDIA LITERACY

Media literate society can demand and ensure:

- **Accountability**
- **Transparency**
- **Better Governance**
- **RTI**

GLOCAL = GLOBAL+LOCAL

- **Mainstream**
- **Global**
- **Centralized**
- **Community**
- **Radio**
- **Local**
- **Need based Info**
- **Local Culture**
- **Disaster Management**

NEW CR POLICY

- **NGO / CSO's are allowed**
- **Agenda of Campus Radio?**
- **Community Radio vs NGO Radio**
- **Govt's Role – Indirect, CSC-CR**
- **Allowing News – Laxmanrekha**
Art:19 UDHR
- **Immediate Monitoring & Action**
- **Conflict Resolution (Nepal)**
- **Ad Policy unclear**

NEED OF THE HOUR

- **Awareness**
- **Advocacy**
- **Facilitation & Networking**
- **Target Audience in urban area**
- **Content Planning**
- **Training**
- **Experiment**
- **Community's confidence**
- **Management**
- **CR for a common purpose**

Thank you