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**Abstract:**

Here in India, where so many of us are "plugged in" to so many communications technologies, it is easy to overlook the vital connection that radio makes for farm families in the developing world. Use of FM community radio can be used as to disseminate the right information at the right time. The cost factor in face-to-face information dissemination and the difficulties in reaching the target audiences have necessitated the introduction of ICT in agriculture. Our goal is to provide and exchange practical, relevant and timely information to the small farmers.

\*Agriculture has been in mainstay of the Indian's economy and over 70% of its populations lives in rural areas. As much as 49% of the land area is cultivable. Timely availability of reliable information on climate, plant nutrients, production, seeds , fertilizers, new trends and water information, integrated with infrastructure and socio-economic factors is essential for land users to exercise the best choice among options in using these resources to achieve sustainable level of food production and developing in an increasingly complex environment. Between the Indian council of Agricultural Research, Provincial Departments of Agriculture and other spatial information providers there is a wealth of information. However, this information is not readily accessible to the rural population engaged in farming activities, particularly the poor. Being capable of producing the best crops, India now seeks the role of IT based solutions (community radio)for disseminating information on various agricultural related topics in villages of India.

We have superb telephone services. Most of us grew up with radio in our homes, and many now have more than one television. And can access the internet. And even without communication technologies, most of us in this literate nation have access to information through a wide range of books, journals and magazines, available by mail or at our public library. If we want to learn about something or share information, we have the means.

Compare that to the situation of hundreds of millions of farm families in developing countries. They need practical information about low-cost farm methods so that they can increase their food supplies and improve their lives. How do they get it?

Most of these farmers won't have internet access in their lifetime. About four-fifths of the world's people don't even have regular access to a telephone! In very low income countries like Niger, Somalia and Afghanistan, there is only one telephone for every 500 people; in Zaire, Cambodia and Chad, there is one phone for every thousand people. And although an increasing number of communities have access to a television, there is a shortage of content that is locally determined, relevant, appropriate ;V and accessible in local languages. Printed materials are often unsuitable as a learning tool for the Network's audience. Even when available in local languages, they do not help the farmers who are illiterate ;V in some countries, that is more than 70 percent of the population.

That's why, Community Radio is our primary medium of choice. Radio can reach communities at the very end of the development road ;V people who live in areas with no phones and no electricity. Radio reaches people who can't read or write. Even in very poor communities, radio penetration is vast. There are more than 800 million radios in developing countries. An average of one in ten people has a radio.

