

Abstract No: communityradioIndia07/ABS/117

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Abstract:

Community Radio can be used for education, farming and livelihood generation by broadcasting programs in coordination with the local communities in their own languages and dialects, on following themes:

- development of effective innovative education approaches to translate knowledge gained from science into public health and community applications
- educating the farmers and seasonal farm workers in rural areas, organic farming, and livelihood generation
- innovative educational programs intended to motivate biomedical and other health science students to pursue cancer/HIV/AIDS related careers;
- short courses to update in new scientific methods, technologies and findings
- training of health care clinicians and community health care providers
- better informing and motivating Indian masses with regard to priority HIV/AIDS interventions and services; supporting and reinforcing positive HIV/AIDS behaviors; improving HIV/AIDS information on the radio;
- training and counseling to women who are socially and economically disadvantaged,
- counseling and technical assistance in the areas of finance, management, procurement, and marketing to the rural masses,
- helping communities to get reward for their talent in the ethnic field such as Madhubani Paintings, Warli paintings, Phad Paintings, Thanga Paintings, various forms of murals, sculptures etc.
- health, hygiene, drug abuse, vaccination, child care etc.

However, there are lots of challenges in effectively using the media; to mention a few:

- * Getting license and regulatory issues
- * Cost effective technical solutions
- * Sustainability
- * Content sharing and capacity building

Some of the solutions for technical challanges are discussed in the presentation

Bio-Data:

Dr. H. O. Srivastava is the President of the World Development Foundation. Earlier as Chief Engineer in Directorate General All India Radio, he has been responsible for expansion of

broadcast system in the country. He established IT Division of All India Radio, formulated and piloted the proposal for establishment of BECIL, a public sector undertaking of Min of I&B, established AIR Resources, a wing for sharing infrastructure of All India Radio and Doordarshan with private broadcasters, among others. Dr. Srivastava was Chairman of IETE, New Delhi during 2004-2006. His areas of interest are Information System, Digital storage, Multimedia Broadcasting and Broadcast application for social issues. He is keenly associated with expansion of CRS and other means of new media for social cause.