

Abstract No: communityradioIndia07/ABS/112

Author: Krishnamurthi Pichandi

Email: pkrishnamurthi@gmail.com

Designation: Team Leader

Organisaion: DHAN Foundation

Country: India

Abstract:

The objectives of the paper are to examine perceptions and preferences of the communities on media production and consumption, challenges in local content generation; to discuss applications of community media in enabling the communities in the disaster prone coastal areas to get prepared for managing disasters and strengthen their livelihoods to cope up with such disasters; to explore ways for preserving the local wisdom, traditional knowledge and skills of the local communities.

Communication is the most critical factor in development – as it gives people a voice, makes them "visible" and helps them to learn and take action. The mix of traditional and modern media can help overcome barriers of literacy and language, cultural differences and physical isolation. They are powerful tools to educate and empower the local communities. Media can be used as a means for education, for motivation in the spheres of development action.

Information and Communication Technology when combined with community radio can play a pro-vital role in addressing the issues of the coastal communities that frequently face disasters in various forms. The recent one was Tsunami in the coastal Tamil Nadu. This paper explains the use of ICT combined with Radio in the context of disaster preparedness and management under disaster situations.

The Paper discusses the results of a media consumers survey conducted in the coastal villages of Nagapattinam districts in Tamil Nadu that paved way for setting up of a community radio station.

This paper captures the experience of Community Media Centre initiatives in the coastal villages of Nagapattinam District after the Tsunami Disaster. How the combination of ICT based Village information Centres and Community Radio narrowcast can maximize the impact of the development interventions among the local communities. This paper also illustrates the effects of the community media initiative in empowering community which is in the process of restoring their livelihoods.

The paper finally raises some of the key issues in managing community media centres mainly in the areas of governance, people's participation and contextulaisation.

Bio-Data:

Mr. Krishnamurthi, 33 years, working as a Team Leader of the Centre for Development Communication of DHAN Foundation for the past ten year. He is a graduate in Agricultural Sciences and a Post Graduate in Psychology. Involved in promoting communication as a theme for development in the DHAN Foundation. With more than two decades of grassroots experience in the fields of microfinance and water DHAN Foundation has entered into restoration of livelihoods of the affected communities in the coastal regions of Tamil Nadu and Pondicherry immediately after the disaster. It is supporting the communities of Nagapattinam to setup their own Community Radio Station with disaster management as focus. Mr. Krishnamurthi is coordinating and providing strategic guidance to the team involved in this building this community owned media centre, with a mixed model of ICT based village information centres, community radio and video.