

Abstract No: communityradioIndia07/ABS/126

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Abstract:

Community Radio??? !!!

With the opening up of the airwaves for private players, there has been constant sprouting of new stations across the country. And now there is something called as community radio coming up. For majority of indians, all these years the public broadcaster was the only source of radio. Suddenly the airwaves are buzzing with more jazzy and catchy private FM stations. So what is community radio? 9 out of 10 people will tell you its some kind of serious radio happening in some remote rural place in the country. That's the most unfortunate part about CR in india. Being a cricket buff, player and radio commentator, I would say that the public broadcaster is like test matches, the new private FM players are like one day internationals and the community radio is like 20-20 which is deemed as the future of cricket and I feel the same for CR as the future of radio. The term community radio is slightly deceptive in the sense that it makes it sound a bit dry. But its utility is immense. If only the concept of CR is improvised and exploited properly as per the region of operation, meaningful radio is not a distant dream in india.

In india CR's need to follow the code of conduct of the public boradcaster.

No problem, but what most of the CR's end up doing is following the age old procedures and techniques of all india radio, which has actually confused the people and diluted the actual utility. So most of the universities running their CR's end up playing recorded lectures, instrumental music and die a slow death.

Who said information can't be mixed with entertainment. And entertainment need not be simply films or filmy music.

But in our pseudo- corporate world , where the stress is on making money and just money, CR may be an effective medium to make citizens out of people. Nothing wrong in making money, but if it makes you more socially responsible, what's the problem?

In india where the radio industry is booming and has a tremendous vacuum of experienced radio professionals, CR's can become nurseries for budding radio professionals.

But it needs to be understood that CR is for the community, so if you use it efficiently, it will reward you with awareness and progress. If you don't use it fully, it will die an unknown death.

Bio-Data:

An engineer by profession, radio jockey by choice and commentator by passion.
Associated with AIR FM as a radio jockey and sports commentator since 2001.
part of World cup 2007 cricket commentary team for AIR.
covered international marathons, rugby matches, hockey, lawn tennis, football matches.
covered presidential naval fleet review in 2005 for AIR.

Presently heading the FM community radio of the Mumbai University.
TV presenter with DD shyadri channel.