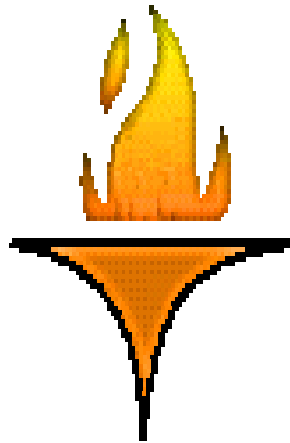
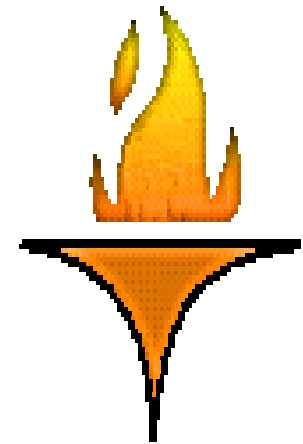


e-India 2007
Community Radio India 2007
July 31-Aug 3, 2007
at
Hotel Taj Palace, New Delhi.

The Perspectives, the Problems and the progress of Rural Community Radio



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PRESENTATION

by

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Chief Co-ordinator

Kongu FM Community Radio Service

August 1, 2007

Evolution of Radio Broadcast

1864	J.C.Maxwell	Predicts e.m. waves
1887	Radio waves	}
1893	Oscillators & Resonators	
1895-96	Transmission of Radio signals	}
		Alexander Popov (Russia)
1896	Marconi	15 km
1898		English Channel
1901		Atlantic
1906	Voice & Music through radio using AM	}
1915	Transatlantic transmission	Arnold
1921	SW Transmission	Conrad
1921	Radio at Pittsberg	
1922	BBC broadcasts	England
1927	NBA & CBS Broadcasts	USA

Contd.

Evolution of Radio Broadcast

1931-35	FM	Armstrong
1940	FM transmission	USA
1955	Pocket transistor radios	US & Japan
1960	Stereo radio broadcast	
1995	Digital Radios	
1996	Web – radio via Internet	

Radio

Effective, Inexpensive medium of
Communication - Reaching the un-reached
– even in far flung and sparsely populated
areas.

Cuts across - Geographic
Cultural
Literary } Barriers

Radio in India

- 1927 - First Radio Station - Bombay
- 1936 - Calcutta & Delhi
- 1980 - 86 radio stations

Today AIR Covers 95 % of India's Population

Commercials & TVs

20th Century 1 out of every 8 Indian had a
radio
400 Radio stations
800 TV Networks

US - 600 Millions listen for 22 hrs a week.

Community Radio

❖ Listeners

- ❖ invisible
- ❖ inhomogeneous

❖ Effort towards bottom-up approach

❖ To address specific requirements of rural Indian population

- ❖ Language
- ❖ Programme Content
- ❖ Concerns

India a vast Nation

Predominantly Rural Masses

Problems
Expectations

}
Varied

{
Culturally
Economically
Educationally

with different

- Language
- Customs
- Social Practices

In Community Radio – the target listeners to decide what they want.

□ Perspectives

Empower the Marginalized

Reach out the un-reached

Provide voice to the voiceless

Power to the powerless

Address the real issues of rural masses

Their – longings

– feelings

– expressions

– joy & wisdom

Contd.

Redress their - sorrow
sufferings
anguish

Establish - rights to information
development
communication
decision making
governance
participation
freedom of expression
employment
entitlement - land
health
education
security

Effect - Social change in rural masses

❖ Many Countries - CRS - Different forms

Developed, Developing & Undeveloped

USA, UK, Philippines, Australia, Nepal, Thailand, Srilanka, China, East Timor, etc.

India and CR

- ❖ GOI announces on 18.12.2002
- ❖ Cautious approach
- ❖ Slow take off - just made a beginning
- ❖ Educational Institutions
- ❖ NGO's
- ❖ SHG's

Number Extremely small for a big population

Reasons:

Reasonable investment for creating studio & facilities - problem of installing and maintaining.

Community Ownership:

A far cry due to present

- Commercial
 - Social
 - Economic
 - Political
- } diversities

Advantages of CR

- Can cater to the welfare of the common man
- Can help to improve
 - Health
 - Nutrition
 - Child care
 - Women development
 - Environment
 - Eco-balance
 - and others
- Can expose community to outside world
- Can provide
 - Opportunities for progress

Problems faced by CR

1. Material resources & Human resources } for { Installation
Running
Maintenance
2. Production of { Useful
Necessary
Relevant } Programmes

Possible Remedies

1. Commercial Advertisements - Limited - may be provided
- proper utilization of revenues should be ensured
2. Annual Licence Fee - may be reduced
3. Frequency allocation - CR frequencies should not be allotted to Community Radio and High Power Transmitter
4. Status of Press (Media) - Should be provided
5. Participation in state activities - Welfare activities of govt.
Women empowerment
Health & rural development activities
6. Information from Govt. Agencies for public awareness

Possibilities

CR can provide vital information on

- Loans
- Funding agencies
- Education, employment, entrepreneurship
- Training
- Agriculture
- Rural Industries
- Market trends
- Health camps
- Weather (temperature, humidity, rainfall)
- Train & Bus facilities, information on booking etc.
- Traffic, etc.

CR Needs Proper “POEM”

Good

Planning
Organization
Execution
Monitoring

Community Radio

Right Programme

at

Right Time

for

Right People



KONGU
FM

Kongu FM Community Radio

- Vision** : Help to create a community with equal access to knowledge, information, participation and rights.
- Mission** : Utilise community radio to secure freedom of expression, general welfare and societal upliftment.
- Goal** : Empower even the poor, illiterate, voiceless and un-reached members of the community to claim and acquire legitimate entitlement.

Kongu FM

On air for the past 2 ½ years.

Situated in Kongu Engineering College Campus

Thoppuppalayam Panchayat,

Near Perundurai – Off – Erode,

Tamilnadu, India.

Major Contributors of Kongu FM broadcast

- ❖ Students of different disciplines ranging from
 - Civil Engineering to Computer Technology
 - Mechanical Engineering to Food Technology
- ❖ Staff of KEC
- ❖ WDC, IIP Cell, Humour Club, Debate Club, etc.
- ❖ School students from neighbouring villages
- ❖ Women Self Help Groups & NGO's
- ❖ Managers, Officials and other visiting dignitaries.

Manpower for Kongu FM

- Full time

Chief Co-ordinator
Programmer
2 Technical Assistants

} Provided by
Management

- Part time

2 Co-ordinators (Technical & Administration)
2 Programmers
1 Assistant

Facilities Available Kongu FM

- ❖ Sufficient Recording Instruments
(Indoor and outdoor)
- ❖ Exclusive Transport vehicle for FM Studio
Separate rehearsal room
- ❖ General Books in FM studio Library
Telephones for phone-in
programmes

Kongu FM

Programmes in Local Language – Tamil
on

- ❖ Agriculture
- ❖ Health
- ❖ Animal Husbandry
- ❖ Nutrition
- ❖ Safety
- ❖ Creativity
- ❖ Fine Arts
- ❖ Sports
- ❖ Security and others

Kongu FM

Programmes in the form of

- ❖ Songs
- ❖ Skit
- ❖ Drama
- ❖ Story
- ❖ Essays
- ❖ Interviews
- ❖ Debates
- ❖ Discussions

Opportunities for even poor and illiterate

- ❖ Freedom of expression of their needs, ambitions and abilities.
- ❖ Encouragement to participants in the form of annual awards for best programmes in different areas like quiz, skit, etc. and also for best monthly programmes given by the Management.

Feed Back

- From
 - Listeners
 - Radio Groups
 - Through Phone Calls and Letters
 - Surveys

Workshop for Radio professionals **in Tamilnadu at Kongu FM**

- “Emerging issues in HIV testing and counselling” organised by Local Voices of Internews Network, Chennai in collaboration with USAID
- Distinguished Trainers
 - Ms.Mia Malan from Internews Network, Washington
 - Dr.Jaya Shreedhar, Local Voices of Internews Network, Chennai
 - Dr.R.Sreedher, now in CEMCA of COL

Distinguished Visitors to Kongu FM

- 2006 Mr.Manivannan, BBC Tamil Service.
- 2006 Mr.Tsung Ziang Hi
and others from Radio China.
- 2006 Dr.R.Sreedher, now Director, CEMCA.
- 2007 Mr.Baijendra Kumar, Jr. Secy (B), MIB.
- 2007 Ms. Ujjwala Tirkey, RVPSP of DST.
- 2007 Dr. Mahadevan and many others.
- 2007 Ms. Mia Malan, Internews Network,
Washington, USA.
- 2007 Ms.Jaya Shreedhar, Internews Network,
Chennai.

Awareness Programme

“Anti-tobacco and cancer awareness” by students in the form of skit, drama and essays in collaboration in the Erode branch Indian Medical Association – June 2007.

Science for Women

- Project catalyzed and supported by DST. “Science for Women” – broadcast every day.
- Exploratory Workshop (CEMCA) on Content development from April 6 to 10, 2007.
- Ms.Jai Chandiram, formely of Doordarshan and Dr.R.Sreedher from COL’s CEMCA trained selected group of Women.

Kongu FM – Science for Women

- Inaugurated on Tamil New Years Day April 14, 2007 at Nathakkattupalayam Village. The President of the Trust gave away 50 free FM Radio receivers to the villagers.

Kongu FM – Science for Women

- A programme for school children on 25.07.2007 at Thiruvatchi Panchayat Union Middle School near Perundurai.

Kongu FM – Science for Women

- A one-day symposium on “Role of Community Radio on Creating Awareness on Science for Women” held on 28.07.2007.

Sample Survey

- Source of Drinking Water

Home Connection : 20.3 %

Common Tap : 50.7 %

House Connection +
one more : 6.2 %

No Home Connection
but more than one : 10.6 %

Open well / bore well /
hand pump : 10.5%

Sample Survey

- Toilet Facilities

Private : 33.6 %

Common : 12.5 %

Open field : 51.3 %

Others : 0.3 %

Sample Survey

- Problems

Snakes	: 6.9 %
Mosquitoes	: 53.3 %
Flies	: 5.0 %
Insects	: 4.4 %
Water scarcity	: 3.3 %
Rain	: 2.6 %
More than one	: 20.7 %

Sample Survey

- Problems – Diseases

Malaria	: 15.2 %
Paediatric	: 26.1 %
Chikun Kunya	: 36.4 %
HIV	: 0.8 %
Pregnancy	: 0.8 %
Others	: 0.2 %

Sample Survey

- Treatment for diseases - method

Doctor : 90.4 %

Self : 9.6 %

Sample Survey

- Pollution – Awareness

Expert advice needed : 29.8 %

Talk about them : 13.8 %

Sample Survey

- Educational Programmes – Awareness

Expert : 35.4 %

Participation : 17.7 %

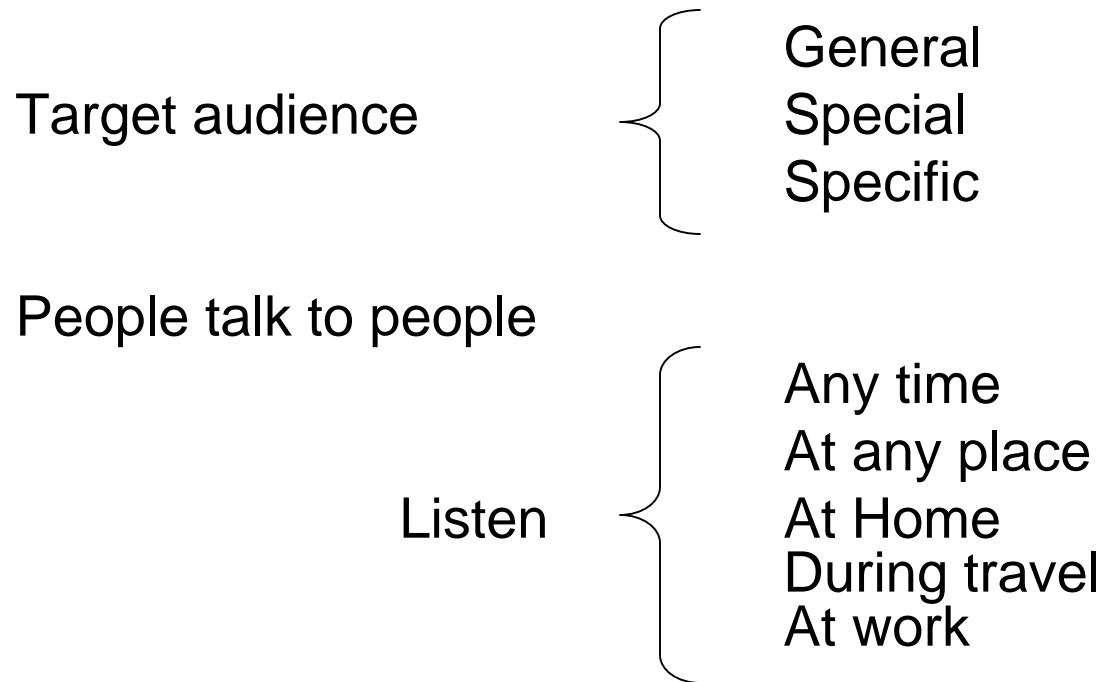
Sample Survey

- General Health – Awareness

Expert : 30.4 %

Participation : 15.7 %

Conclusion



“Today Globalisation is changing many familiar things; the way we think, act and perform” – Prime Minister

THANK YOU