

## PROJECT PROPOSAL FOR COMMUNITY RADIO

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<b>Date for completion as approved by PAC</b>	:	Not specified
<b>Expected Date for Completion</b>	:	Not specified

### Remarks if Any

The proposal was submitted to the programme advisory committee in the meeting held during February 14-15, 2013.

The PAC suggested that a small committee consisting of the Director and Senior Faculty Members may be constituted in the institute to review the budget proposal for setting-up of the community radio in the institute.

Accordingly the committee consisting of the following has been constituted

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|--|----------|
| 1. Prof. Jayanta K. Das, Director, NIHFV | Chairman |
| 2. Prof. A.K. Sood, Dean                 | Member   |
| 3. Prof. M. Bhattacharya, HOD, CHA       | Member   |
| 4. Prof. T. Bir, Soc. Sc.                | Member   |
| 5. Mr. V.K. Sharma, DD(A)                | Member   |

6. Prof. T. Mathiyazhagan, HOD, Comm.

Member-Secretary

The Committee met on September 30, 2013. The Committee observed that before setting up of the community radio, manpower, operational and legal issues may be sorted out. The committee further observed that though the proposal for setting up of community radio is reflected in the 12th Five Year Plan, the budget for this purpose is not available in the current financial year.

Further, PAC desired that the experience of operating community radio in different countries may be reviewed for strengthening the idea of setting up of community radio.

Accordingly, the experience of operating community radio in India as well as abroad has been reviewed, (Annexure-I), the original proposal is given in (Annexure-II).

## EXPERIENCE OF OPERATING COMMUNITY RADIO IN INDIA AS WELL AS ABROAD

Community Radio (CR) has been widely used across the world to bring about development and social change. In India, the CR sector has been gradually strengthened since 2006, when the new CR Policy opened airwaves to non-profit organizations. At this point, there is a need to ascertain to what extent CR is the authentic voice of community.

Best examples of operating Community Radio in India.

- Radio Namaskar, based in Konark (Orissa) and established by Young India NGO with the support of UNESCO, which provided the transmitter;
- Radio Dhadkan, based in Shivpuri (Madhya Pradesh) and run by Sambhav NGO in partnership with UNICEF.
- Sangham Radio (Pastapur, Medak District, Andhra Pradesh).
- Radio Bundelkhand (Orchha, Madhya Pradesh).
- Mann Deshi Tarang (Satara, Maharashtra).
- Namma Dhwani (Budhikote, Karnataka), claims to be India's first cable community radio station and has recently started airing as *Namma Dhwani*' 90.4 after having broadcast licence. It is a partnership effort of the Budhikote community, and NGOs MYRADA and VOICES. UNESCO has funded equipment and capacity building support.
- Radio Mattoli (Wayanad, Kerala).
- Kalanjiam Samuga Vanoli (Nagapattinam, Tamil Nadu).
- Barefoot (Tilonia, Rajasthan).
- Kunjal Panchi Kutchji (Saras Crane of our Kutch), Gujarat State.
- Mandakini Ki Awaaz (Voice of Mandakini), Uttarkhand State.
- Kelu Sakhi (Listen, Friend), Karnataka State.
- *'Chala Ho Gaon Mein'* that is broadcast once a week on an AIR station in the Palamau district of Jharkhand

### Findings

- Radio Namaskar case study reveals that public actions are not only induced by a 'spontaneous' *conscientization* process, but is sometimes directly boosted by CR. Thus, if we understand Communication for Social Change as a process of dialogue, through which people define their needs and decide steps to be taken in order to empower their own lives (Parks et al., 2005)

- 'Chala Ho Gaon Mein' is indeed a unique experiment in using media technologies, especially radio, for development and empowerment of marginalised, rural communities. Designed as a community-driven project, it takes on a special significance in an economically deprived area, marked by illiteracy and the relatively indifferent attitude of the state as well as the mainstream media towards the problems of the region. Within a short time, the programme has generated a great deal of enthusiasm among the people. Listeners not only feel that the programme is geographically and culturally more intimate to their lives, but also gradually, a sense of attachment to the programme is beginning to build up. Suppressed local artistic talents have come to the fore, women caught up within feudal social structures are beginning, albeit very slowly, to find a voice of their own, and there is a sense of optimism that the radio programme would help solve many of the intractable problems of the people.
- **Kunjal Panchi Kutchji (Saras Crane of our Kutch), Gujarat State** case study reveals that a much-discussed community radio programme, the Kunjal Panchi Kutchji reinforces a long-lasting partnership between a non-government women's organisation – *Kutch Mahila Vikas Sangathan* (Kutch Women's Development Organisation), mainstream All India Radio and a number of non-government organisations devoted to development communication, especially UNDP and Government of India. While the programmes are in Kutchi, the local dialect, it focuses on the participation of women in the political process, especially village level panchayats. Kunjal Panje Kutchji is a sponsored programme and supported by several external and government agencies. New themes and programmes have been added over the last seven years. Over a period of time, professional and voluntary organisations got associated with KMVS and made significant contributions in training radio reporters and programme producers. Kunjal Panje Kutchji has sustained for a long time due to continuous external support by national and international agencies, including industry. There have been cases when programmes have had to be suspended due to lack of timely support. Yet, the programme continues to be popular, and its audiences have grown many fold. What Kunjal Panje Kutchji has actually demonstrated is that even without actual community radio, it is possible to use mainstream radio for the development goals of the community. Now named as Radio Ujjas (Means light) community radio continue to broadcast development programmes for a large rural women listeners.

- **Namma Dhwani (Our Voices) 90.4, Karnataka State** case study shows that the activities related to production of programmes are centred in the village of Budhikote in Kolar, Karnataka State. *Namma Dhwani* started broadcasts in March 2003 with the aim of expanding *Namma Dhwani's* reach, loudspeaker broadcast was also started in three other villages in collaboration with local resource centres. This expansion has become a regular income-generating activity. The listeners of community radio are illiterate women, who otherwise have little access to information. Over the last few years, a number of capacity building programmes have been carried out with the help of NGOs. Nair (2007 <http://ictpr.nic.in/nammadhwani/2jul.htm> as referred in Agrawal 2008) reported that in Budhikote, regular monthly feedback surveys have revealed that about 60 per cent of listeners prefer to listen to *Namma Dhwani* on television, rather than radio. *Namma Dhwani* has been earning revenue through local radio advertisements, and it is expected that its growing popularity would augment its income. Therefore, overall, it could be said that *Namma Dhwani* is yet to become a true community radio, though it demonstrates all characteristics of community radio.
- **Mandakini Ki Awaaz (Voice of Mandakini), Uttarkhand State-** *It* reaches the listeners of the Mandakini river valley in Uttarkhand State. Community Radio case study reveals that their programme has helped address specific information needs of rural audience, and to some extent, the audience feel “empowered to develop ways to improve their lives through collective knowledge and discourse” (Ideosync Media Combine [info@ideosyncmedia.org](mailto:info@ideosyncmedia.org)). Voice of Mandakini has been externally supported by international donors like UNESCO, and the NGOs who support the project.
- **Kelu Sakhi (Listen, Friend), Karnataka State** started its broadcast in December 2006. It is a collaborative community radio broadcast project undertaken jointly by *IT for Change*, Bangalore, *Mahila Samakhya Karnataka* (A grassroots organisation set up by Govt. of India for women’s empowerment) and Commonwealth Educational Media Centre for Asia/Commonwealth of Learning. *Kelu Sakhi* is broadcast to educate poor and illiterate rural women through information and knowledge. It is broadcast through a slot in the radio station, *Gyan Vani*, of the Karnataka State Open University. The programme content includes women’s education, health, political institutions and capacity building/self-sufficiency which broadly fall within Mahila Samakhya’s development goals. CEMCA has played a crucial role in capacity building of *Kelu Sakhi* through research, production and training. CEMCA also helped in identifying the information needs of the target audience and in programme

planning. *Kelu Sakhi* has provided an opportunity for rural women to listen to their own voices on this radio broadcast, meant for education and entertainment. “*Kelu Sakhi* was perceived as a programme meant for Mahila Samakhya women and not for other women of the community” (Raghaviah 2007:25).

**In world, there are many successful examples of Community Radio along with Southeast Asia. Some of them are as follows**

### **Sri Lanka’s Kothmale Community Radio Internet Project**

#### ***Findings***

Overall, the Kothmale Radio Internet Project has provided easy access to information for its community members. Increased participation and a sense of ownership among the audience have made the radio station an important part of the community, and have facilitated the organization of events, exhibitions, and discussions about local needs. Information access and increased community participation can be regarded as major forces behind the success of the project.

### **Indonesia’s Jaringan Radio Komunitas Yogyakarta Community Radio**

Jaringan Radio Komunitas Yogyakarta shows that community radio has become media alternative for grass-roots people. Community radio is used to serve people by providing a forum for expressing their interests without ignoring cultural identity building. The dynamic of grass-roots people in developing their own media and preservation their own culture can be seen as an effort to against cultural hegemony distributed by mainstream media. It can be seen as a resistant strategy against cultural hegemony. In fact Indonesia is not a mono cultural country and community radio stations give another possibility by giving more space to the local culture. Through autonomy to determine their radio programs, grassroots people felt that they are represented by their own culture. By doing so, community radio has contributed to the cultural diversity preservation which is important for plural people in Indonesia.

### **Ten Years On: The State of Community Radio in Nepal- A Report prepared for UNESCO**

The potential of community radio to contribute to Nepal’s growth and development is greater than ever: there are now a large and growing number of stations covering a significant percentage of the country’s geography and population; the sector is relatively mature and has pockets of exceptional experience and knowledge; there is an active sense that the sector needs to improve and concrete ideas about what the problems

and solutions are; there is growing recognition that community radio is a cross-cutting development tool.

There is an important opportunity for community radio, particularly given its cost effectiveness and unique accessibility, to contribute directly to addressing the country's short- and long-term needs including the transition to peace and the transformation of the political system; socio-economic development, particularly in remote areas; the objectives of administrative reform and good governance; the requirement for greater social inclusion on the basis of gender, caste and ethnicity; and the imperatives of improving education and health.

While reviewing the successful case studies on community radio in India and abroad, it has been observed that very few community radio are providing health information, just on adhoc basis. Therefore, there is a wide scope for NIHFWS to start community radio to give information on public health, social development programmes, coupled with some entertainment programme to make the broadcast interesting by involving members of the community. It offers an unique advantage of receiving transmission by low cost, battery operated portable transistors/ Radio sets. The Community listeners would mean people who live in the coverage zone of the community radio Station. i.e NIHFWS. This station will cover about 10 K.M. radius.

## **PROJECT PROPOSAL FOR COMMUNITY RADIO**

### **What is Community Radio**

Community radio means radio broadcast with the objective of serving the community in the area of National Health Programmes, social development programmes, coupled with some entertainment programme to make the broadcast interesting by involving members of the community. It offers an unique advantage of receiving transmission by low cost, battery operated portable transistors/ Radio sets. The Community listeners would mean people who live in the coverage zone of the community radio Station. i.e NIHFW. This station will cover about 10 K.M. radius.

### **Procedure of getting license for operating community radio**

The Ministry of I&B invites applications through a national advertisement for establishment of Community Radio Stations once every year. When the advertisement appears, the NIHFW has to apply to the Ministry of Information and Broadcasting along with the processing fee of Rs. 2500=00 (Rupees Two Thousand Five Hundred only) for getting License to run the Community Radio Programme. After receiving application, the Ministry of I&B communicate their clearance within three months of receipt of the application and issue Letter of Intent.

Within one month of the issue of the Letter of Intent (LOI) the Institute will be required to apply, in the prescribed format with the requisite fee of Rs. 20,000=00 (Rupees Twenty Thousand only) approximately, to the WPC Wing of the Ministry of Communication & IT, Sanchar Bhawan, New Delhi, for frequency allocation & Standing Advisory Committee for Allocation of Frequency (SACFA) clearance. On receipt of SACFA clearance (a copy of which shall be submitted by the Institute) to the Ministry of I&B with bank guarantee of Rs. 25,000=00 in the prescribed format. There upon, the LOI holder (NIHFW) will be invited to sign a Grant of Permission Agreement (GOPA) by Ministry of I&B, which will enable institute to seek Wireless Operating License (WOL) from the WPC Wing of the Ministry of Communication & IT. The Community Radio Station can be made operational only after the receipt of WOL from the Ministry of Communication & IT. Within three months of receipt of all clearances i.e signing of GOPA, the Institute shall set up the Community Radio Station and shall intimate the date of commencing of the Community Radio Station to the Ministry of I&B. Failure to comply with time schedule prescribed above shall make the LOI/GOPA holder (NIHFW) liable for cancellation of its LOI/GOPA and forfeit the Bank Guarantee.

## Essential Technical Parameters

- The tower should be constructed to a maximum height of 30m which is allowed to prevent possibility of biological hazards of Radio Frequency (RF) radiation.
- Transmitter- should be Effective Radiated Power (ERP) specified is 100 W.
- Antenna with a feeder cable mounted on tower.
- Studio equipment comprising Recording and Playback equipment.
- Studio Console/ Mixer.
- Monitoring equipment.

## Location of the Community Radio in NIHFV

This will be setup in the room size as given below

	Height	Width	Length	Roof	floor	right wall	left wall	front wall	Back wall	Total sq.ft.
Control Room	10	15	12	180	180	120	120	150	150	900
Recording Room	10	16	20	320	320	200	200	160	160	1360
Off-line edit Room	10	9	9	81	81	90	90	90	90	522
		Total Area (sq. ft.)				2,782				2782
		Acoustic Cost (per sq. ft.) @				1000		2782000		Rupees

## Manpower Requirement

- Production in-charge
- Technician (studio operations)
- Researcher getting latest information from the community
- Several volunteers (for programme promotion)
- Monitor
- Maintenance Engineer (Contract)

The existing audio-visual unit staff of the Institute will be given training to run the community radio. However, the staff members and students from Madhubala Institute of Mass Communication and Electronic Media (MBICEM) will be taken. The institute has already signed memorandum of understanding with MBICEM.

## Operation of Community Radio

The operation will be initially for four hours, two hours in the morning and two hours in the evening. Programme will be scheduled at least one week in advance. The

investigators will be going around the area to identify the needs of the community to design programme for broadcast.

### **Sustainability of Community Radio**

- Programme time selling
- One time funding from ministry
- Community marketing promotion
- Donation from rich community
- Donation from volunteers.
- Advertisements on request for various products
- Community Membership
- Institutional Membership

### **Possible Partners with NIHFV (yet to be worked out with the following)**

- Ministry of Health and Family Welfare
- Indira Gandhi National Open University
- Jamia Millia Islamia
- Indian Institute of Mass Communication
- UNICEF
- UNESCO

### **Programme Format**

- Song, Drama, Interviews, Group Discussion, Talk, Testimony and phone-in-programme and through question answer on phone.
- Community problems shared by community members
- NIHFV Community Radio programme can be heard in 10 km. area of broadcast. Listeners will be 20 per cent in NIHFV building and 80 per cent in community. The toll free number will be announced daily at the end of each programme. The call centre will reply to the inquiry.

### **Additional Benefit**

- The participants of various training courses can be given an exposure to preparation of Radio script, the technique of speaking on the microphone, help remove their shy/nervousness, etc.

## Estimated Budget

### Part-I Processing and Setup

No.	Item	Amount
1.	Processing fee	2,500
2.	Fee for allocation of frequency	20,000
3.	Bank guaranty	25,000
4.	Civil Work	0
5.	Acoustic Treatment	2,78,2000
6.	Acoustic Door (s) (Number: 5)	1,25,000
7.	Air Conditioning Split 1 ton with installation	28,000
8.	Air Conditioning split 2 ton with installation x (2 )	70,000
9.	Electrical work and fittings	50,000
10.	Electronic wiring (microphones and headphones connectivity)	50,000
11.	Furniture (Equipment racks, tables, others)	70,000
12.	Consultancy and work fee	1,00,000
13.	Pant and polish	30,000
	<b>Grand Total</b>	<b>33,47,500</b>

**Total estimated cost: Rs. 33,47,500 (Rupees thirty three lakh fourty seven thousand five hundred only)**

### Part-II Equipment's and other Accessories

S. No.	Description	Qty.	Price/no	Total Rs.
01	YAMAHA 124CX MIXER	01	18000	18000
02	PRO FIRE 2626	01	32000	32000
03	YAMAHA MSP5 STUDIO9(Pair)	01	29000	29000
04	RJ Microphone Stand	02	6400	12800
05	Headphone Amplifier	01	6500	6500
06	SENNHESISER HD 203 Headphone	03	2400	7200
07	SENNHESIER Dynamic Microphone	06	4300	25800
08	Audio work station 1000GB HDD with dual monitor	01	67000	67000
09	Radio Automation software	01	59000	59000
10	Small mic stand imported	05	3200	16000
	<b>FM TRANSMITTER</b>			
11	50 watt OPERA" STEREO TRANSMITTER IN 1U 19"	01	255000	255000
12	FM ANTENNA SYSTEM 2 DIOPLES with Cable		72000	72000
13	RF CABLE 50 METER	01	50000	50000

14	30 METER SELF & WIRE SUPPORT TOWER	01	179000	179000
15	INSTALLATION COST OF TOWER	01	59000	59000
16	OTHER EQUIPMENTS INSTALLATION COST (including cable connector)	01	59500	59500
			Total Rs.	9, 47,800

**Total estimated cost: Rs. 9,47,800 (Rupees Nine lakh fourty seven thousand eight hundred only)**

**Part-III Technical Equipment for Community Radio Station**

S. No.	Equipment Description	Brand/Model	Quantity	Approx. Price
1	Mixing console 4/5 Mono 4/3 stereo line	Yamaha, MG12/4	1	20,000
2	Microphone, condensor 1" capsule	Behringer, TSM 87	2	13,500
3	Microphone (dynamic)	Shure, SM 58	2	16,000
4	Professional headphones	Behringer, HPM1000	6	6,000
5	Studio audio monitors(pair)	Behringer, TruthB	1	15,000
6	4-way headphone amplifier	Alto Pro	1	9,000
7	Telephone hybrid	BEL/D & R, TH1	1	24,000
8	Sound card	M-Audio	1	8,000
9	4 way line box	Behringer	1	8,000
10	Mic stands	---	2	5,000
11	100 m Shielded audio cable with 30 pieces each of XLR female & male, and 30 pieces RCA	---	Set 30 pcs	10,000
12	Studio Compressor Limiter	Alto Pro, 2-channel	1	12,000
13	PC Computer as DAW - Intel Core 2 Duo 2.16/ 1 GB RAM/160 GB HDD/Combo drive/ 17" CRT monitor/M-audio Sound card/Intel motherboard/ATX cabinet/ /Windows XP SP2	Mixed	1	30,000
14	Compact Digital field recorder	Microtrack or Zoom	6	96,000

15	50W VHF FM transmitter	BEL/ Nomad	1	4,50,000
	(i) Dummy Load	India	1	
	(ii) Stacked Dipole Antenna	Veronica / Nomad India	1	
	(iii) RF Cable (RG 213)	---	50 m	
	(iv) Compressor Limiter	Behringer	1	
16	UPS with maintenance-free battery	Nexus/Microtek	1	30,000
17	Guyed Mast Tower		1	30,000
18	Generator	Honda Siel	1	65,000
19	Carpentry+Office furniture+equipment racks	Mixed	As per requirement	40,000
20	Acoustics for studio	---	At least Rs.1,500/sqft.	15,00,000
<b>Total Estimated Cost: Rs. Twenty Three Lakh, Eighty Seven Thousand &amp; Five Hundred</b>				<b>23,87,500</b>

#### Part –IV

One consultant for initial period of six month @ of Rs.50,000/ per month

**Total Budget = Part-I + Part-II + Part-III+ Part IV i.e. 33,47,500 + 9, 47,800 + 23,87,500+3,00,000 = 69,82,800 (Sixty Nine Lakh Eighty Two Thousand Eight hundred only)**