

Project Proposal

**Developing a Module for Community Radio
to succeed**

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Radio of the community

by the community

for the community

1. Introduction

Community radio typically serves the interests of a particular community (like peasant community, tribal community, student community etc.) located in a fixed geographical area. Community radio usually broadcasts programmes related to the target population with their own participation. This means 'community will' is the key to run any community radio successfully (UNESCO, 2001).

1.1 Concept of community

Communities are complex entities. Hence, what constitutes "community" in Community radio is often a contentious and tricky debate which might vary from region to region. Basically community can be defined as a group of people living in a particular area or a group of people having a religion, ethnicity, profession or any other particular characteristic in common.

1.2 Relevance of community radio in India

- Radio has been, and still continues to be, the prime electronic gadget of utmost importance for the poor living in isolated and less accessible areas. It leaps the barriers of isolation and illiteracy. It is like the window to the external world for many isolated rural communities. Radio, moreover, is the most affordable electronic medium both to broadcast and receive in.
- In the present era where hardly anyone has time to meet each other, community radio can play a vital role to connect the members of community.
- Community radio helps in spreading awareness among the people, especially of the issues specific to the community in question.
- The majority of the people in India have been starved of information. In these days of information and communication age community radio can serve as a media of education, thereby help creating an information culture.
- It can be utilised for disseminating information about government schemes and other facilities available to the people.
- Indigenous culture, language, literature, music and art of some vanishing communities can be preserved and promoted through it.
- Community Radio can be extensively used for developing communication, management and technical skills.
- It can help in addressing the social evils, crime and human rights issues.
- It enhances emancipation and self-worth.
- Community radio can serve as a platform for debate, exchange of ideas and reactions to plans and projects. It can accommodate people's ideas and satisfy their spiritual and psychological wellbeing much better than any other form of broadcasting.
- Community Radio can be an important forum for community involvement in the nation building.
- It can provide a platform for the local talent to come up with their potential.
- It may develop unity and confidence in the community.
- Weaker sections and suppressed groups will get their voice heard through community radio.

According to UNESCO hand book on community radio, last decade has seen a rapid expansion in the number and popularity of community radio stations in the whole world.

Among the reasons for this are the democratization and decentralization processes in many parts of world; deregulation of media and relaxing of broadcasting monopolies by state institutions; and disaffection with commercial radio channels.

Many countries in Africa and some of our neighbouring countries have made good progress in community radio. Radio Sagarmatha (Nepal), Radio Ada (Ghana) and Bush Radio (South Africa) have set examples for the community radios.

Nowadays community radio stations have started getting popular in India also. At present around 200 community radio stations are functional in our country which, unfortunately, are facing survival threats.

2. Aims and Objectives

Keeping in mind the recent growth of community radio stations along the length and breadth of the country, and the eventual failure of most of them, it is our primary aim to have an in-depth understanding of the working of such initiatives and the causes of their declining popularity. For delimiting our area of study we would concentrate our focus on the community radios within the National Capital Region (NCR) of Delhi. Attempt would be made to extend our results to the whole country and compare the functioning and challenges that community radios are facing. Therefore, the main objectives of our study would include the following:

1. To trace the history and development of community radio in India and understand its working and the present status.
2. To develop a proper working module for improved performance of community radio.
3. To propagate the benefits of community radio to its stakeholders.

3. Methodology

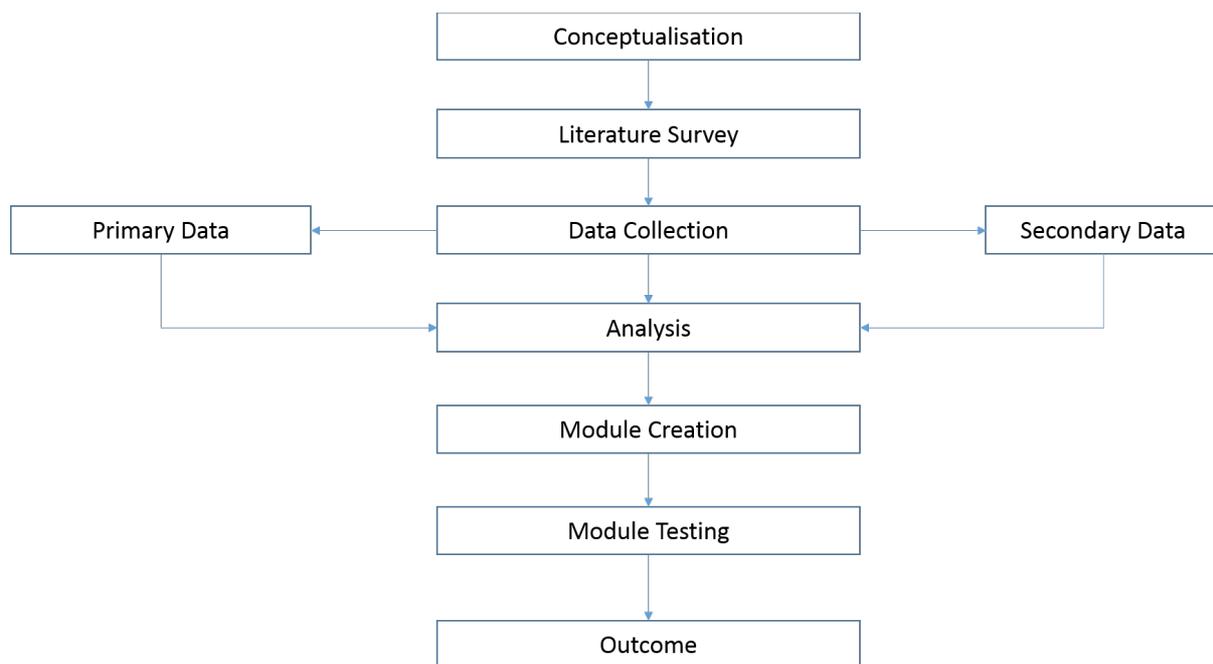
An extensive survey of literature available in the form of books, journals, periodicals, reports, documentaries, newspapers, handbooks etc. related to community radio would be the first step towards understanding this new and alternative media. For the practical understanding of the working of CRS we have already been working in DUCR. For further grounding in this domain field visits would be organised to the CRSs located within the vicinity of Delhi NCR. A questionnaire would be developed and interviews conducted within the University of Delhi to bring out the views of people regarding DUCR.

3.1 Database

Data would be collected from different sources. Ministry of Information and Broadcasting provides detailed data regarding the CRS in India. Handbooks of different CRS and the

UNESCO would provide data for comparison purposes. Reports and articles are also an important source of data regarding various aspects of CRS. Apart from these secondary sources primary data would be collected through field surveys.

Fig. 1
Overview of Research Methodology



3.2 Field Visit

To get the practical insight of the working of CRS field visits would be organised to various community radio stations in Delhi and NCR area. Parameters such as the working of CRS, tools and techniques, media environment, legal complications, participation of different sections of community, programming contents, schedule, financial stability and training aspects would be focussed on for a better understanding of the problems faced by community radio.

3.3 Survey: Questionnaire and Interview method

Questionnaire and Interview method would be applied for primary data collection. Questionnaire will be a structured one with both open and closed ended questions. Further, oral narratives would be recorded wherever necessary.

3.4 Analysis

Data collection would be followed by analysis using suitable statistical methods though Statistical Package for Social Sciences (SPSS). MS Excel would be used to create graphs and charts. If required, GIS would be used to map the location of currently functional as well as non-functional CRS. Based on the results a module would be prepared for a successful CRS.

4. Expected outcomes from the project

Here are some possible outcomes which we expect to get from this project:

- Developing practiced successful module for community radio.
- Spreading the awareness about the community radio through workshops, training sessions and other suitable methods.
- Understanding the working and problems of the community radios.

5. Timeline

S. No.	Tasks	Duration	Days	Remarks
1.	Conceptualisation	22.07.2014 – 31.07.2014	10	Completed
2.	Introduction with DUCR	01.08.2014 – 15.08.2014	15	Completed
3.	Project Proposal	16.08.2014 – 22.08.2014	7	Completed
4.	Literature Survey	23.08.2014 – 29.08.2014	7	In progress
5.	Secondary Data Collection	30.08.2014 – 10.09.2014	12	
6.	Analysis of Secondary Data	11.09.2014 – 20.09.2014	10	
7.	Mid-term Presentation	21.09.2014 – 30.09.2014	10	
8.	Primary Data Collection	01.10.2014 – 15.10.2014	15	
9.	Analysis	16.10.2014 – 29.10.2014	14	
10.	Final Presentation & Report Writing	30.10.2014 – 20.11.2014	22	
11.	Report Submission	20.11.2014		

4. References

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