



Community Radio Opportunities & Challenges

*USE OF ICT AND NEW MEDIA
IN SCIENCE EDUCATION*

17 March 2010

Common Vision: Digital Home



Picture courtesy: Intel







Hole in the Wall – Kalkaji, 1999



Hole in the Wall – *the other side*



Hamro Pathshala - Nepal



English language teacher on air with local school students in Madanpokhara CMC. Photo UNESCO

Educational Radio in India

⌘ Farm Radio Forums – Maharashtra 1956

- ☒ Listeners' forums, multi-media, printed materials, two-way communication and various production techniques
- ☒ Forum members learned more than non-forum members
- ☒ Radio villages learned more than non-radio villages
- ☒ Group listening followed by group discussions was most effective
- ☒ **Non-literates did as well as literates**

Neurath, Unesco, 1959

Educational Radio in India

⌘ University of the Air – 1965

- ⊞ General programmes: topics of public interest
- ⊞ Enrichment programmes: supported correspondence education offered by Universities.

⌘ IGNOU / AIR – 1992, 1998

- ⊞ Target Group: students of Open / conventional Universities
- ⊞ Interactive Radio Counselling

Gyan Vani – Educational FM

⌘ 37 operational IGNOU FM channels

Allahabad, Bangalore, Bhopal, Chennai, Coimbatore, Delhi, Kolkata, Lucknow, Mumbai, Vishakhapatnam, Varanasi, Mysore, Jabalpur, Rajkot, Guwahati, Raipur etc.

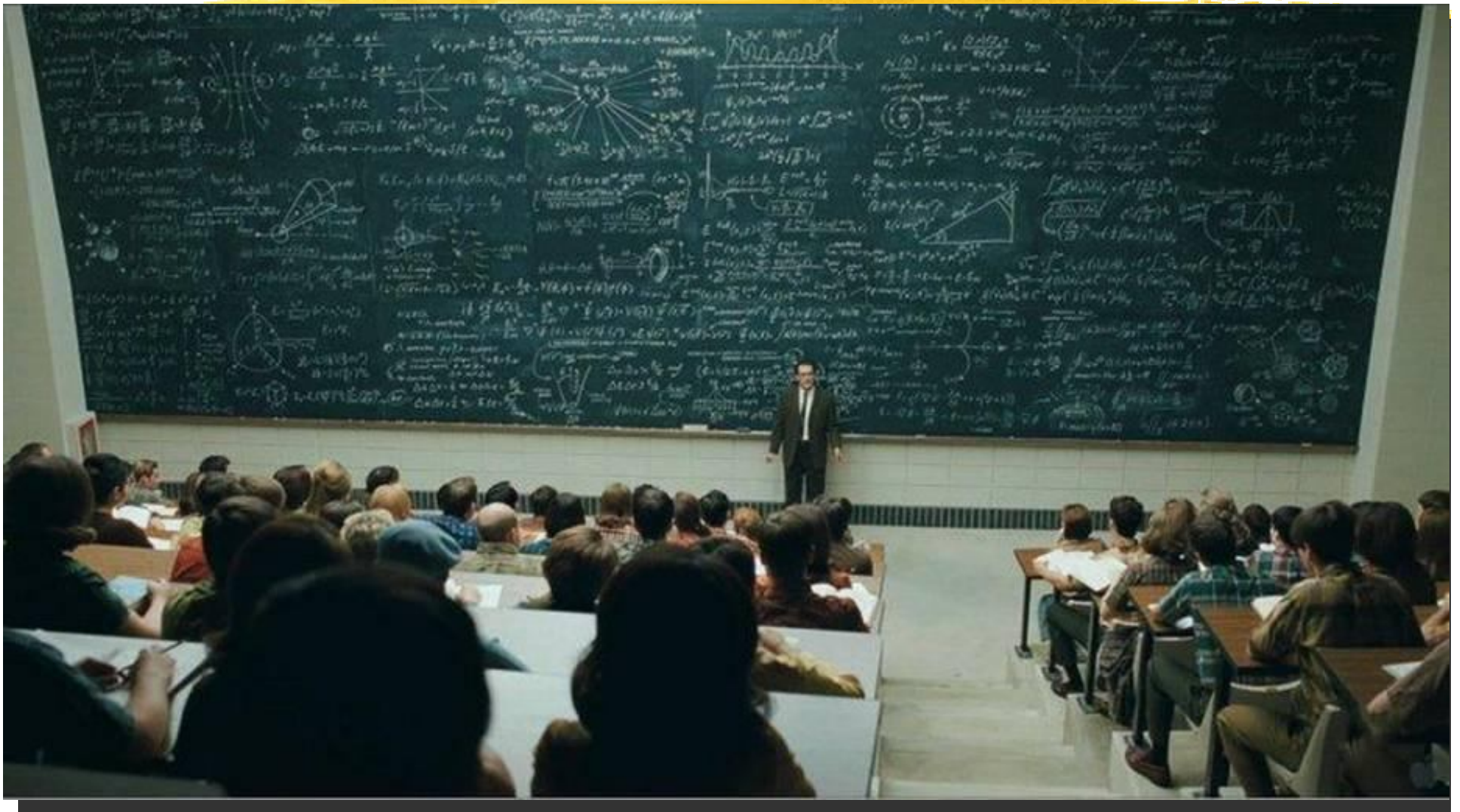
- ☒ **Target Group: students of Open / conventional Universities**
- ☒ **Media cooperatives: Programmes from educational institutions, NGOs, IGNOU, NCERT, UGC, IIT, DEC etc.**
- ☒ **Hardcore educational programmes + awareness & developmental programmes**

Advantages of Educational Radio



- ⌘ Improving educational quality and relevance
- ⌘ Lowering educational costs
- ⌘ Improving access to educational inputs, particularly to disadvantaged groups

Understood, or shall I repeat the lesson?



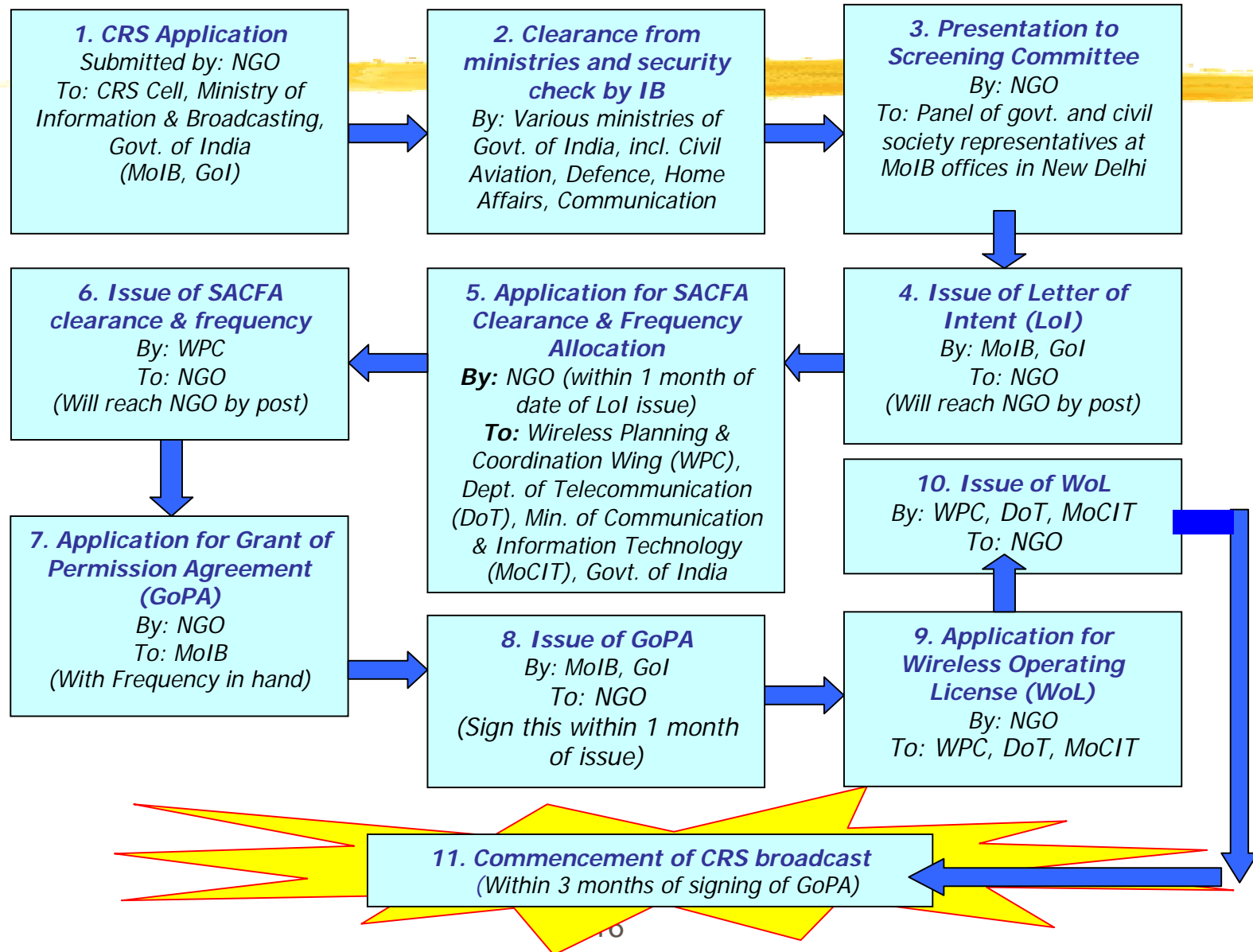
Limitations of Educational Radio



- ⌘ Limited interaction; feedback and clarification generally unavailable
- ⌘ Instruction is uninterruptible and not reviewable
- ⌘ Pace of the lesson is fixed



The CR application/Licensing process



Community Radio Timeline



- ⌘ Supreme Court judgment – 1995
- ⌘ Commercial Radio – 2000
- ⌘ Campus Radio Policy – 2002
- ⌘ Community Radio Policy – 2006
- ⌘ No: of CR Licenses (GOPA) issued – 67
- ⌘ No: of operational CR Stations – 50+
- ⌘ Potential number of CR Stations – 4000

What is Community Radio?

⌘ **Community radio has three key aspects:**

☑ **non-profit making**

☑ **community ownership and management**

☑ **community participation**

⌘ *“Community radio is distinguished by its limited local reach and programming content that reflects the educational, developmental and cultural needs of the specific community it serves.”*

Community Radio Stations...

- ⌘ Serve a recognizable community
- ⌘ Are motivated by community well being, not commerce
- ⌘ Are managed and owned by the community members
- ⌘ Are editorially independent of government, commercial and religious institutions and political parties
- ⌘ Provide right of access to minority and marginalized groups
- ⌘ Promote and protect cultural and linguistic diversity







'Radio-in-a-Box'

'Suitcase Radio'

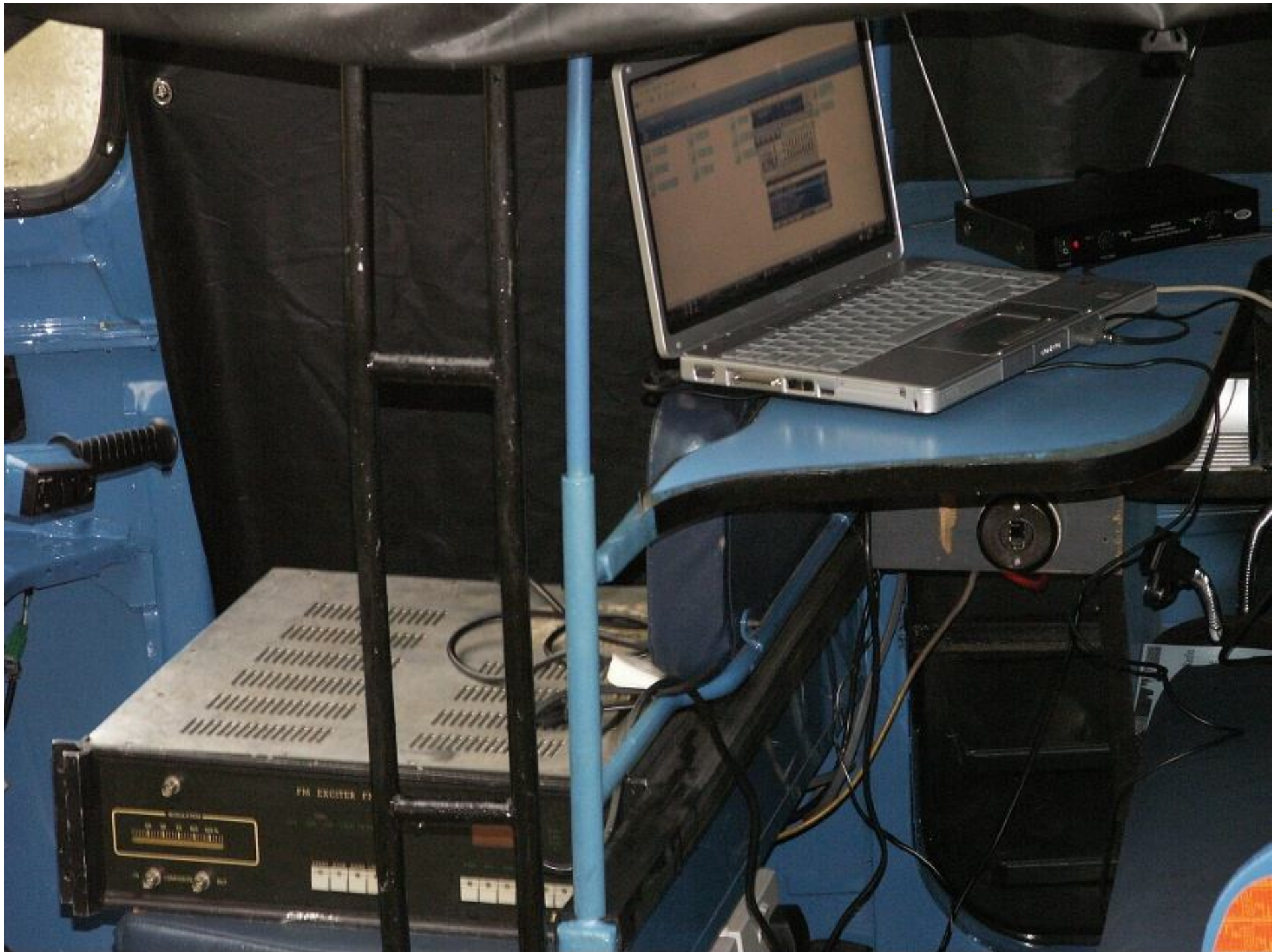


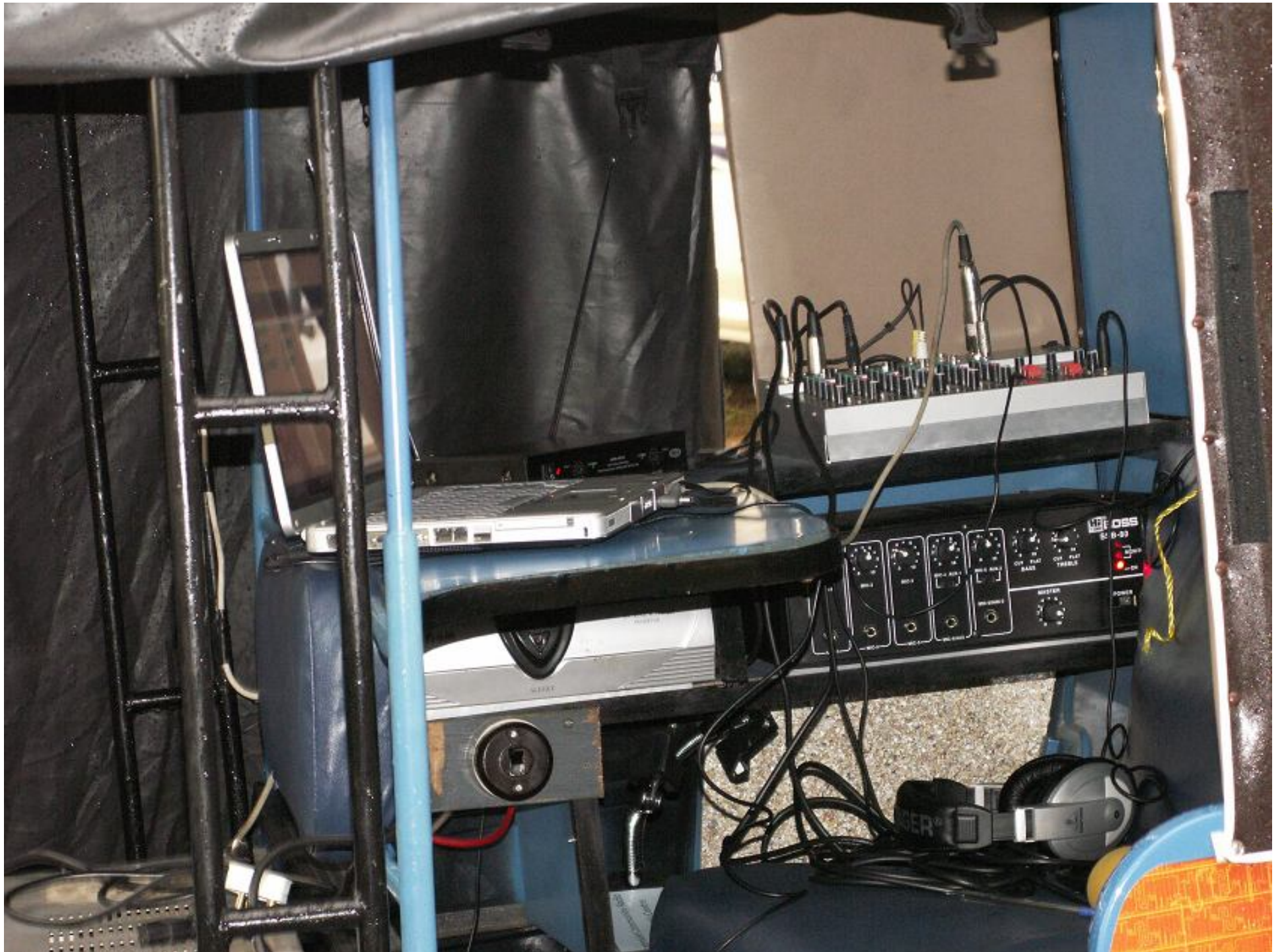
கொத்தமலை சமூக வானொலி
KOTHMALE COMMUNITY RADIO

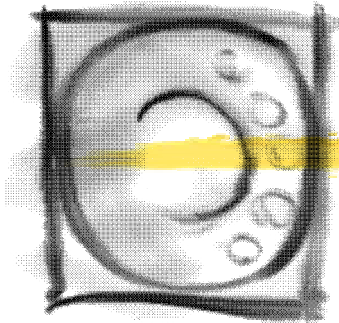
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The Politics of Sound



The CMC concept



- ⌘ Uses synergies between radio and IT tools like computers and internet for local development
- ⌘ Improves access to information and education
- ⌘ Provides opportunities for community communications and networking



CMC objectives



- ⌘ Overcome literacy and language barriers through radio programming in local languages.
- ⌘ Community radio to disseminate information available on the Net, but not accessible to target audience
- ⌘ CMCs impart practical skills in IT and broadcasting to members of the community
- ⌘ Provide services like education, and also government services, agricultural prices, weather data etc using broadcast
- ⌘ Spread awareness about various public and private services available to the people.

BOB : A3 BAY OF BENGAL EQUATOR TO 10 DEG.N AND E OF 80 DEG.E(.) I)WIND:-N/NW 10/15 KTS BEC CYCLONIC TO THE EAST OF 90 DEG.E. (.) II)WEATEHR:- FAIRLY WIDESPREAD RA/TS TO THE EAST OF 85 DEG E (.) REST AREA ISOLATED RA/TS(.) III)VISIBILITY:POOR IN RA/TS (.) IV)STATE OF SEA: SMOOTH TO SLIGHT (.) BOB A4 : BAY OF BENGAL N OF 10 DEG.N AND E OF 80 DEG E(.) I) WIND :-ANTICYCLONIC 10/15 KTS (.) II)WEATHER:-FAIRLY WIDESPREAD RA/TS TO THE WEST OF 90 DEG E(.) REST AREA ISOLATED RA/TS(.) III) VISIBILTY:POOR IN RA/TS (.) IV) STATE OF SEA :SMOOTH TO SLIGHT (.)

Coastal Weather Bulletin

- *Synoptic situation: Nil.*
- *Wind: Westerly to Northwesterly
20-25 knots gusting to 30 knots
occasionally.*
- *Weather: Isolated showers.*
- *Visibility: Good becoming poor in
showers.*
- *Sea: Moderate to rough.*
- *Port Signals: Nil.*

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Thank You

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