



Community Radio Stations

What is a Community Radio Station

- **Low Power Radio Station** with coverage radius of **10-15 KM**
- Permitted only to **Not-for-Profit organizations.**
- Station to be owned, run and managed by the **COMMUNITY**
- Station **for the people and by the people**
- Powerful tool for empowerment of marginalised
- **An instrument of positive social change and community Empowerment.**



Participatory Model
**Infotainment based
programmes**

Melodic folk songs
**For a society to relish
its rich cultural legacy**

Participatory Model
**'problems, needs
and solutions' - of
the community for
the community & by
the community**



CR POLICY

- First introduced in December, 2002
- Well established educational institutions / organizations recognized by Central/State Govt
- Introduced in December 2006 after approval by the Union Cabinet
- Broad based to include “Non-Profit” organisations viz Civil Society and Voluntary Organizations, State Agricultural Universities, ICAR institutions, Krishi Vigyan Kendras, Registered Societies and Autonomous bodies also under its ambit.

Status of CR in India

- Permissions Issued: 382
- Operating Stations: 170
- Stations operated by

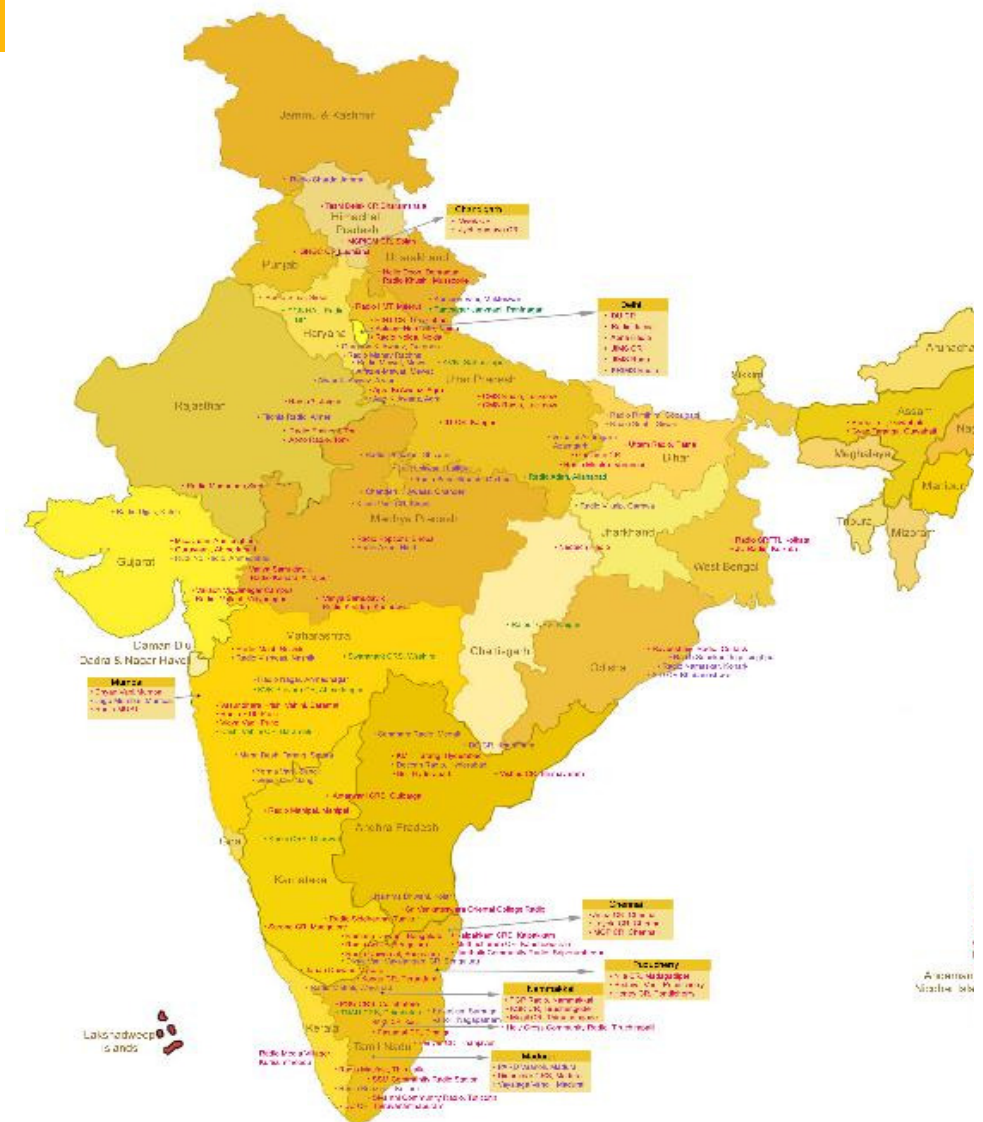
Edu Institutions: 97

NGOs: 61

KVKs: 12

Stations in Pipeline: 212

COMMUNITY RADIO STATIONS IN INDIA



LEGEND

STATION OPERATED BY NGO/CBO

STATION OPERATED BY EDUCATIONAL INSTITUTION

STATION OPERATED BY AGRICULTURE INSTITUTION /KVK/SAU

List updated till August 2012; list for reference only; not to scale

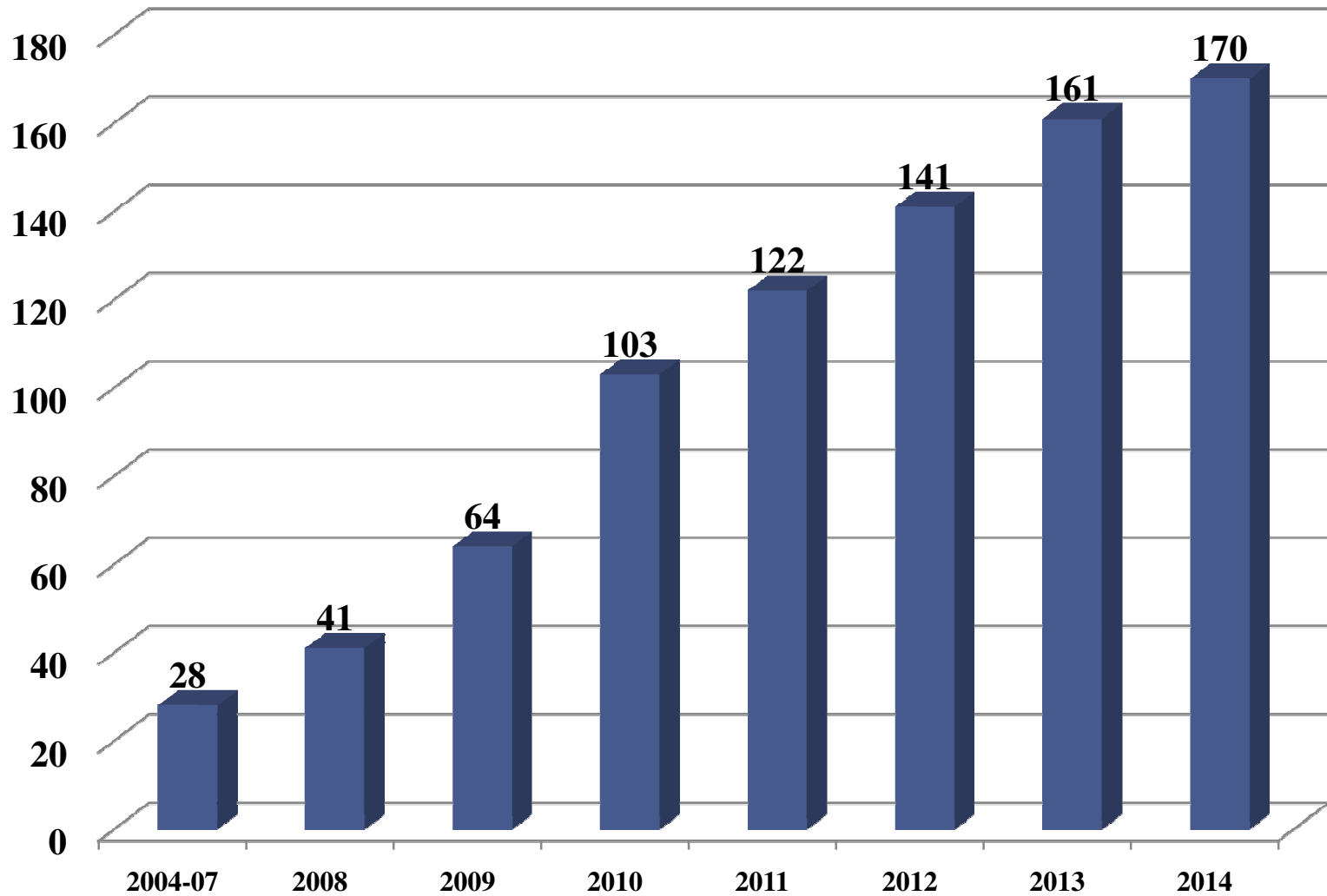
EK dun
anEK awi

One World, Ma

WWW.EC

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Operational CRS



CRS - State-wise

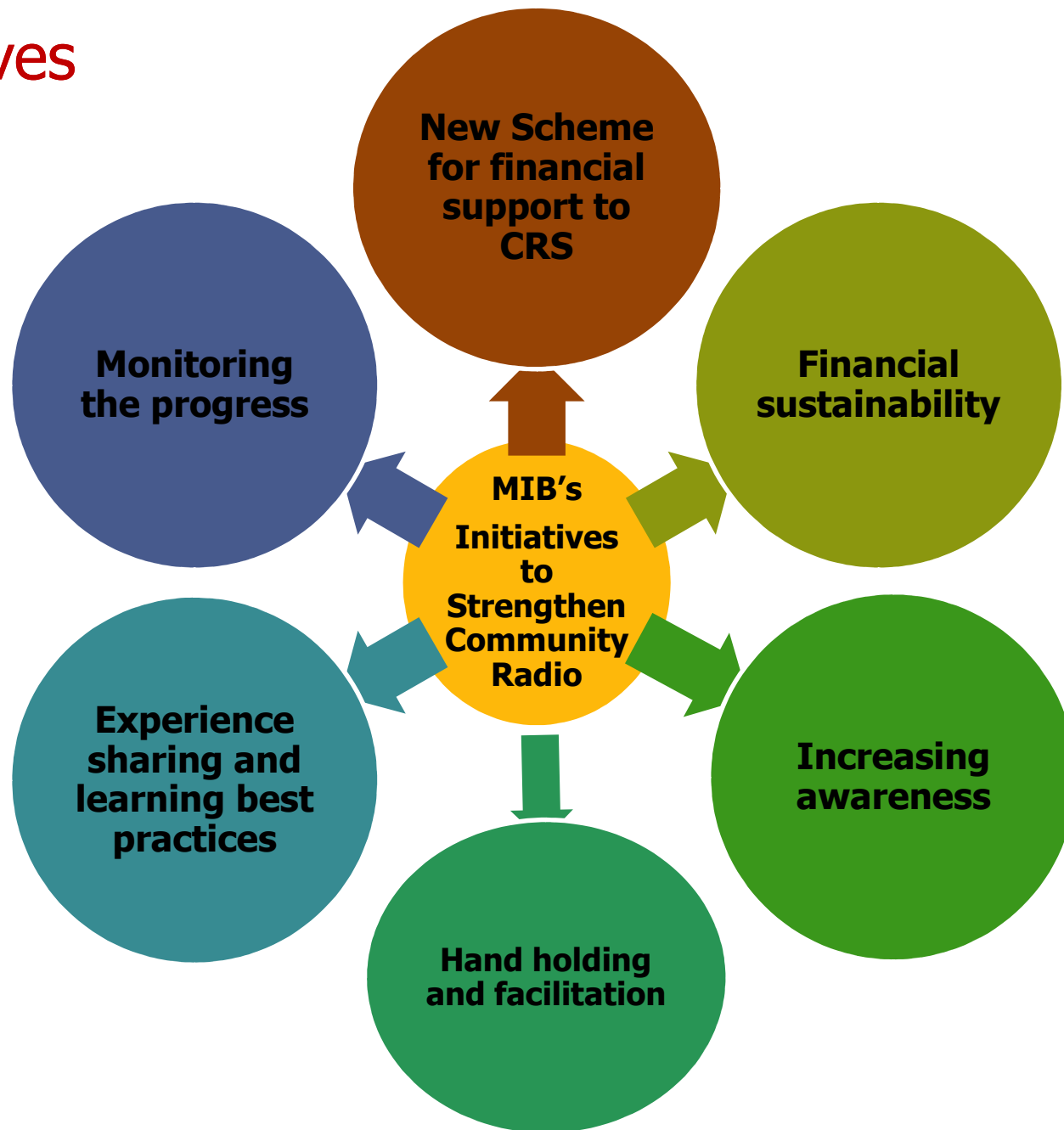
S. N.	State	Number of CRS
1	Tamil Nadu	27
2	Uttar Pradesh	19
3	Maharashtra	17
4	Madhya Pradesh	14
5	Karnatka	13
6	Andhra Pradesh (including Telangana)	09
7	Haryana	08
8	Rajasthan	07
9	Odisha	07
10	Gujarat	06



Why Community Radio is important

- Excellent medium of communication at grass roots level – can effectively carry Government's message to the doorstep of people
- Involves marginalized communities through development communication
- Crucial for Disaster management
- Repository of local cultural heritage

Initiatives





CRS for Development Communication

- CRS is allowed to have limited advertising and announcements relating to local events, local businesses and services and employment opportunities etc. for a maximum of 5 (Five) minutes per hour of broadcast.
- Sponsored programmes - Central & State Governments
- 42 CRS empanelled with DAVP & 37 CRS in the pipe line
- **The cost of advertisement on CRS is Rs.4/sec**



Sponsored Programmes on CRS

- Central & State Governments may sponsor programmes on CR stations
- CR stations will produce sponsored programmes locally, in the local language or dialect according to the theme given by the sponsoring ministry/department.
- No canned or ready-to-air programmes for broadcast over Community Radio Stations.

Rates of Sponsored Programmes:

- For 90 programmes across one year: Rs.6000/half hour programme.
- For 180 programmes across one year: Rs.5000/half hour programme.
- For 360 programmes across one year (daily shows): Rs.4000/half hour programme.



THANK YOU