

National Workshop

Community Radio for Social Change

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OneWorld – At a glance





SMALL IS BEAUTIFUL

Let's catch up.....

1982

Days of radio seemed numbered.... Until FM Radio emerged

2002

Community Radio Policy – Limited to educational institutions

2006

New, revised Community Radio Policy, including civil society organisations and KVKs

... access to air waves and affordable technologies
fuel a next-gen reinvention

Hands on Community Participation

Management and ownership

Production and technical skills

Sustainability

A new crop of storytellers....

And a narrative of empowerment

Radio is back as a tool for development

Communicating for Development – Effectively

Community Radio reaches grassroots directly

- Culturally appropriate
- Effective communication

Low cost

Accessible

- Audience
- Local government officials, offices and departments

Elsewhere in South Asia – Nepal

Rainbow Trout Farming

- Introduced in 1969 – but failed

JICA fund for commercialisation in 2007

- Address poverty and unemployment in hills and mountains by utilising cold water resources

Radio Sagarmatha produced programmes

- Promoted by NARC
- Disseminated to other Community Radio Stations

Elsewhere in South Asia – Nepal (contd...)

Clubroot Disease

- Affecting vegetable farming in the Kathmandu valley
- Television did not work

Plant Pathology Division NARC – Radio Sagarmatha

- A problem of five years was addressed in a year
- Interactive – farmers-scientists meeting point

Elsewhere in South Asia – Nepal (contd...)

Yellow Rust affected wheat crop in 2006

Radio Sagarmatha and Radio HBC roped in

- Disseminated information on resistant varieties
- Improvised agronomic practices
- Scientists from NARC gave interviews over radio

Elsewhere in South Asia – Bangladesh

Radio for Climate Change - Krishi Radio, Barisal

- Financed by FAO

Daily two-hours adapting to climate change

- Advising on best practices
- Helping salvage abandoned lands

Farmers learn of saline-resistant paddy strains

- Cultivating land inundated by seawater

Elsewhere in South Asia – Bangladesh (contd...)

What farmers have to say

“I cultivated 'BINA-7 dhan,' a saline-resistant rice variety, successfully. I was encouraged to grow the new rice variety after I heard fellow farmers on Krishi Radio say they, too, got a good harvest from it.”

Mohammad Haroon

Elsewhere in South Asia – Bangladesh (contd...)

“The radio station was sorely needed in this remote area where access to information is limited and electricity supply erratic, so that watching television programs regularly is out of the question.”

Jahangir Alam, project director for Krishi FM

Krishi FM's audience has grown quickly: Radio is one of the few accessible media in the region.

Elsewhere in South Asia – Bangladesh (contd...)

CR Pilot Project for English language education

Basic episodes developed for broadcast

- Target: Students and residents of Moulvi Bazar served by Radio Pollikantha (initiated by BRAC)
- Duration: September 2012 to August 2013

Active Radio Listeners Clubs

- To expand to all 14 Community Radio Stations

Examples from India

CRS Kisan Vani 90.4 MHz

- Phone-in programmes with experts impacting over 50,000 rural folk a range of 25 kms
- Provides an active forum of local community to raise/ discuss their social issues and concerns
- Dissemination of useful and scientific information by scientists and agricultural experts.

Examples from India

Radio Vishnu, Andhra Pradesh

Local Krishi Vigyan Kendra contributes a daily 30 minute programme engaging seven scientists from different areas of specialisation (rice, horticulture, fisheries etc.)

Examples from India

Radio Snehi, Bihar

- Broadcast a programme on MGNREGA, elucidating the guidelines of the scheme.
- Labourers began demanding their rights.
- Approached Radio Snehi as stakeholders were not providing facilities and then approached government authorities.
- Labourers able to avail their entitlements.

Examples from India

Radio Siddhartha, Tumkur, Karnataka

- The story of Jameel Pasha: Became a celebrity after his initial programmes on radio – now getting film offers

Examples from India

Radio Namaskar, Odisha

- Cyclone warnings have gone out to fishermen at sea
- Accountability & transparency in PDS
- Use of Right to Information