Community Radio Licence Facilitation

Training Workshop

(North East India Region)

28-30th May 2013
Venue: Radio Luit, Gauhati University,
Guwahati, Assam

organized by:
CEMCA Community Radio Facilitation Centre (CCFC)

Context

Commonwealth Educational Media Centre for Asia, (CEMCA), under the aegis of Community Radio Facilitation Centre (CCFC) held a three day workshop from May 28-30, 2013 on community radio license facilitation at Radio Luit , Gauhati University for a group of fifteen participants, drawn from Radio Luit , Gauhati University and Radio Jnan Taranga, located at K.K.Handique Open University..

CEMCA had been running the community radio facilitation centre as a Ford Foundation supported project since July 2011. Under this project, CCFC team has trained 21 interns, drawn from operational community radios stations as well as other organisations working in this sector. The thrust of the week-long orientation and training programme was to familiarize interns with all aspects of C R license process facilitation so that they are able to guide new applicants through the entire process-- starting from filing an online application, to the final step of obtaining Wireless Operating License (WOL). Additionally, interns also learn the procedures for empanelment with Directorate of Advertising and Visual Publicity (DAVP) to receive government sponsorships and advertisements. As a part of the internship programme, the interns also get an opportunity to meet with officials of the two concerned ministries namely Ministry of Information and Broadcasting (MIB) and Ministry of Communications and Information Technology, Planning and Coordination (WPC) wing. A visit to an operational CRS and community interaction completes the programme. During the internship, interns get real time exposure to answering queries on email, phone and help build the dynamic FAQ section on CCFC website, by asking their own queries about the entire process.

As the two year project drew to a close, as part of the exit strategy, CCFC identified two institutions to help build facilitation skills at the regional level, the first of which was held at Radio Luit, Gauhati University.

Objectives of the Workshop
The aim of the workshop was to decentralize C R license facilitation process and build capabilities among e partner institutions to provide licensing facilitation support at the regional level.

Rationale for Choosing North East Region

The North East region is an underserved area in terms of CRS as currently there are only two operational CRS , both located in Guwahati, while a third one is poised to come up in Dibrugarh. Radio Luit 90.4 MHz has been operating the CRS station in Institute of Distance and Open Learning (IDOL), Gauhati University since November 2011. The Director of IDOL, Prof Kandarpa Das is also the President of the Community Radio Association, India. Under the leadership of Prof Das, CRA and Radio Luit have been encouraging and supporting other applicants. Radio Luit had also sent two interns to CCFC. This workshop helped hone their skills further and expand the skill base. A team of 15 participants, all engaged with CRS were invited from both operational stations in Guwahati.

 (List of Participants attached in Annexure 1)

Report of the Proceedings

Day 1, 28 May 2013

The workshop began with a welcome by Prof Kandarpa Das following which Ms.Rukmini Vemraju provided on overview of CCFC project and outlined the objectives of the workshop.


The first session was on CR Policy guidelines lead by Ms.Vemraju. The topics covered included all the major sections in the policy guidelines like Basic Principles, Eligibility, Content and Monitoring, Funding and Support and Technical Specifications and broadcast code. Despite being practitioners, participants were not aware of the policy provisions as such, and a range of questions were thrown up in this highly interactive session. Some of the questions raised were about:

1. How do we advise on community engagement for educational institutions?
2. In live programmes, if a caller makes some critical remarks about the government, how does one handle it?

3. What is the importance of storing the archives for three months, as outlined in the policy?

4. Can a CRS (or an NGO) in rented premises change the location to another premise? What is the procedure for the same?

5. How can we make CRS sustainable?

6. From where can we get some support funds ?

In the second session, the participants were taken through the CR online application process in detail. They also reviewed three applications received by CCFC . Working in groups, based on what they had learnt about application process checked the forms for completeness and accuracy. The most valuable take way from this session was that participants appreciated the importance of organizing and preparing all documents annexes and attachments before beginning the online application process.
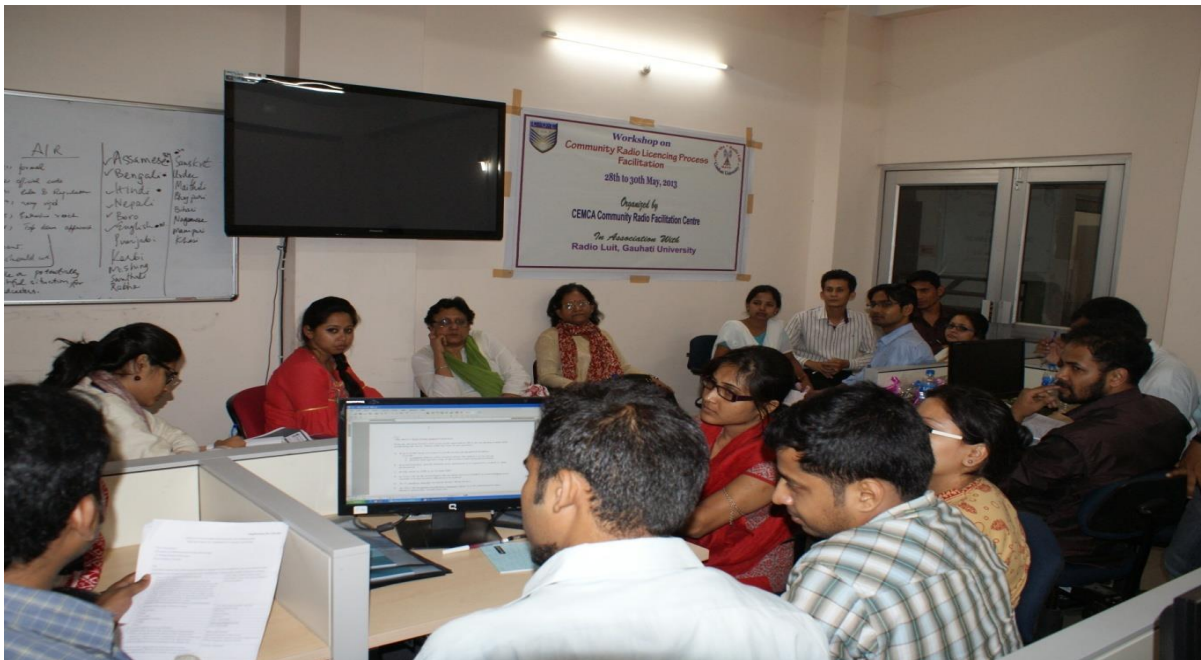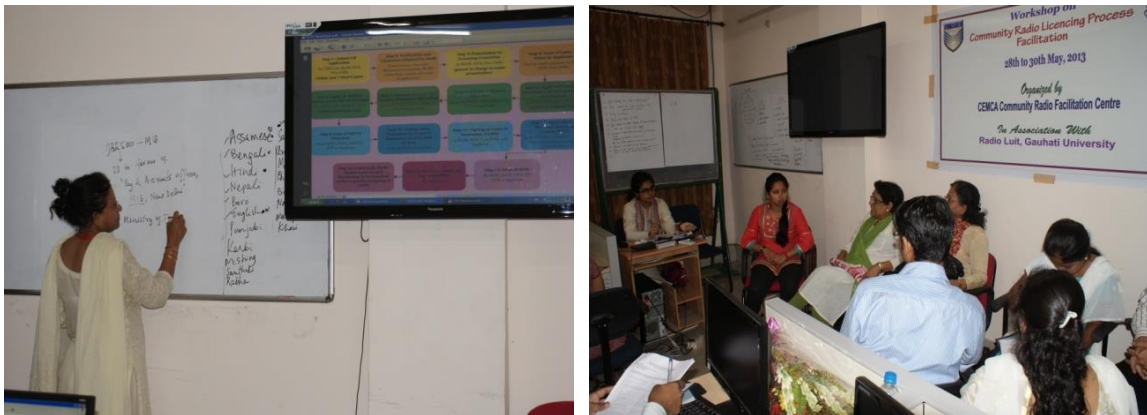

Participants learnt also about:
- Sourcing maps (Revenue Office, NATMO and Survey of India) of the scale of 1 cm = 1 km) and to draw a location map on the same, including the spot where transmitter would come up as well as the area of the reach (about 15 kms)

- Calculating the geo-coordinates of the location of transmitter (from GPRS devices in mobiles, taking support of Geography teacher in the village, or taking the support of Mobile Tower Operator).
- Height above mean sea level (AMSL) (this can be usually obtained from the nearest railway station, where it is marked). In case of doubt, participants were asked to request the local geography teacher to provide the same.
- Preparing cover letters for sending to MIB and WPC

During the course of the first day, participants obtained greater clarity on content focus, understanding of community, and the diversity of communities in terms of language, age, experience, professions/ occupations, etc. They enlisted the programming diversity already


The participants learnt about the online application form, the 7 hard copies, processing fees payable and the various ministries from where clearances are obtained. They also learnt about-facing the Screening Committee and issuance of LOI.

Day 2, 29 May 2013

The second day's activities began with a review of then learning of the previous day.

Moving forward, the participants learnt from the detailed presentation of the whole process of making the application to WPC for FA and SACFA. Caution and detailing of what all annexes and attachments are required for the hard copy submissions of FA and SACFA.

Since there was a real FA application already with CCFC team, Ms. Vineeta Khatri demonstrated the live filing of FA online. Then participants learnt the technical aspects of Transmitter, broadcasting, site location, the antenna, etc.
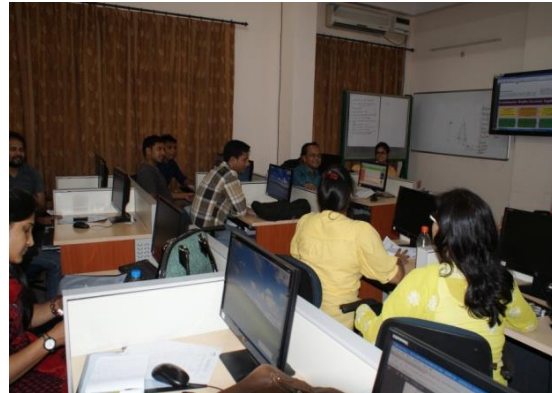
Post lunch sessions dealt with SACFA application and aspects like how to determine Geo-Coordinates, Height Above Mean Sea Level, role of a facilitator and skills required to manage the diverse set of enquiries that applicants pose. To ensure that participants go over all the material, a Quiz was proposed for Day three.

Day 3, 30 May 2013

The first session was a review of the last day's learning, and clearing of specific doubts regarding the FA and SACFA procedures. Further clarifications on concepts of how to obtain the Geo Coordinates and Height Above Mean Sea Level (AMSL) was explained.

This was followed by a Quiz , composed of 25 questions that participants answered in an hour.*(See Annexure III for Quiz Questions)* In the final technical session post lunch, a detailed presentation of the DAVP empanelment was made by Jayalakshmi Chittoor. This session was followed by a feedback session wherein participants filled out the feedback form and discussed the answer sheets and scoring, learning where they needed to improve their learning. Overall a majority of the participants felt they had gained the knowledge and skills to become facilitators and also understood the licensing procedures at different stages.

(Analysis of Feedback in Annexure IV)

To ensure that participants got an opportunity to revisit all the material, soft copies of screen shots of various stages of the application process were provided to all.

The workshop ended with a group photograph and distribution of certificates to all participants. The Head of the Department of Journalism and Mass Media, GU, Prof Goswami presided over the distribution of certificates and thanked CEMCA for this enriching experience.

CEMCA COMMUNITY RADIO FACILITATION CENTRE

Institutional CCFC facilitation Workshop, Guwahati, May 28-30, 2013

List of Participants

Sl No	Participants	Organization	Email ID	Contact No
01	Mr.Alakesh Das	Radio Luit, GU	alakeshdas.153@gmail.com	+919707726698
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CEMCA CCFC Project Representatives
1. Ms Rukmini Vemraju, Project Director CCFC, Programme Officer CEMCA
2. Ms Jayalakshmi Chittoor, Consultant
3. Ms Vinita Khatri, Project Associate

Workshop Schedule

<u>Institutional CCFC Facilitation Workshop, Guwahati, May 28-30, 2013</u>

DAY	SESSION	TIME		ACTIVITY
		From	To	
Day 1	I	10:00	10:30	Welcome and Objectives and Overview of Workshop –CEMCA-CCFC/GU
	Break	10.30	11.00	TEA
	II	11.00	13.00	Familiarization with CR Policy Guidelines and Understanding the concepts
	Break	13.00	14:00	LUNCH
	III	14:00	15:30	New Application Process for setting up CRS
	Break	15:30	16:00	TEA
	IV	16:00	18:00	Interactive Session; Knowledge Sharing: Review of Sample CR Application, New CR App, and FAQs
Day 2	V	10:00	11:30	Frequency Allocation (FA)
	Break	11.30	12.00	TEA
	VI	12.00	13.30	SACFA
	Break	13.30	14:30	LUNCH
	VII	14:30	16:00	Practicals: Quiz and Dummy Details Form filling
	Break	16:00	16:30	TEA
	VIII	16:30	18:00	Interactive Session; Knowledge Sharing: Dummy Phone calls; Step-by-step Map preparation; review of Day 1 and 2, FAQs
Day 3	IX	9:30	11:00	GOPA and WOL
	Break	11.00	11.30	TEA
	X	11.00	13.00	Catering to Existing Functional CR – Renewals and Communications Processes
	Break	13.030	14:00	LUNCH
	XI	14:00	15:00	DAVP Empanelment
		15:00	15:30	Feedback and Way Forward
TEA & CLOSE				

Quiz Questions

1. What is Emission Designation?
2. In whose name should the processing fee for SACFA to be paid?
3. What are the attachments to be given with the cover letter for FA hard copy submission?
4. What is the url for (a) New CR Application (b) Frequency Allocation Application (c) SACFA
5. What is the basic eligibility criterion for NGO's?
6. What are the documents to be attached with New CR Application (Educational Institution?
7. Full Form of GOPA.
8. How much is the processing fee payable to MIB?
9. Full Form of SACFA.
10. Full form of WPC.
11. Write the main steps of CR Licensing Process leading up to receiving the Letter Of Intent?
    (a) Prepare Online Application
    (b) Submit HARD Copy at MIB with processing fees
    (c) _____
    (d) _____
    (e) LOI Issued via email or post
12. What are the main qualities of a facilitator?
13. To whom should the SACFA application be addressed. Please write the full address.
14. What are the attachments with the cover letter for SACFA hard copy submission?
15. Please fill the following.
    (a) Administrative Classification _____
    (b) Coverage Type_____
    (c) Class ____
    (d) Category of Use_____
    (e) Service____
16. What is the equipment category you are asking for?
17. What is the height of Antenna above ground level?
18. 11 columns have to be submitted at what stage?
19. What is the mode of operation?
20. How long you have to store the archives and for what purpose?
21. What does MHz stands for?
22. Please fill in
    (a) Tx frequency----
    (b) Rx frequency----
23. What is the name of the Antenna?
24. What is the format of Geo-coordinates?
25. If your antenna has to be put on the top of the 8 mtrs building. Please advice various suggestions you will give to an applicant as a facilitator?

Analysis of the Feedback Forms

S.No	Item	Score- *Scale of 1 (lowest) to 5 (highest)*	
	To what extent have you gained knowledge about…		**N=15**
		Rating	**Participants**
1	The Community Radio Policy Guidelines	Rating 5	**5**
		Rating 4	**8**
		Rating 3	**2**
2	Community Radio Application Procedure as a whole -	Rating 5	**5**
		Rating 4	**8**
		Rating 3	**1**
		Rating ≤ 2	**1**
3	Frequency Allocation Application Procedure	Rating 5	**8**
		Rating 4	**4**
		Rating 3	**3**
4	SACFA Application Procedure	Rating 5	**7**
		Rating 4	**5**
		Rating 3	**1**
		Rating ≤ 2	**2**
5	WOL	Rating 5	**6**
		Rating 4	**6**
		Rating 3	**1**
		Rating ≤ 2	**2**
6	Understanding areas where applicants need most support	Rating 5	**2**
		Rating 4	**10**
		Rating 3	**3**

	How would you rate:		
7	Quality of reference material provided to you	Rating 5	**5**
		Rating 4	**8**
		Rating 3	**1**
		Rating ≤ 2	**1**
8	Interactions with CCFC staff (clarity, manners, attitude, patience, etc)	Rating 5	**13**
		Rating 4	**2**
9	Field Visits to other CRS	Not Applicable	
10	Information provided to you before starting your internship	Rating 5	**5**
		Rating 4	**6**
		Rating 3	**1**
		Rating ≤ 2	**3**
11	Logistics (travel, Stay, food allowance, If applicable)	Rating 5	**4**
		Rating 4	**3**
		Rating 3	**1**
		Rating ≤ 2	**3**
		No Response	**4**
12	Your own ability to guide new applicants	Rating 5	**2**
		Rating 4	**11**
		Rating 3	**2**
		No Response	**1**
13	To what extent did this internship match your expectations	Rating 5	**2**
		Rating 4	**9**
		No Response	**4**
14	Please provide your comments and suggestions : **Key Points:** • **Learnt new things -14 persons** (Specific topics mentioned: CR Policy, steps in license procedures, sourcing funds, DAVP empanelment, technical details) • **Duration could be longer -4 persons** (at least four days, as opposed to three) • **Learnt basic skills to become good facilitators- 4 persons** (The workshop will help them in guiding other applicants).		