



**Community Radio License Facilitation  
Training Workshop  
(Western India Region)**

**5-7th June 2013  
Venue: Radio FTII, FTII  
Pune, Maharashtra**

**Organized by:  
CEMCA Community Radio Facilitation Centre (CCFC)**

# **Report of the Community Radio License Facilitation Training Workshop (Western India Region)**

## **Context**

Commonwealth Educational Media Centre for Asia, (CEMCA), under the aegis of Community Radio Facilitation Centre (CCFC) held a three day workshop from June 5-7, 2013 on community radio license facilitation at Radio FTII, Film and Television Institute of India for a group of nineteen participants, drawn from Radio FTII, Film and Television Institute of India, Vidyavani, Pune University and Vasundhara Vahini located at VIIT, Baramati.

CEMCA has 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 is 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 Wireless Planning and Coordination (WPC) wing. A visit to an operational Community Radio Station (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 Frequently Asked questions (FAQ) section on CCFC website, by asking their queries about the entire process.

As the two year project comes 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 and the second one was held at Radio FTII, Film and Television Institute of India.

## **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 Radio FTII**

Community Radio Stations in Maharashtra have been showing interest in helping applicants in the western region. They have been holding workshops of operational CRS on a smaller level, locally to promote community radio as well as address issues and challenges faced by community radio stations. The CCFC had already trained two interns from two operational CRS in Maharashtra belonging to Radio FTII, Pune and Vasundhara Vahini, Baramati, who had been trying to help potential applicants and had expressed the need for a refresher training that also included a larger group of people. . Besides, FTII being an MIB Institute it was felt that they were well suited to further mobilize and synergize the networking amongst CRS to guide new applicants and thus was chosen as a venue for workshop. This workshop helped hone their skills further and expand their base. Nineteen participants comprising FTII staff, volunteers and interns at Radio FTII, a team from Vidyavani CRS, Pune University, and one representative from Vasundhara Vahini CRS, Baramati, who had undergone an internship programme at CCFC last year, attended the workshop.

*(List of Participants attached in Annexure I)*



**Report of the Proceedings**

## **Day 1, 5 June 2013 - Understanding C R policy and basic application process**

The workshop began with a welcome by Mr. Sanjay Chandekar, In-charge, Radio FTII following which all the participants introduced themselves. Ms. Rukmini Vemraju, Programme Officer, Project Director CCFC provided an overview of CEMCA & the CCFC project outlining the objectives of the workshop.

A formal inauguration of the workshop took place with the lighting of the lamp by Mr. D J Narain, Director, FTII, Mr. Iftekar Ahmad, Dean, FTII, Professor Biswajeet Das from Centre for Culture, Media and Governance, Jamia Milia Islamia, and CCFC project evaluator, and Ms. Rukmini Vemraju.

Mr. Narain emphasized the importance of the initiative taken by CEMCA and congratulated them, and also spoke about how community radio had started small in India and though it had grown over the years, there was still a great need to increase the pace of growth and the number of CRS in the country.

The first session was on CR Policy guidelines led by Ms. Vemraju. The topics covered included all the major sections in the policy guidelines like Background of CR, Basic Principles, Eligibility, Non Eligibility, CR License Procedure, Content, Technical Specifications and Funding & Sustenance. During this session she pointed out certain important criteria which should be kept in view by all operational CRS such as the location of the CR, management committee of the CRS, community listenership etc. Though most of the participants belonged to operational CRS they were still not aware about the policy provisions. A couple of questions that were raised during the session were:

- Are religious organisations eligible to apply?
- Could charitable trusts & corporate houses apply?

In the second session Ms. Rupica Saxena took participants through the CR online application process in detail and the procedures for submitting a hard copy to the MIB. This session was followed by a group activity. Working in three groups, participants reviewed three applications received by CCFC. Based on what they had learnt about application process, they checked the forms for completeness and accuracy and made presentations. Through this activity, participants learnt the basic information

they need to check while reviewing a CR application as a facilitator. The most valuable take away from this session was that participants appreciated the importance of organizing and preparing all documents, annexures and attachments before beginning the online application process.

Participants also learnt 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
- Distance of airport from CRS (3 – 4 km)

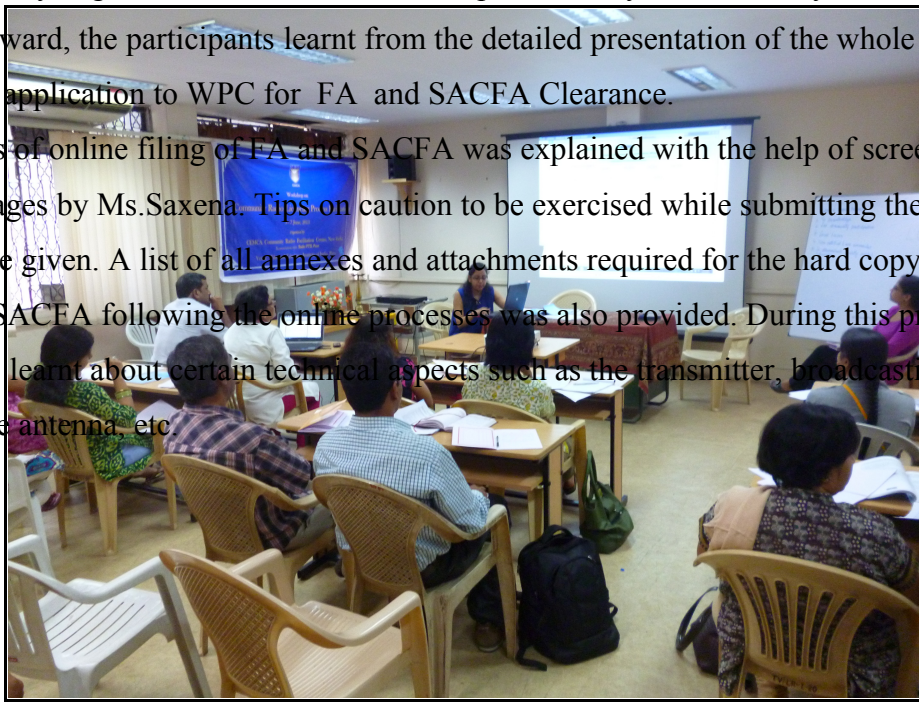
During the first day, participants obtained clarity on the policy guidelines, submission of a new CR application and the basics involved with it, understanding of community, processing fees payable and the various ministries from where clearances are obtained. They also learnt about-facing the Screening Committee and issuance of LOI.

### **Day 2, 6 June 2013 - Processes after LOI is granted**

The second day began with a brief review of the previous day's activities by Ms. Vemraju.

Moving forward, the participants learnt from the detailed presentation of the whole process of making the application to WPC for FA and SACFA Clearance.

The process of online filing of FA and SACFA was explained with the help of screenshots of different stages by Ms.Saxena. Tips on caution to be exercised while submitting the application on-line were given. A list of all annexes and attachments required for the hard copy submissions of FA and SACFA following the online processes was also provided. During this process the participants learnt about certain technical aspects such as the transmitter, broadcasting, site location, the antenna, etc



Afternoon session dealt with GOPA that applicants sign with MIB before going on air. This session was lead by Ms. Poonam Shrivastava, where she explained the process, especially the documents that needed to be attached while sending GOPA for signature to MIB.

In the next session the WOL process was explained further by Ms.Saxena , who also gave a list of the documents required for WOL application submission. Using real cases, she elaborated further about issues like:

- Problems faced by an applicant who has setup the CRS on a rented premises
- Importance of placing an antenna at the right location for better coverage
- Procedures for purchasing a transmitter
- Can community radio station programme be relayed to other areas to increase coverage?
- Is it possible to change the location of the CRS after receiving the WOL?

- Is the CRS allowed to place the antenna on a hill and if so where will the height be calculated from?

All questions were answered by giving real examples and in an interactive way by engaging the participants and drawing their attention to policy provisions again.

This was followed by an interactive quiz sessions conducted by Ms.Vemraju. The quiz contained 25 questions that participants answered. Professor Das, added value to the discussions with his observations regarding the development of radio and the concept of community radio .

*(See Annexure II for Quiz Questions)*

### **Day 3, 7 June 2013 – Lending support to operational CRS**

The last day was devoted to the support CCFC provided to operational CR stations. After the mandatory review of the previous day's learning, inputs were provided to participants regarding procedures for renewal of different licenses. All the three CRS present, Radio FTII, Vasundhara Vahini and Vidyavani had some queries in this area which were also addressed.

One of the areas where CCFC is frequently called upon for assistance by operational CRS is for helping them to get empanelled to receive DAVP sponsorships and advertisements. Ms.Saxena explained the empanelment conditions and procedures with a detailed presentation.

A high point of the workshop was that a team of new applicants from three institutions were invited to the last session. Working in three groups, participants explained the policy provisions and the application process to the potential applicants simulating the facilitation process.

Through this exercise the participants were able to test their skills acting as facilitators for the applicants and guiding them. All the three new applicants appreciated the guidance received and thanked participants and CEMCA the encouragement and support they received. .

*(List of Potential Applicants in Annexure IV)*

The last session of the workshop was obtaining feedback. First, in a free-wheeling session, participants spoke individually about what they had learnt and asked questions and cleared doubts. This was followed by a formal review where participants provided written feedback. 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. The participants stated that they learnt about advertisements and the rules & regulations involved in CR processes. They gained greater understanding of the license procedure and the policy.

***(Analysis of Feedback in Annexure III)***

The workshop was concluded with distribution of certificates of participation and a simple closure ceremony where participants light candles signifying their solidarity in working together to ensure CRS in their region and sang a beautiful song lead by Ms. Neha, of Radio FTTH.





Community Radio Licencing Process Facilitation Workshop



5 – 7 June 2013

Organised by

CEMCA Community Radio Facilitation Centre (CCFC), New Delhi

in association with

Radio FTII 90.4, Film & Television Institute of India, Pune 4

Names of the Participants

No.	Name & Designation	Name of Organisation representing	E-Mail	Mobile no. & Landline no.
1	Anand Deshmukh	Vidyavani CR, Uni.of Pune	<a href="mailto:sawaianand@yahoo.com">sawaianand@yahoo.com</a>	9657998734 020-25398491
2	Shridatta Gayakwad	Vidyavani CR, Uni.of Pune	<a href="mailto:shridattabg90@gmail.com">shridattabg90@gmail.com</a>	8007059090
3	Mahesh Jagtap	Vidyavani CR, Uni.of Pune	<a href="mailto:jmaheshn25@yahoo.co.in">jmaheshn25@yahoo.co.in</a>	9158857070 Office- 020-25690800
4	Shriyogi Mangle	Vidyavani CR, Uni.of Pune	<a href="mailto:shreeyogimangale74@gmail.com">shreeyogimangale74@gmail.com</a>	9850570785
5	Sanjay Chandekar	RadioFTII, CR FTII, Pune	<a href="mailto:sanjaychandekar@yahoo.com">sanjaychandekar@yahoo.com</a>	020-24457595 Office- 020- 25420904/25438904

6	Ashwin Sonone	FTII	<a href="mailto:ashwinsonone@hotmail.com">ashwinsonone@hotmail.com</a>	9960421029 020-25433060
7	Dr. Archana Gautam	FTII	<a href="mailto:archana07-gautam@yahoo.co.in">archana07-gautam@yahoo.co.in</a>	9860588581
8	Anuradha Vajire	FTII	<a href="mailto:anu.vajire@gmail.com">anu.vajire@gmail.com</a>	9923671533
9	Shivkumar C.H.	FTII	<a href="mailto:hosmath09@rediffmail.com">hosmath09@rediffmail.com</a>	7350554309
10	Vrushali Deshmukh	FTII	<a href="mailto:vrushalideshmukh3009@gmail.com">vrushalideshmukh3009@gmail.com</a>	8879305554
11	Deepak Arya	RadioFTII Volunteer (FTII alumnus)	<a href="mailto:deepakarya68@gmail.com">deepakarya68@gmail.com</a> <a href="mailto:deepakarya68@yahoo.com">deepakarya68@yahoo.com</a> <a href="mailto:deepakarya1@rediffmail.com">deepakarya1@rediffmail.com</a>	9768479032 9324439539
12	Neha Deshpande	RadioFTII, FTII	<a href="mailto:nehadeshpande6@gmail.com">nehadeshpande6@gmail.com</a>	9420174867
13	Kanchan Chavan	RadioFTII, FTII	<a href="mailto:kanchan.2968@yahoo.com">kanchan.2968@yahoo.com</a>	7276774038
14	Madhura Shintre	RadioFTII Volunteer	<a href="mailto:madhura.mohak@gmail.com">madhura.mohak@gmail.com</a>	9860303704
15	Smrutika Parekh	RadioFTII Volunteer (SNDT)	<a href="mailto:parekhsmrutika@gmail.com">parekhsmrutika@gmail.com</a>	9960768689
16	Kshitija Jadhav	RadioFTII Volunteer (SNDT)	<a href="mailto:kshitija91@gmail.com">kshitija91@gmail.com</a>	9403168093
17	Suvarna Yenpure	RadioFTII Volunteer	<a href="mailto:sayenpure@gmail.com">sayenpure@gmail.com</a>	8888773514

		(SNDT)		
18	Yuvaraj Jadhav	Vasundhara Vahini, VIIT, Baramati	<a href="mailto:yuvaraj2121@gmail.com">yuvaraj2121@gmail.com</a> <a href="mailto:vasundharact@gmail.com">vasundharact@gmail.com</a>	9881761891
19	Nita Belliappa	IISER, Pune	<a href="mailto:nita.raghuram@gmail.com">nita.raghuram@gmail.com</a>	8007195482

### **CEMCA CCFC Project Representatives**

1. Rukmini Vemraju, Project Director CCFC, Programme Officer CEMCA
2. Rupica Saxena, Project Associate
3. Poonam Shrivastava, Project Associate

### ***Annexure II***

#### **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?

*Annexure III*

**Analysis of the Feedback Forms**

S.NO	QUESTION	SCORE - <i>Scale of 1 (lowest) to 5 (highest)</i>	
<b>To what extent have you gained knowledge about...</b>		<b>N=16</b>	
		<b>Rating</b>	<b>Participants</b>
1	The Community Radio Policy Guidelines	Rating 5	7

		Rating 4	5
		Rating 3	4
2	The Community Radio application procedure as a whole	Rating 5	9
		Rating 4	3
		Rating 3	4
3	The Frequency Allocation (FA) application procedure	Rating 5	7
		Rating 4	5
		Rating 3	4
4	The SACFA application procedure	Rating 5	9
		Rating 4	5
		Rating 3	1
		Rating 2	1
5	The WOL application procedure	Rating 5	9
		Rating 4	2
		Rating 3	4
		Rating 2	1
6	Understanding areas where applicants need most support	Rating 5	7
		Rating 4	6
		Rating 3	2
		Rating 2	1
7	Quality of reference material provided to you	Rating 5	8
		Rating 4	7
		Rating 3	1
8	Interactions with CCFC staff (manner, attitude, patience etc)	Rating 5	12
		Rating 4	4
9	Information provided to you before starting your internship	Rating 5	10
		Rating 4	1
		Rating 3	2
		Rating =< 2	3
10	Logistics	Rating 5	10
		Rating 4	3
		Rating 3	3
11	Your own ability to guide new applicants	Rating 5	6
		Rating 4	5
		Rating 3	4

		Rating 2	1
12	To what extent did this internship match your expectations	Rating 5 Rating 4	8 8
13	Please provide your comments & suggestions <b>KEY POINTS:</b> <ul style="list-style-type: none"> <li>➤ <b>Learnt new things -16 persons</b> (Specific topics mentioned: CR Policy, steps in license procedures, sourcing funds, DAVP empanelment, technical details)</li> <li>➤ <b>Learnt basic skills to become good facilitators - 10 persons</b></li> </ul>		

*Annexure IV*

S.NO	ORGANIZATION	APPLICANT	LOCATION	CONTACT NO.	EMAIL
1	Sri Ranga Kala Niketan	Dr P.J.Bhanushali Mr Sharad Joshi	Kalegaon	9921525086 982206265	drpjbhanusha li@hotmail.c om
2	YogPrabha Bharti Seva Sansthan	Akshay Kulkarni Narendra Patil	Surat	9764004512 9869105868	Aks.kulkarni 22@gmail.co m
3	Man Vikas Sansthan	Biradar Mahesh Pravin Subhashrao Biradar	Latur	9422657278 9921634480	Pravin07yes @gmail.com

*Annexure V*

**CEMCA COMMUNITY RADIO FACILITATION CENTRE**  
**Institutional CCFC Facilitation Workshop, Pune, June 5-7, 2013**



DAY	SESSION	TIME		ACTIVITY
		From	To	
Day 1	I	11:30	12:00	Welcome and Objectives and Overview of Workshop – CEMCA-CCFC
	II	12.00	13.30	Familiarization with CR Policy Guidelines and Understanding the concepts
	Break	13.30	14:30	LUNCH
	III	14:30	16:00	New Application Process for setting up CRS
	Break	16:00	16:30	TEA
	IV	16:30	18:30	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	10.00	11:00	GOPA and WOL
	Break	11.00	11.30	TEA
	X	11.00	13.30	Catering to Existing Functional CR – Renewals and Communications Processes
	Break	13.30	14:30	LUNCH
	XI	14:30	15:30	DAVP Empanelment
		15:30	16:00	Feedback and Way Forward
TEA & CLOSE				

