



सत्यमेव जयते



Report of

Community Radio Awareness Workshop



February

06th-08th, 2019

V E N U E



Mizoram University
A Central University established by an Act of Parliament
Accredited 'A' Grade by NAAC in 2014

Mizoram University, Tanhril, Aizawl,
Mizoram, 796004

Commonwealth Educational Media Centre for Asia,
New Delhi 110016 • www.cemca.org.in

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Community Radio Awareness Workshop

February 6th-8th, 2019, Mizoram

Executive Summary

- ▶ The Workshop was held at Mizoram from February 6th-8th, 2019 at **Guest House Conference Hall, Mizoram University, Mizoram**
- ▶ There were 40 participants in total 29 participants were from Mizoram, 6 from Assam, 4 from Meghalaya and 1 from Tripura.

The expert team included:

- ▶ Prof. N.V.R. Jyoti Kumar, Dean, SEMIS, Mizoram University, Aizawl, Mizoram, Dr. V. Ratnamala, Asst. Professor, Department of Mass Communication, Mizoram University, Aizawl, Mizoram, Mr. Prabhu Dutt Sharma, Deputy Director, CRS Cell, Ministry of Information & Broadcasting, Dr. R. Sreedher, CR Practitioner, Ms Sangeeta Kakoty, Gyan Tranga CR, Guwahati, Assam, Mr. Bhaskar Bhuyan, Brahamputra CR, Dibrugarh, Assam, Mr. Hemanta, Diamond CR, Manipur, Mr. Khushwinder Singh, Manager, BECIL, Noida, Uttar Pradesh, Dr. Shahid Rasool, Director, CEMCA, Ms. Monica Sharma, Programme Assistant, CEMCA, New Delhi.
- ▶ In Inaugural session, Prof. NVR Jyoti Kumar, Dean of School of Economics, Management and Information Sciences (SEMIS) talked about the importance and suitability of radio for citizen's education; as a medium that was Accessible, Affordable and Amenable to use by all people, cutting across literacy barriers.
- ▶ Dr. Shahid Rasool, Director, CEMCA, in his opening remarks, spoke in detail about the need and potential of CR Stations in India and presented CEMCA's vision for development of CR sector. He also shared CEMCA/COL activities in education, skill development and Community Media.
- ▶ Mr. P.D. Sharma Deputy Director, Ministry of Information and Broadcasting, Government of India, Delhi explained about the Community Radio Policy Guidelines Grant Permission for Funding for the existing and new CRS and other rules and recommendations implemented by Govt. of India for CRS sector.
- ▶ Application Process with step by step guidelines for applying, for the new CRS to the participants was explained in detail.
- ▶ Mr. Khushwinder Singh, BECIL, Uttar Pradesh gave a presentation on technical aspects for applying for Community Radio Station and the equipment requirements of CRS. He also demonstrated how the CRS functions.

- ▶ Field trip to **Mizoram Tlangau**, at Tanhril, a Public address System to convey the local messages and important information of Govt. of Mizoram to local community, was very exciting for the participants. The In-charge of PA system demonstrated how the PA system works and expressed his willingness to replace the service of PA System with CRS to widen its reach.
- ▶ Operational CR Stations -Gyan Tranga, Assam and Diamond CR, Manipur shared their valuable experiences with the participants regarding functioning of their Community Radio Stations.
- ▶ In interactive session the participants got the opportunity to discuss about the several operational issues like station management, role of advisory and programme management committees, content diversity, community engagement, etc.
- ▶ Screening of films based on Community radio theme was done that enabled the participants to have a clear understanding regarding the importance of CR Stations in socio- economic development.
- ▶ Session on Sustainability and Content Generation- Building Capacity of Community' by Dr Shahid Rasool, Director CEMCA, gave the idea, how to sustain and ensure the content generation of the community radio station.
- ▶ The Fund Management and Station Management Session, conducted by Dr Sreedher, was based on how to manage the station effectively and mobilise funds to sustain the station in an effectively manner.
- ▶ Eight participants gave an Expression of Interest (EOI) indicating their willingness and enthusiasm in taking the next step of applying for a CR licence.
- ▶ Youth Mizo Association, Mizoram University and Assam University, expressed their willingness to organise such kind of CR awareness workshops in their respective districts.
- ▶ University of Mizoram applied for CR licence and handed over the complete application along with the relevant documents to the Ministry officials on the last day of the workshop.

Background

Community Radio (CR) is recognised as an important tool for enabling people's participation in governance, especially in communities with low literacy rates. Hailed as a medium that can give voice to the voiceless, CR also is well placed to promote and preserve the local culture and heritage of a community. In India, the first community radio policy guidelines were issued in 2002, permitting educational institutions and Krishi Vigyan Kendras to operate community radio stations. This was subsequently amended in 2006 to expand the scope further to include the NGO and civil society based organisations. As the nodal Ministry to permit licences of community radio in the country, the Ministry of Information and Broadcasting (MIB) has been actively engaged in promoting the growth and development of CR in India through a wide range of initiatives designed to encourage good practices among practitioners as well as encourage new entrants into the sector. Conducting C R Awareness workshops every year, across the country in association with different stake holders has been a regular feature of MIB. Approximately seventy such workshops have been conducted since 2007.

The Commonwealth Educational Media Centre for Asia (CEMCA), an important stakeholder in the CR Sector, has made a significant contribution to the sector over the years, including conducting over 40 awareness workshops in the preceding years. This year CEMCA is tasked to conduct two more such workshops In Shillong and in Daman & Diu with support of MIB.

The following pages provide a detailed report of the first C R Awareness Workshop of the year 2018-19, conducted at Mizoram, India from 6th to 8th February, 2019.

Objectives of the Workshop

As outlined in the Expression of Interest (EOI)¹ document of the MIB, the specific objectives of the workshop are as follows:

- I) To generate awareness among the civil society, potential applicants, Government Departments and stake holders.
- ii) To propagate and demystify the Community Radio Policy and its processes.
- iii) To motivate the participant eligible civil society organisations to apply for the license to operate CR Stations.

¹EOI for CRS Workshops/Seminars F.NO. 803/106/2015-CRS

- iv) To explain and demonstrate the application/license process and facilitate “serious” and “eligible” applicants to submit application.
- v) To provide an overview on basic principles of CRS, ownership, process of Capacity building, content generation, technology, management, and sustainability of CR station.
- vi) In order to ensure that participants were apprised of certain basic principles of CR and developed an understanding of the provisions and procedures outlined in the C R policy, the MIB convened a meeting of stakeholders where the broad agenda was discussed and agreed upon, in keeping with the stated objectives of the workshop. Organising agencies had the flexibility to tailor specific sessions by inviting relevant experts and practitioners. Likewise, it was also agreed that basic reference material like policy guidelines document, stages of the application process, a compendium of operating community radio stations etc. would be provided to all participants attending any of the workshops.

CEMCA Workshop Agenda

CEMCA designed the workshop sessions to ensure that participants not only got a good theoretical base but also engaged with key aspects of a community radio operations through a series of interactive sessions and PowerPoint presentations. The sessions included a sectoral overview, policy guidelines and provisions, step-by-step licencing process, technical requirements, content generations, community engagement, day-to-day CR operations and sustainability issues. The workshop participants also made a field trip to Mizoram Tlangau, a Public Address system in Tanhril locality serving the needs of connecting community, which could be turned into Operational Community Radio Station. The participants got to see the functioning of PA system and also understand about the technical set-up required for the community radio.

See Annexure 1- Workshop Agenda

Participants for the Workshop

For the Mizoram Workshop, the CEMCA identified 150 NGOs and Educational institutions from the States of Assam, Mizoram, Manipur and Tripura, Meghalaya. The expected number of participants at the workshop was 40. It may be mentioned here that a very large number of persons in the initial list were not reachable and not responding to email and /or in many cases the telephone numbers provided were incorrect. However, CEMCA used its own networks and those of currently operating CRS to expand the list. Initially, twenty participants confirmed their participation but later twenty more joined at the last minute, and thus forty participants attended the workshop. Some senior students of Mass Communication, Department of the University also attended the workshop.

See Annexure II -List of participants

Logistics

The Workshop was held at **the Conference Hall, Guest House of Mizoram University, Tanhril, Aizawl, Mizoram, 796004**. All the participants stayed in the guest house of the

University. The faculty students and staff of the Department of Mass Communication, the University administration and staff willingly extended a very warm and cordial cooperation to all the experts and participants. In fact, the faculty and staff worked very hard for making the program successful and this was acknowledged by the participants during participants' perception and feedback at the end of the program. The breakfast, lunch and dinner for all the participants was also arranged at the venue.

Registration and Supply of Workshop Kits

Participants were provided with a bag containing a reference book having the C R Policy Guidelines in English, Sample copies of all documents including a filled in dummy Application Form, On-line applications of SACFA, WOL, GOPA and bank-draft formats were shown in the presentation. A step-by-step procedure of the licence procedure was provided for ready reference.

Furthermore, participants were also shown some films on CR made by students of mass communication in India, under the CEMCA C R Video Challenge, a yearly activity.

Workshop Experts

- ▶ Dr. V. Ratnamala, Asst. Professor, Department of Mass Communication, Mizoram University, Aizawl, Mizoram
- ▶ Mr. Prabhu Dutt Sharma, Deputy Director, CRS Cell, Ministry of Information & Broadcasting
Mr. Amit Dwivedi, Asst. Project Director, MIB, GOI
- ▶ Prof. N.V.R. Jyoti Kumar, Dean, SEMIS, Mizoram University, Aizawl, Mizoram
- ▶ Mr. Khushwinder Singh, Manager, BECIL, Noida, Uttar Pradesh
- ▶ Dr. R. Sreedher, CR Practitioner, New Delhi
- ▶ Ms Sangeeta Kakoty, Gyan Tranga CR, Guwahati, Assam
- ▶ Mr. Bhaskar Bhuyan, Brahamputra CR, Dibrugarh, Assam
- ▶ Mr. Hemanta, Diamond CR, Manipur
- ▶ Dr. Shahid Rasool, Director, CEMCA, New Delhi
- ▶ Ms. Monica Sharma, Programme Assistant, CEMCA, New Delhi

CEMCA Facilitators

- ▶ Mr. Sunny Joseph



Day-wise Thematic Sessions

Day - I - February 6th, 2019

1. An Awareness Workshop on Community Radio was held at Guest House Conference Hall, Mizoram University (MZU) from February 6th - 8th, 2019. The Workshop was organised by Ministry of Information and Broadcasting Government of India in collaboration with Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi and in partnership with Department of Mass Communication, Mizoram University, Aizawl.
2. Total 40 participants participated in the workshop. They were very enthusiastic to know about the concept of Community Radio and the procedure to get the license and also the aim of this initiative. Some students of Mass Communication of the Mizoram University also attended the workshop.

Inaugural Session

On February 6th, the 1st Session, the inauguration programme was conducted by **Miss Ruth Hmingchullo**, Faculty of Department of Mass Communication, Mizoram University. The programme started with a welcome speech by **Dr. V. Ratnamala**, Asst. Professor of Mass Communication, Mizoram University.

The felicitation address was then given by **Prof. NVR Jyoti Kumar, Dean of School of Economics**, Management and Information Sciences (SEMIS). He thanked CEMCA for organising the workshop at the University. **Mr. Prabhu Dutt Sharma, Deputy Director** of CRS Cell, Ministry of Information and Broadcasting gave an inaugural address. He spelled out the priorities of MIB in the CR sector and assured all possible help and guidance to the participants for establishing CR stations in their areas. He briefly informed about various issues facing the CR sector and how MIB is supporting and helping CR stations to resolve them.

Dr. Shahid Rasool, Director of Commonwealth Educational Media Centre for Asia, New Delhi addressed the participants and shared the objectives regarding the awareness workshop. He also informed the gathering about CEMCA-COL educational and skill initiatives besides the contribution to CR Sector. He thanked the MIB for trusting and assigning CEMCA to organise this workshop. He added that CEMCA and MIB have a long association over a period of more than 10 years in promoting the community radio development in the country. CEMCA provided assistance to more than 100 CRs, in one way or the other, for facilitating grant of licence. The establishment of community radio stations serve to strengthen the democratic culture of the country by giving voice to voiceless at the grassroots level. In a huge country like India which is multilingual, multi-cultural and multi-religious, the community radio serves the masses that are otherwise neglected by the national mainstream media. Ironically, the focus of the mainstream media is the upper middle class urban population, while the CRs addresses the needs of the community located in

the vicinity of the CRs. The role of CRs especially during the floods and natural calamities helps connecting people and reducing the effects of disaster. As the Government of India is targeting the establishment of nearly 4000 CRs in the country, we, all the stakeholders, have to work on a war footing manner. To make the CR sector, to become self-sufficient and sustainable, CEMCA focuses on content, convergence, and communication. While concluding, he said that the future is promising provided the community is willing to innovate. He said that he is sure, with the enthusiasm and support of MIB, guidance and assistance from CEMCA, we all will together embark on this journey of establishing new CRs.

The Session ended with CEMCA honouring the guests with Flower bouquets and mementos.

In the 2nd Session, there was an Introduction and Interaction with workshop participants chaired under Mr. Prabhu Dutt Sharma, Deputy Director of CRS Cell in I&B Ministry. There were representatives of NGOs from Mizoram, Assam, Tripura and Meghalaya. As it was an introduction session, participants were engaged actively in the session Director CEMCA also participated in the interaction session.

Session III:

Introduction to CR Policy Guidelines and Application Process

In the 3rd Session, Introduction to Community Radio Policy Guidelines and Application Process was conducted by Mr. Prabhu Dutt Sharma, Deputy Director of CRS Cell, I&B Ministry, where the application process and guidelines of community radio were shared with the participants of the workshop. Ms. Monica Sharma also assisted Mr. Prabhu Dutta Sharma to explain the guidelines of Govt. of India and the procedure –step by step for applying of the new CRS to the participants.

Session IV:

Technical sessions on CRS

In the 4th Session, Mr. Khushwinder Singh, Manager of BECIL, Noida, Uttar Pradesh gave a technical presentation on community radio station that enlightened the participants in various ways. Starting from the importance of site selection and getting the exact geo-coordinates of the selected site, the expert made detailed presentations on different aspects like constructing a studio, sound proofing, recording and editing equipment, the requirements for a high-end, medium level and modest operation, indicating the overall cost of various options. Ms. Monica Sharma from CEMCA also gave her valuable input regarding the procedural aspects in terms of getting different licenses from the ministry during the session.

Session V:

The 5th Session was a field visit to the Mizoram Tlangau, located in Tanhril locality, Aizawl, a public address system of the community, which serves urgent communication needs of the community like an Operational Community Radio Station. Mr. Lalkros Mawia, Coordinator and Dr. V. Ratnamala, Asst. Professor of Mass Communication, Mizoram University explained the activities performed through Public Address System. They demonstrated the functioning of a PA system and also explained more about the technical set-up of it. He also spoke about how the PA system functions in Mizoram and also benefitted to the local community. He told that PA system could be easily use as a community radio after getting license which will result to wider reach.

With the help of capacity of community in producing programs, He further informed that local community women were asked to participate in live-in program on health issues through folk songs. This is more so relevant because the local people understand the local dialects. He informed the audience that the sustainability aspect is interwoven with the nature of programs which focus the local community and the advertisement aspect. He desired that local community especially women should be properly trained to produce the programs, targeting the local issues. They also expressed to set up CRS which might be integrated with PA system and facilitate more people due to wider reach as PA system has a limited reach at present. Director CEMCA explained how the existing system can be upgraded into a community radio station increasing its reach and impact.



Day - 2 - February 7th, 2019

Session I & II:

Panel Discussion -How we do it - Experience Sharing by Operational CRS

On Day 2 of February 7th, the 1st Session was sharing of experiences with operational Community Radio Station where **Ms. Sangeeta Kakoty** from Gyan Tranga CR, KK Handiqui Open University, Guwahati, Assam made a power point presentation on the CR Station that has been going for few years. Mr. Hemanta, Diamond CR, Manipur also shared his valuable experiences regarding his Community Radio Station. The participants appreciated their work in the field of social development through Community radio.

Dr. R. Sreedher, senior CR Practitioner had an interactive session with the participants and spoke about Community Radio Station's importance and how useful it is within the community and how it leads to a more informed and developed community.

Panel Discussion continued in the 2nd Session and there was a screening of films that have community radio theme that enabled the participants to have a clear understanding regarding the importance of CR Station. Ms. Monica Sharma facilitated in showing the films with the explanation of importance of CR in social development.

This interactive session generated a lot of interest and questions as C R operators of two stations and CR practitioners shared their experiences on wide ranging topics. The session also raised several operational issues like station management, role of advisory and programme management committees, content diversity, community engagement, etc. Being the session core to the heart of the participants, the discussions went well beyond the stipulated time as participants showed boundless curiosity and interest in different aspects of running a station.

Session III:

Sustainability and Content Generation - Building Capacity of Community

In the 3rd Session, Dr, Shahid Rasool, Director of CEMCA made a detailed presentation on the topic 'Sustainability and Content Generation- Building Capacity of Community'. During his presentation he highlighted the role of CEMCA in CR sector. He explained in detail the CEMCA's **MUSFAE TL2L Model** and the **Temple, Church and Mosque (TCM) model** for sustainability of CR stations. Stressing the need of involving community in functioning of the CR stations he asked CR aspirants to think beyond broadcast and become vibrant Community Service Centres. The CR station should become an effective community centre meeting the urgent communication needs of the community and serving as a bridge between people, the Govt and the outside world. He also talked about CEMCA's recent interventions in capacity building of CR stations and the future programmes. He impressed upon the CR Stations to take advantage of govt programmes, like SWATCH Bharat, Rural Health Mission, Grameen Sadak Yojna etc. for becoming partner in development. This will also help them generate funds for their sustainability. He explained CEMCA'S intervention for integrating CR with skill development, employment and the plans to include SWATCH Bharat Scheme.

Session IV:

Implementation of Projects

In the 4th Session, Dr. R. Sreedher, CR Expert and Practitioner and Dr. V. Ratnamala, Asst. Professor of Mass Communication, Mizoram University had an interaction regarding an implementation of projects which was followed by an interaction session.

Group work and interactive session

During this session, maximum number of participants interacted with Mr. P.D. Sharma. The salient features of this interaction were the emergence of following recommendations:

1. The licencing process should be time bound and the period taken for grant of licence should be shortened to minimum of 6 months.
2. The grant of subsidy should be released timely once the station is functional for three consecutive months.
3. The duration of advertisement by DAVP should be increased as that would add to the financial stability.
4. Enhancement of subsidy from the present limit of 7.5 lakhs.
5. The participants asked whether local cable operator or telephone operator's transmitter could be used by CR.

The MIB official informed the participants that submission of application by online has benefitted the licence seekers to run the CRS. The subsidy remains at the same level now and no further increase is yet thought off. Similarly, no new policy decision is taken regarding increase of advertisement duration/rate by DAVP. However, they assured that the release of subsidy will be given top priority so that the time taken will be very minimum. They were informed that local transmitter could be used with the permission of the concerned department.

Day - 3 - February 8th, 2019

Session I:

Fund and Station Management

This session was largely devoted for how to mobilise funds for effective management of station. As explained during the earlier presentations, Mr.P.D.Sharma encouraged the participants to look for other avenues apart from funds generation from DAVP advertisements and grants from other ministries which sponsor the projects to the CRS. He wished that involvement of community in the management committee of the CRS would go a long way in filling the gap in respect of funds. The subsidy released by the ministry for north east region to the tune of Rs 7.5 lakhs may partly mitigate the financial problem of the station. Unless the local community involvement is ensured the financial problems would exist forever.

On the 3rd Day, i.e. February 8th, the 1st Session was conducted by Dr. Shahid Rasool, Dr. R. Sreedher and Mr. Prabhu Dutt Sharma on how to manage the station and also on how to manage and mobilise funds for the station to operate smoothly and effectively for a long time. Ms. Monica

Sharma also gave valuable feedback during the Workshop regarding Step by Step process to apply for Community Radio station Licence.

Session II:

Open House - FAQs and QAs

The session was moderated by Dr Shahid Rasool, Dr. R.Sreedhar, Ms. Monica Sharma and Mr. P. D. Sharma were present to take the questions and answer them.

1. The last session was an Open House Session where questions were raised and answers given. The feedback was also given by the participants about the workshop. Eight Expressions of Interest were received from the participants and the workshop successfully concluded with a valedictory session. Most of the issues raised by the participants in the open house were:
2. Location of CRs in the hills is critical for getting the frequency
3. Relaxation of the conditions for release of subsidy such as CRs to be functional for consecutive three months.
4. Training of local people in program production
5. Issues and precautions that are to be covered in live-in programming
6. Broadcasting of news by CRs
7. Availability of funds for sustainability of the stations
8. In Mizoram, there are several Young Mizo Associations which are actively involved in the social development. They have shown their interest to get the CR stations in every district.

Participants were apprehensive that licencing will be a big problem for Mizoram. District wise Awareness programs should be organised and Awareness programs should be organised for longer duration.

The panellists responded to them as given below:

1. If the city or proposed location is already having a few CRs, the choice of locations should be shifted so that the already granted frequencies will not come in the way of the new stations.
2. As of now the subsidy is released to the new stations or to the stations which updated the technologies of equipment only after completion of three months during which the station should have been functional.
3. There are several govt. departments which are granting the funds for different projects related to health and socio economic development.
4. The topics which are very close to the heart of the local people and relevant to the time should be covered under the category live-in program. Controversial topics need to be avoided. The CRS must also follow the Broadcast Code of conduct implemented by MIB.
5. Many other departments, agencies working in the area can also sponsor community related programmes bringing more funds for sustainability. Moving beyond broadcasting and serving as a community service centre will help seeking community support.

Dr Shahid Rasool summarised the entire proceedings of the session. The participants freely contributed to this session, raising all types of relevant questions. Towards the end of the session some participants made observations about the workshop. He also thanked MIB and CEMCA for organising a highly rewarding workshop and also expressed their gratitude to the Mizoram University for excellent hospitality.

Recommendations

1. Mr. Samuel Zoramthanpuia, Mizo Students'Union, General Secretary recommended to organise the district wise Awareness workshop in Mizoram specially for Young Mizo Association and separate procedure to get license for NGOs as there are several potential NGOs who are willing to set up CRS.
2. Dr. Charavak, Associate Professor, Department of Mass Communication, Assam University, Silchar has recommended to organise the CR Awareness workshop in partnership with Assam University ,especially for North East India as commuting from North East states to Silchar is comparatively easy.

Concluding Session:

Valediction and Feedback From Participants

The last Session was a formal Valedictory where the vote of thanks was addressed by Mrs. Indira Devi Nongmeithem, Head of Department of Mass Communication, Mizoram University. She presented a brief summary of the workshop and invited the participants to express their views before beginning the valedictory function. She also appreciated the manner in which the workshop was conducted. She advised the participants to look for innovative ways for launching CRSs and maintaining the standards. Most of the participants expressed complete satisfaction on adherence to the schedule of the program and perfect arrangements made and they also gave excellent feedback about the workshop in their feedback forms. The workshop ended on a high note with eight participants (8) giving an Expression of Interest (EOI) indicating their willingness to take the next step of applying for a licence.

She expressed happiness for choosing their institution for organisation of the workshop and wished the participants to become a change agent for the benefit of local community. Dr Shahid Rasool thanked the participants for overwhelming response and Mizoram University for proving excellent support. He also placed on record the appreciation for Ms Anju Nigam, Joint Secretary MIB, Mr. P.D.Sharma , Deputy Director, Mr. Ajay Joshi, Deputy Secretary and Mr Amit Dwivedi, Project Asst. Director, for their active support and guidance in organising the this workshop, adding value to the seriousness of MIB in promoting CR sector. He also congratulated participants who have given the expression of interest.

Media Coverage

The Event was well covered by the local Press.

See Annexure 6 for News clippings.

Workshop Agenda



Community Radio Awareness Workshop

(February 6th-8th, 2019)

Organised by

Ministry of Information and Broadcasting

Government of India

In collaboration with

Commonwealth Educational Media Centre for Asia, New Delhi

In partnership with

Department of Mass Communication, Mizoram University, Aizawl



| AGENDA | |
|--|--|
| Day 1 (February 6th, 2019) | |
| Session I | |
| 09.30-10.00 | Registration |
| 10.00-10.05 | Welcome Address Dr. V. Ratnamala Asst. Professor, Department of Mass Communication, Mizoram University, Aizawl, Mizoram |
| 10.05-10.15 | Felicitation Address Prof. K.R.S. Sambasiva Rao, Vice-Chancellor, Mizoram University, Aizawl, Mizoram |
| 10.15-10.30 | Opening Remarks Dr. Shahid Rasool, Director, Commonwealth Educational Media Centre for Asia, New Delhi |
| 10.30-10.40 | Inaugural Address Mr. Prabhu Dutt Sharma Deputy Director, CRS Cell, Ministry of Information & Broadcasting |
| 10.40-11.00 | Vote of Thanks Prof. N.V.R. Jyoti Kumar, Dean, SEMIS, Mizoram University, Aizawl, Mizoram |
| 11.00-11.30 | TEA BREAK |
| Session II | |
| 11.30-13.00 | Introduction & Interaction with workshop participants Mr. Prabhu Dutt Sharma, Deputy Director, CRS, Ministry of Information & Broadcasting Dr. Shahid Rasool, Director, CEMCA, Dr. R Shreedhar, Consultant, CEMCA |
| 13.00-14.00 | LUNCH BREAK |
| Session III | |
| 14.00-15.00 | Introduction to CR Policy Guidelines and Application Process Mr. Prabhu Dutt Sharma, Deputy Director, CRS, Ministry of Information & Broadcasting Ms. Monica Sharma, CEMCA |
| 15.00-15.30 | TEA BREAK |

| Session IV | |
|--|--|
| 15.30-16.00 | Technical session on CRS Mr. Khushwinder Singh, Manager, BECIL, Noida, Uttar Pradesh Ms. Monica Sharma, CEMCA |
| Session V | |
| 16.00-17.00 | Field visit to Operational CR Mizoram Tlangau (Public Address System) Dr. Ratnamala, Asst. Prof. Mizoram University |
| Day 2 (February 7th, 2019) | |
| Session I | |
| 09.30-10.00 | Interaction with workshop participants Ms. Anju Nigam, IAS, Joint Secretary, Ministry of Information and Broadcasting |
| 10.00-11.30 | Experience sharing with Operational CR Station – Panel Discussion - Chair by - Dr. R Sreedher, CR Practitioner 1. Ms. Sangeeta Kakoty, Gyan Tranga CR, Guwahati, Assam 2. Mr. Bhaskar Bhuyan, Brahamputra CR, Dibrugarh, Assam 3. Mr. Hemanta, Diamond CR, Manipur |
| 11.30-11.45 | TEA BREAK |
| Session II | |
| 11.45-12.45 | Panel Discussion Continues..... |
| 12.45-13.00 | Screening of CR Film |
| 13.00-14.00 | LUNCH BREAK |
| Session III | |
| 14.00-15.00 | Sustainability and Content Generation - Building Capacity of Community Dr. Shahid Rasool, Director, CEMCA |
| 15.00-15.15 | TEA BREAK |
| Session IV | |
| 15.15-16.15 | Implementation of Projects Dr. R. Sreedher, CR Practitioner |
| 16.15-17.30 | Group work and Interactive Session Ms. Anju Nigam, Dr. Shahid Rasool, Dr. R Sreedher |
| Day 3 (February 8th, 2019) | |
| Session I | |
| 10.00-11.30 | Fund Management and Station Management Dr. Shahid Rasool, Dr. R Sreedher, Mr. Prabhu Dutt Sharma, Ms. Monica Sharma |
| 11.30-11.45 | TEA BREAK |
| Session II | |
| 11.45-12.45 | Open House : Ms. Anju Nigam, Dr. Shahid Rasool, Dr. R Sreedher, Ms. Monica Sharma, Mr. Prabhu Dutt Sharma FAQs and QAs Expression of Interest Views from participants |
| 12.45-13.00 | Valedictory |
| 13.00-14.00 | LUNCH BREAK |

Annexure 2

List of participants

| S. No. | Name of Person | Name of the Organisation | Address | Contact Details |
|--------|--|--|--|--|
| 1 | Lalnunthara Superintendent, Bethani Children's Home | Bethani Children's Home Society | District: Aizawl, State: Mizoram Sihhmui, Sairang, Pin - 796410 | Tharahmar07@gmail.com 7005698497 |
| 2 | Lalduhawma | Kabod Inc Pvt Ltd | RZ Annex Building 3RD Floor, Zodin Square, ABOVE CITY Bus Stand, 796001 AIZWAL | Lda6686@gmail.com 9615319204 / 8787675093 |
| 3 | George Plathottam Director, Don Bosco College | Don Bosco College | District: West Garo Hills State: Tura, Don Bosco College, Tura - 794002, Meghalaya | gplath@gmail.com 9868203197 |
| 4 | Christopher Lun Secretary | Goodwill Foundation | PC Lianchungnunga Building, Opp: Aizawl West College, Dawrpui Vengthar, Aizawl - 796001, Mizoram | chrislun3@gmail.com gfoundation97@gmail.com 9436140812 |
| 5 | John Thansanga | Samaritan Society of Mizoram | C-103/A Chanmari, Aizawl, Mizoram - 796007 | jthansanga@yahoo.com 9436159599 |
| 6 | Dr. Lalchhuansanga Pachuau | Tribal Development Society of Mizoram | 3rd Floor, 1/50(i), Near Kulikawn Police Station, Kulikawn, Aizawl – 796005, Mizoram | dr.chs@damdawi.in 9862235327 |
| 7 | C. Vanlalsanga | North East India Tribal Minority Educational and Skills Development (NEITMESD) Society | Y-24/2A, Mission Vengthlang, Aizawl | vanlalsng@gmail.com 8014320744 |
| 8 | Arnicia M.B Kharnaioir | North East Network | North East Network, Beams End Cottage, Springside, Jingkieng, Nongthymmai - 793014 Meghalaya | arnicia@northeastnetwork.org 076409-03274 / 093662-54537 |
| 9 | Annette Dari Kharwanlang | Seng Samla Kynton Massar | Mawlai Kynton Massar Pin Code - 793022 | annetekwantlang@gmail.com 9089981924 |
| 10 | Mayfreen Rynthathiang | GRASSROOT | W - 13 / H - 90, Meghalaya, Shillong | mayfereenlyngdor@gmail.com |
| 11 | Samuel Zoramthanpuia | Mizo Student's Union | P. O. Box 159, Tuikual's Aizawl | Vee.khiangte@gmail.com 8730928274 |
| 12 | Mary Songate | Center for Community Development (CODNERC) | Dr. C.Lalthanga Building, Near Mahatama Gandhi Statue, Zodin Sq Pin - 796001 | 0389-2311617 09862551753 |
| 13 | Shagarika Das | Assam University | Department of Mass Communication, Silchar Assam University | Shagarikadas90@gmail.com 9101441325, 8135079198 |
| 14 | Syed Miraz Ahmed | Development Concern - International | 19, Mother Teresa Path, Hatigaon, Guhwahti - 781038 | syedmirazahmed@gmail.com 7002887048 |
| 15 | Prasenjit Saha | MITRAA Association | Village Post Office, Jogendranagar Bankumari, Agartala Tripura West - 799004 | mrprasenjitji@gmail.com 9402119186, 9436132652 |

| | | | | |
|----|--------------------------------|---|---|---|
| 16 | Samuel Zoramthanpuia | MIZO Student's Union | P. O. Box 159, Tuikual's AIZAWAL MIZORAM | Vee.khiangte@gmail.com |
| 17 | Lallawmzula Tochwawang | Social Action for Empowerment | S.R. Vala Road, Mission Veng, Aizawal, Mizoram | Safe_aizawal@outlook.com 9612521592 |
| 18 | Z.D. Lalmangaihzuai | Zoar Urban Deprived Children's Home | Serchhip Mizoram | zoarchildrenshome@gmail.com 8974807877 |
| 19 | Lalmuansanga Khiangte | Communication Dept., Mizo Conference of SDA | Mizo Conference of SDA Office, Vaivkawn, Aizwal, Mizoram, India, Pin - 796009 | lms.khiangte@gmail.com 894559310 |
| 20 | R Lalfamkima | Serchipp Youth Club | SERCHIPP, Mizoram B-61, PC Lalhela Bldg., Kudamkawn, New Serchipp | Fkaralte@gmail.com 8837366425 |
| 21 | Dilip Kumar | Prerana Bharati Socio Economic Development and Research Society | Near MVM Kathal Road Silcha - 5 | prerenabharati@gmail.com 6000821318 / 9435071848 |
| 22 | Dr. Ratan Kumar | Govt. Kamalanagar College Chawngte | Kamalanagar Chawngte Mizoram | ratanmizoram@gmail.com 9954264630 |
| 23 | Hari Prasad | Govt. Kamalanagar College Chawngte | Kamalanagar Chawngte Mizoram | Renuka9863313763@gmail.com |
| 24 | J. Hwigiduliauwi | Govt. P/S-I Tanhril | | 9612229926 |
| 25 | Debanjaw Sen | DK Science Plaza | Silchar, Cachar Assam | Sendebanjan55@gmail.com |
| 26 | Abdul Aziz Chaudhury | IB Hub SS College | Hailakandi | azizchoudhury@live.com |
| 27 | H Laldinthuanga | Govt. Tanhril MRS-II | | diva@yahoo.com 9862913830 |
| 28 | Lalmawizuala | Tanhril Branch YMA | Tanhril, Vengpui Aizawl Mizoram | Moiaratte.m.r@gmail.com 8794052458 |
| 29 | Saihlupua | Tanhril L.C Tlangau Pubuc Address System Authority | Tanhril, Aizawl Mizoram | 9366400364 |
| 30 | Richard Amac Sawmtlwaga | Soccom social communication commission catholic | Tlangnuam Aizawl Mizoram | 7005932190 |
| 31 | Raja Das | Dr Anamika Ray Memorial Trust | Assam Ghy - 14 Jalukbari | Raj49@gmail.com 9085736439 |
| 32 | Ngolianbima | Govt. Aizawl West College Dawrpui Vengthar | Sekual North Aizawl | aasumsb@gmail.com 8014033567 |
| 33 | Lalmangaihzuai | Pang Zirlai Panel | Vathuampui Lawugflai Distt Mizoram | tefeachongthu@gmail.com 8415846596 |
| 34 | R. Lalbiakfela | Pennet Pentecostal Network (UPC-NEI) | Mualpui | bfelaralte@gmail.com 9612131620 |
| 35 | Lalrinpuii | Womens polytechnic Aizawl | Bawngkawn | Lalrinpuii772@gmail.com 8730963159 |
| 36 | C. Lalramchhana | Govt. Zirtiri Residential Science College | Dintha | Ramchhana.c@gmail.com 9615894260 |
| 37 | Lalhruriltuanga | Govt. Aizawl North College | Baungkhua | Hruaiteasiaken929@gmail.com 8794783159 |
| 38 | T.C Laltlanhlua | Lai Students Assosiation (LSA) | Electric Veng | Laltlanhua27@gmail.com 9615102546 |
| 39 | L.R. Sailo | IIMC | Venghlui | sailolv@gmail.com |
| 40 | S.G. Kashyap | Journalist Visiting Faculty IIMC Aizawl | Aizawl | sgkashyap@gmail.com 9435048049 |

Expression of Interest

The
Jt. Dev.
MIB

EOJ

Sir

Would be interested to explore CR
after we identify a community
to work in.

The workshop was informative

Regards,

Syed Miraz Ahmed
Development Concern - Int'l
Gawahati

98641 05 743

To,

The Joint Secretary,
M.I.B. GOI

Subj: EDI

Sir/Madams,

I, Mr. John Thansanga on behalf of Samaritan Society of Mizoram a non profit organization from Aizawl, Mizoram would like to state my interest on setting up a Community Radio Station in Aizawl after attend the CR awareness workshop held at MZU Guest House confer Hall between 6-8 February 2019 organised by CEMCA.

Add: C-103/A
Chammasi, Aizawl
Mizoram, 796007

Sincerely
JW 8/2/2019
(JOHN THANSANGA)
Secretary
Samaritan Society of Mizoram.

3 days Community Radio Awareness Workshop, Organized by URB, CIMCA and UZRU was a resourceful workshop.

The workshop has widened the understandings about role of radio in community benefits.

Added to this, we are interested to apply for such projects if feasible pertaining all conditions in coming days.

Rebunjan Sen
(DEBANTAN SEN)

CEO, DK Science Plaza (DKSP)

Group of Education, Research & Employment.

dkscienceplaza@gmail.com
www.dkscienceplaza.in

Name - DILIP KUMAR

Date
08/02/2019

Designation - G.S

Organization - Prerna Bharati Socio Economic
Development & Research Society

Address - Kathal Road, Silchar - 788005
(Assam)

email id - prernabharati@gmail.com

Contact - 6000821318, 9435071848 (W)
03842-242633 (O)

अनुभव व्यक्त

भारत सरकार के सूचना एवं प्रसारण मंत्रालय तथा कामनवेल्थ एजुकेशनल मिडिया सेक्टर प्राथमिक द्वारा मिजोरम विश्वविद्यालय के सहयोग से आयोजित तीन दिवसीय कार्यशाला में आकर अच्छा अनुभव हुआ। कम्युनिटी रेडियो पिछड़े व दुर्गम क्षेत्रों के लिए अत्यंत आवश्यक है। मेन स्ट्रीम मिडिया से बहुत सारी जानकारियाँ छूट जाती हैं, जो कम्युनिटी रेडियो के माध्यम से कर पाए जा सकते हैं। आम आदमी तक जानकारियों को सहजता से पहुंचाना तथा आम आदमी की समस्याओं व जरूरतों को आसानी से उजागर कर पाना कम्युनिटी रेडियो द्वारा संभव है।

दिलीप कुमार

To

The Joint Secretary
Ministry of Information and Broadcasting.
Govt. of India.

Subject: Expression of Interest on setting up of CR Stations

Respected Sir,

I have the honour to state that after attending 3-days Community Radio Awareness Workshop at Mizoram University, Aizawl, Mizoram organised by your Ministry in association with CEMCA, New Delhi, we would like to submit our Expression of Interest for setting up of CR Station at Aizawl or anywhere in Mizoram where it may be permitted.

We are looking forward for your kind cooperation and guidances.

Yours faithfully,

Dated: Aizawl
the 8th Feb, 2019


(Dr. LALCHHUANTHANGA PACHUAU)

General Secretary

Tribal Development Society of
Mizoram : Aizawl.

Mb: 9862234327.

Email: tridsom@gmail.com.

COMMUNITY RADIO AWARENESS WORKSHOP

6th-8th Feb 2019 @ MZU Guest House

1. Licensing will be a big problem for Mizoram.
2. Ministry should impart a new or adjust programme for NCA.
3. CR will be a very good advantage in remote place of Mizoram.
4. CR should reach deeper Mizoram.
5. If possible presentation should be done in local language.
6. District wise Awareness should be organised.
7. CR implementation should be made easier for society.
8. My union will need a setup form.



2/19

(SAMUEL ZORAMTHANG)
Mizo Students' Union
General Secretary

To,

The Joint Secretary
Ministry of Information and Broadcasting
Govt of India.

Subject: Request for organising 'Community Radio Awareness Programme' for NGOs and Students' Organisation.

Respected Sir,

It is a privilege that i could attend the three days workshop at MZU regarding Community Radio.

I feel these kind of programme should reach deeper and stronger amongst Mizo Society. Therefore I kindly request you to organise it for larger students participation. If i may, I suggest that in the month of October, my union is holding General Conference at Baisabi, Kolasib District, Mizoram. where thousands of students and NGO from different organisation will be participated, which i feel will be the right time for presentation.

Thanking you in anticipation

Yours.


8/2/19
(SAMUEL ZORAMTHANGAM)



असम विश्वविद्यालय

(एक केन्द्रीय विश्वविद्यालय)
सिलचर 788011
असम, भारत

ASSAM UNIVERSITY

(A Central University)
Silchar 788011
Assam, India

To: The Joint Secretary,
Ministry of Information & Broadcasting
Government of India.

Subject: Holding Community Radio Awareness Workshop at Silchar in collaboration with CEMCA and in partnership of the Department of Mass Communication, Assam University, Silchar.

Sir,

This is to request you to kindly consider holding a Community Radio Awareness Workshop at Silchar in partnership with us as the local organizers, at a mutually convenient date in the similar way the Ministry is going to organize at Alzawal during February 6 to 8, 2019. As a former Officer of Indian Information Service, the undersigned shall be highly obliged if he can get the chance to coordinate such a programme here.

It may also kindly be noted that geographically, Silchar, the main town of the three districts of Barak valley, is located in a centre point of North East India with opportunity for people from Tripura as well as West Bengal to easily participate in the same workshop.

Thanking you,

Yours sincerely,

Dated: January 25, 2019.



Dr. Charvak
Associate Professor

Department of Mass Communication
Assam University, Silchar.

Mobile: 9435172591

mrcharvak@gmail.com

Postal Address:

Flat 353, Suncity Apartments,
Meherpur, Silchar, 788015.

News Clippings



कम्युनिटी रेडियो जागस्कता कार्यशाला मिजोरम विश्वविद्यालय में प्रारंभ

प्रे.सं.शिलचर, ६ फरवरी : आज मिजोरम विश्वविद्यालय के गेट हाउस के सभाकक्ष में सूचना एवं प्रसारण मंत्रालय भारत सरकार तथा कामनवेल्थ एजुकेशनल मीडिया सेंटर एशिया के समुक्त तत्पाधान में मिजोरम विश्वविद्यालय के सहयोग से कम्युनिटी रेडियो जागस्कता कार्यशाला का शुभारंभ किया गया। कार्यशाला के उद्घाटन सत्र में मौजूद हुए मंत्रालय के सी आर सेल के उपनिदेशक पी डी शर्मा ने कहा कि कम्युनिटी रेडियो प्रारंभ करने के ३

महिने के बाद भारत सरकार ७० से ८०% तक धन खरीदने में आर्थिक सहायता प्रदान करती है। अभी तक २२८ सेंटर चल रहे हैं। सेंटर शुरू करने के लिए पहले मंत्रालय में आवेदन करना होता है। फिर उसकी गहन जांच होती है। संबंधित विभागों द्वारा सारी परीक्षा- निरीक्षा की जाती है। सभी कुछ ठीक पाए जाने से लाइसेंस मिलता है। इसका रज १० से १२ फिलोमीटर तक हो सकता है।

कामनवेल्थ एजुकेशनल मीडिया सेंटर एशिया के निदेशक डॉक्टर शाहिद रसूल ने कहा कि इंटरनेट व कम्युनिटी में गैर के वजह से बेरोजगारी है। इसे कम्युनिटी रेडियो के माध्यम से भरा जाएगा। हमारे देश में डिजिटल है किन्तु स्कूल नहीं है। मिजोरम विश्वविद्यालय के डॉन प्रोफेसर एनबीआर ज्योति कुमार ने कहा कि सभी समाचार माध्यम मिलकर भी आम आदमी की आवश्यकता क्या है प्रचार नहीं कर पाते। मैन्स्ट्रीम मीडिया विभिन्न

कामनवेल्थ एजुकेशनल मीडिया सेंटर एशिया के निदेशक डॉक्टर शाहिद रसूल ने कहा कि इंटरनेट व कम्युनिटी में गैर के वजह से बेरोजगारी है। इसे कम्युनिटी रेडियो के माध्यम से भरा जाएगा। हमारे देश में डिजिटल है किन्तु स्कूल नहीं है। मिजोरम विश्वविद्यालय के डॉन प्रोफेसर एनबीआर ज्योति कुमार ने कहा कि सभी समाचार माध्यम मिलकर भी आम आदमी की आवश्यकता क्या है प्रचार नहीं कर पाते। मैन्स्ट्रीम मीडिया विभिन्न



Workshop on community radio

Staff Reporter Aizawl, Feb 7: An awareness workshop on community radio was held at Mizoram University (MZU) on February 6. The workshop was organised by Ministry of Information and Broadcasting Government of India in collaboration with Commonwealth Educational Media Centre for Asia, New Delhi in partnership with Department of Mass Communication, Mizoram University, Aizawl.

The inauguration programme welcoming speech was addressed by Dr V Ratnamala, assistant professor, department of mass communication, MZU. Dr Shahid Rasool, director of commonwealth educational media centre for Asia, New Delhi had an opening remarks regarding the functions of the Commonwealth Educational Media Centre for Asia (CEMCA) on how it was established to promote meaningful and effective use of media technologies for education and training leading to sustainable development through learning.

CEMCA works in seven Commonwealth countries of Asia, namely, Bangladesh, Brunei Darussalam, India, Malaysia, Pakistan, Singapore and Sri Lanka.

Prabhu Dutt Sharma Deputy Director, Community Radio Station (CRS) Cell, Ministry of Information &

Broadcasting had an inaugural speech on how Community Radio was administered by the I&B Ministry, how useful it was and the steps of procedures involved in attaining the license of Community Radio. There are currently 240 CRS and 8 pipelines of CRS in India and 7 numbers of CRS in North-East as well.

Community Radio is the type of radio that caters to the interests of community in the local area, broadcasting material that is popular among local audience emerging as one of the most cost-effective and democratic forms of media that allows participation of people in the process of development.

The awareness workshop aims to spread awareness among the public masses and Non-Government Organisations (NGOs) about the advantages of the Community Radio that can be a major factor for the local community achieving great potentials.

Mizoram University also had received a green signal for the Community Radio Station and it will soon be in function. NGOs from Assam, Meghalaya, Tripura and Mizoram had attended this workshop. There was a technical session conducted by Resource Persons from I&B Ministry. The workshop will last till February 8.



Annexure 6

Photographs of the Workshop





COMMONWEALTH *of* LEARNING

Commonwealth Educational Media Centre for Asia

7/8 Sarv Priya Vihar, New Delhi-110016 India

Tel: +91-11-2653 7146, 2653 7148

e-mail: admin@cemca.org.in

<https://www.facebook.com/cemcacol>

Website: www.cemca.org.in