

Draft Report

Orientation Workshop for Community Radio Stations for Content Creation on Bamboo4SD

Date: August 26, 2019

Venue: USO House

CEMCA organized an orientation workshop for community radio stations for content creation on promoting Bamboo for Sustainable Development on August 26, 2019 at Einstein Hall, USO House, New Delhi.

The Commonwealth Educational Media Centre for Asia (CEMCA) in partnership with the Foundation for MSME Clusters (FMC), Small Industries Development Bank of India (SIDBI) and the Copenhagen Business School (CBS) is implementing a project named as “Promote BambooMSME Clusters for Sustainable Development” partially funded by the European Union (EU) under its SWITCH Asia Programme. The project is implemented in nine states (Arunachal Pradesh, Assam, Chhattisgarh, Jharkhand, Madhya Pradesh, Meghalaya, Mizoram, Odisha, & Tripura) in India. The project is designed to help local communities and other stakeholders for the promotion of green economy, sustainable growth, economic prosperity and poverty reduction along with mitigation of climate change.

It has been planned to use community radio platform to reach to the local communities for promoting bamboo as well as answering the problems of artisans and new entrepreneurs. The workshop was organised with the objectives of orienting CR Stations towards the Bamboo4SD project, identifying themes for the community learning programmes and discussing the process for development and broadcast of the programmes.

Members from 9 CR stations covering 4 states (Assam, Madhya Pradesh, Odisha and Tripura) participated in the programme (one state expressed interest but could not join the programme). Further, community radio experts also joined for guiding the CR Stations and supporting CEMCA as consultants with this project. Experts from FMC also joined for orienting the members towards the project.

Session I

The programme started with a welcome address by Dr. Manas Ranjan Panigrahi to all the members of the programme and was followed up with a round of brief self-introduction of the participants. Mr. Tamal Sarkar, Executive Director, FMC, gave the opening remarks and said that community radio can play a vital role in reaching out to the community and spreading awareness about bamboo and new avenues in the sector.

Prof. Madhu Parhar talked about the potential of community radio and expressed her enthusiasm for involving community radios in producing and broadcasting the programmes on promotion of bamboo as a resource for sustainable development.

At the end, Mr. Dalip Tetri presented the vote of thanks to all the members for participating in the programme.

Session II

Ms Sangeeta Agasty, General Manager and Programme Coordinator, oriented all the participants about the project, its aims and objectives and its relevance for catering to seven Sustainable Development Goals (SDGs). She then showcased images of modern bamboo products including lifestyle products, handicrafts, furniture, housing products and bamboo fabrics, opening the path of opportunities in the bamboo sector. She also shared the details of hubs and scopes covered in a particular state for the implementation of the project and the supporting teams working in the fields.

Session III

This session was designed for defining the role that community radio and community learning programmes can play in promoting 'Bamboo MSME Clusters for Sustainable Development' and the session was led by Dr. Ujjwala Tirkey, Scientist, DST, and Dr. Ankuran Dutta, Associate Professor, Gauhati University.

Dr. Tirkey discussed about the avenues for developing programmes on various aspects of bamboo, she also focused on the mandate of Govt. of India to remove plastic and presented bamboo as a substitute for the same at many places. She requested the members to start with a base line survey for the need identification.

Dr. Dutta talked about the nitty-gritties of community learning programmes. He said that the CLP model is based on down to top approach, and not the reverse. He added community participation is very necessary in CLP. He then invited all the participants to add to the concept map build around a major idea- 'Bamboo for Livelihood'. He then explained about the participatory and non-participatory approach in CLP. He also introduced the members to the message matrix where bad behaviour and good behaviour were explained with their expected consequence and benefits.

Session IV

The last session of the day was a discussion session directing to develop a plan for preparing programmes for CRs. The complete process was explained to identify the various areas which can be focused for programme production. The major areas outlined for programmes were promotional, technical and managerial, and problem solving (need based).

After briefing about the areas to be covered in production, inputs regarding target groups (stakeholders) of bamboo industry were invited from the participants. Once a list of stakeholders appeared, an attempt was made to understand the major constituents of the population. On the basis of target groups and population in those groups, a number of videos were planned. Mr. Mukesh Gulati (FMC) moderated on identifying the topics of videos based on the need of identification done for target groups, the same has been depicted in the table 1.

Table 1

Target Groups	Awareness (Business Opportunity)	Market Linkages	Schemes/ Financial Institutions/ Banks	Technical	No. of Modules
Farmers with Land	<ul style="list-style-type: none"> Plantation Storage Depot Treatment 	B2B B2C	Special Schemes	Scientific ways of plantation / harvesting	Module 2: (incorporating all the segments)
Unemployed Youth/ Middle Aged	<ul style="list-style-type: none"> Furniture - Moodhas Bamboo Blinds Small Huts Bags Dustbins, Boxes, Lamps, Home décor, Brooms, Agarbatti sticks Rakhi, Diwali lights, charcoal, jewellery Pens, Kitchen Items 	Aggregators, Wholesalers Retailers	Special Schemes		Module 3: (Fur & Moodhas) Module 4: Bamboo Blinds Module 5: Small Huts Module 6: Lifestyle and craft I Module 7: Lifestyle and Craft II (if required)
Homemakers (Women)	Same as Unemployed youth (some of these can be targeted to women)				
Existing Enterprise	<ul style="list-style-type: none"> Value Addition (Uniformity, design, colouring & accessories) Cost Cutting Waste Selling / Management 	New markets Online markets		New technology	Module 8: Covering all the segments
Service Providers	<ul style="list-style-type: none"> Cutting Units Trading Online 				Module 9: Covering all the options and

	marketing <ul style="list-style-type: none"> • Repairing/ Varnishing • Exhibitions • Packaging 				segments
Consumers					If required

It was discussed to prepare **Module 1** as a general module on Enterprise Development Options/ Opportunities in bamboo sector and the **last module** was planned to be based on Q&A. It was discussed to have experts from various fields answering to the questions from listeners. A few other relevant areas were shortlisted to be incorporated in previous modules or prepare need-based new modules and skip which are not relevant to state; they were: Investment, Income, Land and Building.

It was further discussed to either include TA's contact details for further queries by listeners or the contact details of radio station along with contact person, phone number, and address. It was decided that in the latter case, radio station will take contact details of the callers and mail the compiled data to TA's for further follow ups.

The programme ended with a formal vote of thanks by Prof. Madhu Parhar to all the participants, and experts.