

PRE-PCF8 WORKSHOP ON *Community Radio – Transition from Listener to Learner (TL2L)*

The graphic features a central illustration of a radio with two stylized human figures (one orange, one green) behind it, with white concentric arcs representing radio waves emanating from the top. Two small logos are positioned at the top corners of the graphic area. Below the illustration, the text reads 'Pre-conference workshop at PCF8 in Malaysia on'. A large blue banner with white text contains the title 'COMMUNITY RADIO: Transition from Listener to Learner'. At the bottom, the date and venue are listed.

C·O·L
CEMCA

C·O·L
CEMCA

Pre-conference workshop
at PCF8 in Malaysia on

**COMMUNITY RADIO:
Transition from
Listener to Learner**

Date
November 26th, 2016
from 9:30 am to 5:30 pm

Venue
Traders Hotel, Kuala Lumpur
Malaysia

Organized By



Commonwealth Educational Media Centre for Asia (CEMCA)

7/8 Sarvpriya Vihar, New Delhi – 110016

www.cemca.org



Table of Contents

Background.....	4
Objective of the Workshop	4
Workshop Schedule.....	5
Proceedings of the Workshop	6
Welcome Address.....	6
Session I - Community Radio –From listener to learner: COL’s experience.....	6
Session II - Community Radio –Experiences from Kenya	7
Session III - Community Radio –Experiences from Uganda.....	8
Session IV - Potential & Challenges of CR in India.....	9
Session V - Empowering Women through Communicating Science of Health & Nutrition	9
Output of the Workshop	10
Alfaz-e-Mewat	10
Rudi No Radio	10
Radio Benziger.....	11
Deccan Radio	11
Way Forward - Outcome of the Workshop to be Achieved.....	12
About Speakers	12
Attendance Sheet.....	14

Background

In many African countries, especially in Kenya, Uganda and Tanzania, the community radio developments have reached a stage where the listeners are increasingly turning into learners and the transition is being moderated by the proactive involvement of CR Stations under the guidance of Community Radio experts. Kenya AIDS intervention Prevention Project Group (KAIPPG) participated in a study commissioned by COL in 2012 to ascertain relationship between learning, profit efficiency, food security and empowerment. Findings indicated that radio is widely owned and listened to by farmers in Western Kenya to improve their knowledge, attitudes and practices in farming. KAIPPG used community radio in building the capacity of 4,800 community members on the theme of “women and health”. 87% of these members were women and KAIPPG has achieved very good results. Similarly, Matumaini Mapya have reached more than 4,500 learners using radio.

CEMCA for the last many years has also been engaged in capacity building of Community Radio Stations in India; making a silent but significant contribution. Many baseline studies and capacity building interventions in programme production and dissemination, involving local population have shown encouraging results, making marked difference in the special lives of ‘ordinary people’. Some of the CR Stations are doing a commendable job in community development despite having meagre resources.

The CEMCA 6-year Strategic Plan (2015-21), also envisages to help CR Stations to move from listener orientation to learner orientation. Therefore, it is important to explore the possibility of building capacity of CR Stations and help them to experience and enforce the change in strategy that may, in the long run, help in achieving the goal of sustainable development through community media.

In the light of above, CEMCA organized a one-day Pre-Conference workshop during PCF8 at Malaysia to facilitate sharing of learning and best-practices from success stories from Africa & India, aimed at developing a model for systematically transitioning a listener to a learner.

The forenoon session of the workshop focussed on the experiences of Kenya and Uganda, while the afternoon session focussed on discussing case studies from India followed by developing strategies for the carving the “way forward” and listing activities based on the forenoon learning. The CR practitioners attending the workshop will later serve as resource persons playing a crucial role in building the capacity of rest of the CRs in India and other Commonwealth Asian Countries.

The workshop participants can also attend PCF8 which will help them to understand ODL in formal and non-formal and informal education as well as issues concerning women, gender and health.

Objective of the Workshop

The workshop was conducted to facilitate Knowledge Sharing between community radio practitioners from Africa and India. The discussions were case-study based leading to -

1. Identification of essential components of a model or ingredients of a recipe for transitioning a person from passive listenership to active learnership, and
2. Formulating a plan to create research based model success stories for CR stations in India where the positive correlation of using community media and social development can be proven statistically.

Workshop Schedule

Community Radio: Transition from Listener to Learner			
on Nov 26th, 2016 from 9:30 am to 5:00 pm			
@ Traders Hotel, Kuala Lumpur, Malaysia			
Start Time	End Time	Activity	Resource Person
0930 hrs	0940 hrs	Welcoming the Participants & Ice Breaking	Director CEMCA
0940 hrs	1000 hrs	Opening Remarks	President COL / Vice President COL
1000 hrs	1055 hrs	Community Radio –From listener to learner: COL’s experience	Mr. James Onyango, Education Specialist COL
1055 hrs	1105 hrs	Tea & Snacks	
1105 hrs	1155 hrs	Community Radio –Experiences from Kenya	Ms. Nancy Achieng of KAIPPG, Kenya
1155 hrs	1200 hrs	Community Radio –Experiences from Uganda	Dr. Moses Tenywa, AGINSBA, Uganda
1300 hrs	1400 hrs	Lunch Break	
1400 hrs	1430 hrs	Exploring potential and challenges of Community Media in India	Dr. R Sreedher
1430 hrs	1500 hrs	Empowering Women through Communicating Science of Health & Nutrition : A Healthy Recipe on Radio	Ms. Ujjwala Tirkey
1500 hrs	1510 hrs	Tea & Snacks	
1540 hrs	1610 hrs	Drafting recommendations for the “Way forward” for each CR Station, based on the day long deliberations.	Ms. Sanjogita Mishra & Dr. Manas Panigrahi Programme Officers CEMCA
1610 hrs	1620 hrs	Presentation of Draft Action Plan for CR Station - Alfaz-e-Mewat	Ms. Pooja Murada, S M Sehgal Foundation
1620 hrs	1630 hrs	Presentation of Draft Action Plan for CR Station - Rudi No Radio	Ms. Namrata Bali, Indian Academy for Self Employed Women (IASEW)
1630 hrs	1640 hrs	Presentation of Draft Action Plan for CR Station - Radio Benziger	Mr. Ferdinand Peter, Bishop Benziger Hospital
1640 hrs	1650 hrs	Presentation of Draft Action Plan for CR Station - Deccan Radio	Mohammed Zahed Ali Farooqui, Siasat Daily
1650 hrs	1700 hrs	Vote of thanks.	Ms. Sanjogita Mishra, Programme Officer CEMCA

Proceedings of the Workshop

Welcome Address

On the morning on Nov 26, 2016 on the 32nd floor, of Traders Hotel, right in front of the Twin Towers of Malaysia, the workshop commenced with a warm welcome by Dr. Shahid Rasool, Director CEMCA. Dr. Rasool stated the objectives of the workshop and stressed on the need for sustained efforts to carry forward the agenda. “This workshop is only the beginning of a long journey”, he said. The participants were from Kenya, Tanzania, Uganda, Sri Lanka and India. Dr. K Balasubramanian, Vice President COL played the role of a good moderator who started with an ice-breaking session of introduction.

Dr. Bala started by explaining the role of COL & CEMCA and the significance of Sustainable Development Goal (SDG) 4, i.e. “Quality Education – To ensure inclusive and equitable quality education and promote lifelong learning opportunities for all”. He remarked that the significance of this SDG is remarkably high because it helps achieve many other SDGs. Therefore, COL and CEMCA’s focus on formal, non-formal and informal learning is pivotal to achieving many other economic, social and environmental development goals. He also narrated how a few years ago the African countries had adopted the concept of “Table Banking” from their visit to India. Similarly, he urged that Indian CR Stations may adopt the approach that many African NGOs are taking to transition their listeners to being learners.

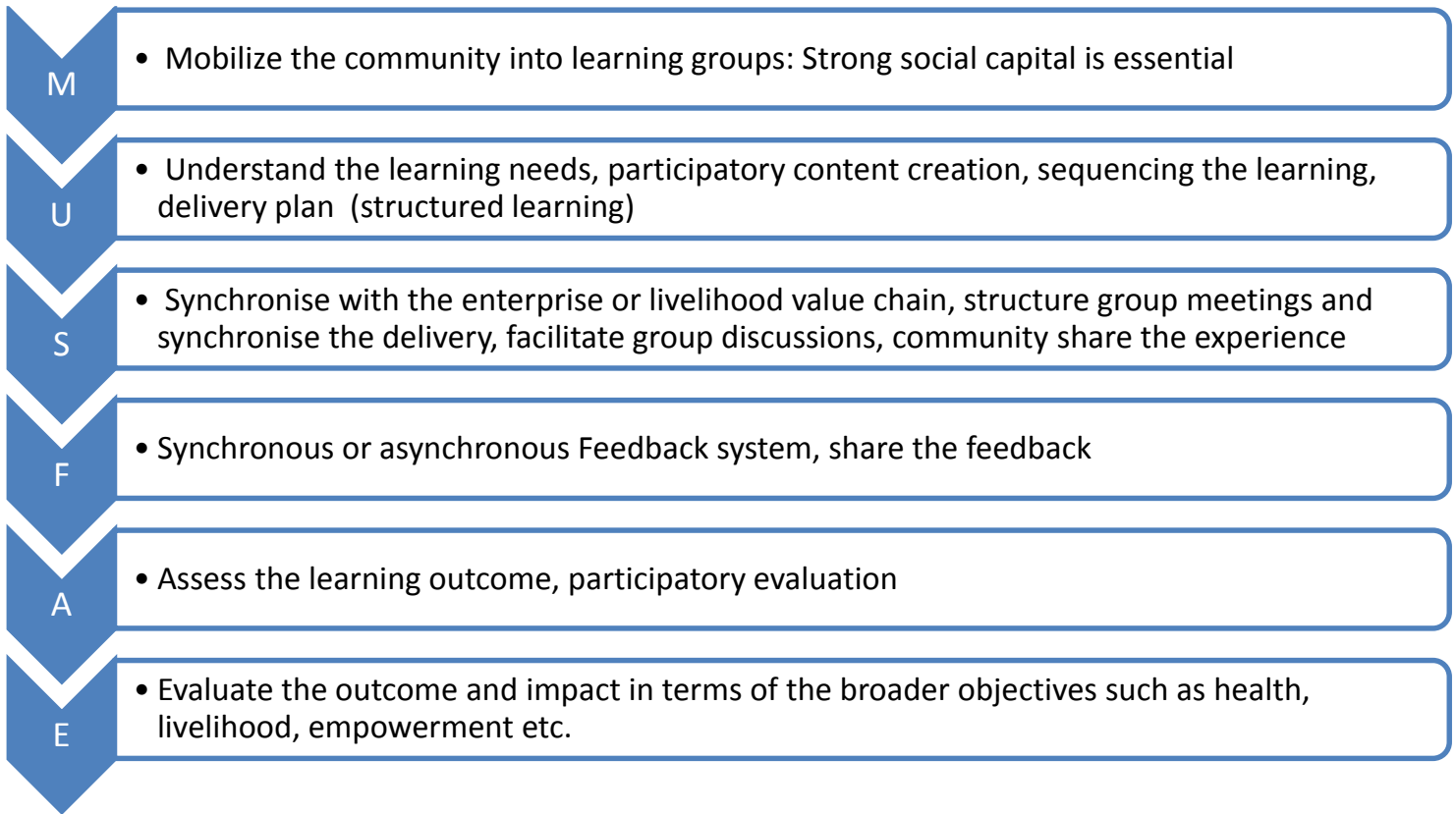
Prof. Asha Kanwar, President COL, addressed the gathering and desired that the participants reflect on the need to reach the last one in the queue. She briefly talked about some success stories like the Community Learning Programme in Malawi. She also mentioned that recognition of learning in terms of a certification may be a big incentive for the person from a marginalized community. She encouraged each one of us to try innovative methods to reach the unreached and make a difference in the lives of people.

Session I - Community Radio –From listener to learner: COL’s experience

Mr. James Onyango, Education Specialist, Lifelong Learning for Farmers (L3F) was the first presenter of the day setting the tone of the day by giving a holistic view on the Listener to Learner(L2L) model. His presentation titled “Community Radio for Farmer Education - Graduating from Listener to Learner: COL Experience” was based on long years of his experience in the field, especially in countries of Africa. In particular, he mentioned about COL’s Experience in Community Learning Process - Phukusi la Moyo (Bag of Life) in Mchinji district of Malawi. Using this case study, he touched upon the following pillars L2L model –

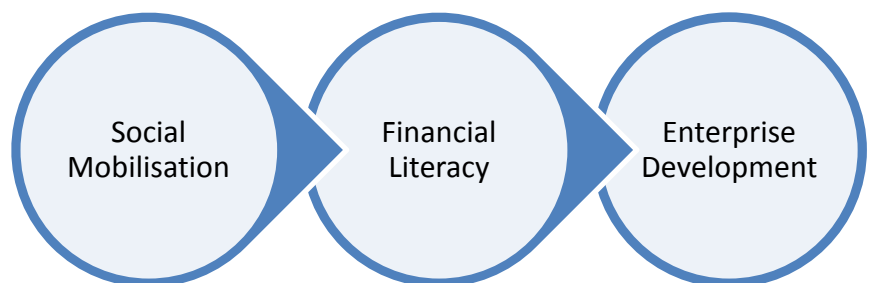
- Group Based Blended Learning
- Participatory Content Development
- Semi-Structured Learning Process
- Strong feedback mechanism
- Participatory Monitoring and Evaluation

He also proposed a MUSFAE framework for L2L model –

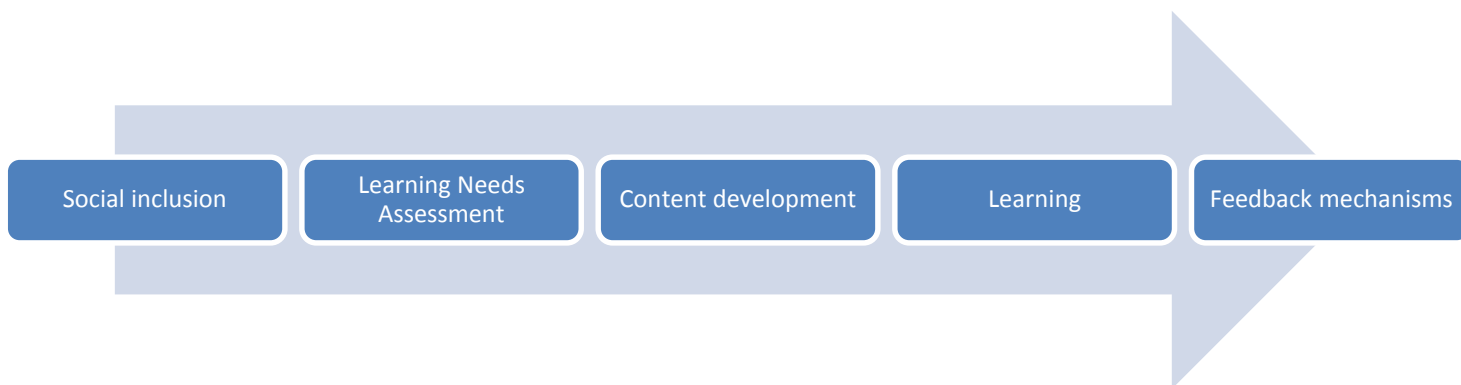


Session II - Community Radio –Experiences from Kenya

Ms. Nancy Achieng presented the case study from Kenya based on her work in Kenya AIDS intervention Prevention Project Group (KAIPPG). Her presentation titled “USE OF RADIO IN FARMER EDUCATION IN WESTERN KENYA” was informative and thought provoking. She said that utilizes L3F as an informal process of continuous learning. The most interesting feature of the case study was KAIPPG’s role to promote livelihoods through sustainable agricultural practices focusing on Social Mobilisation, Financial Literacy and Enterprise Development. This convergence, as remarked by the group gave a holistic approach to the initiative and must have played an important role in ensuring success.



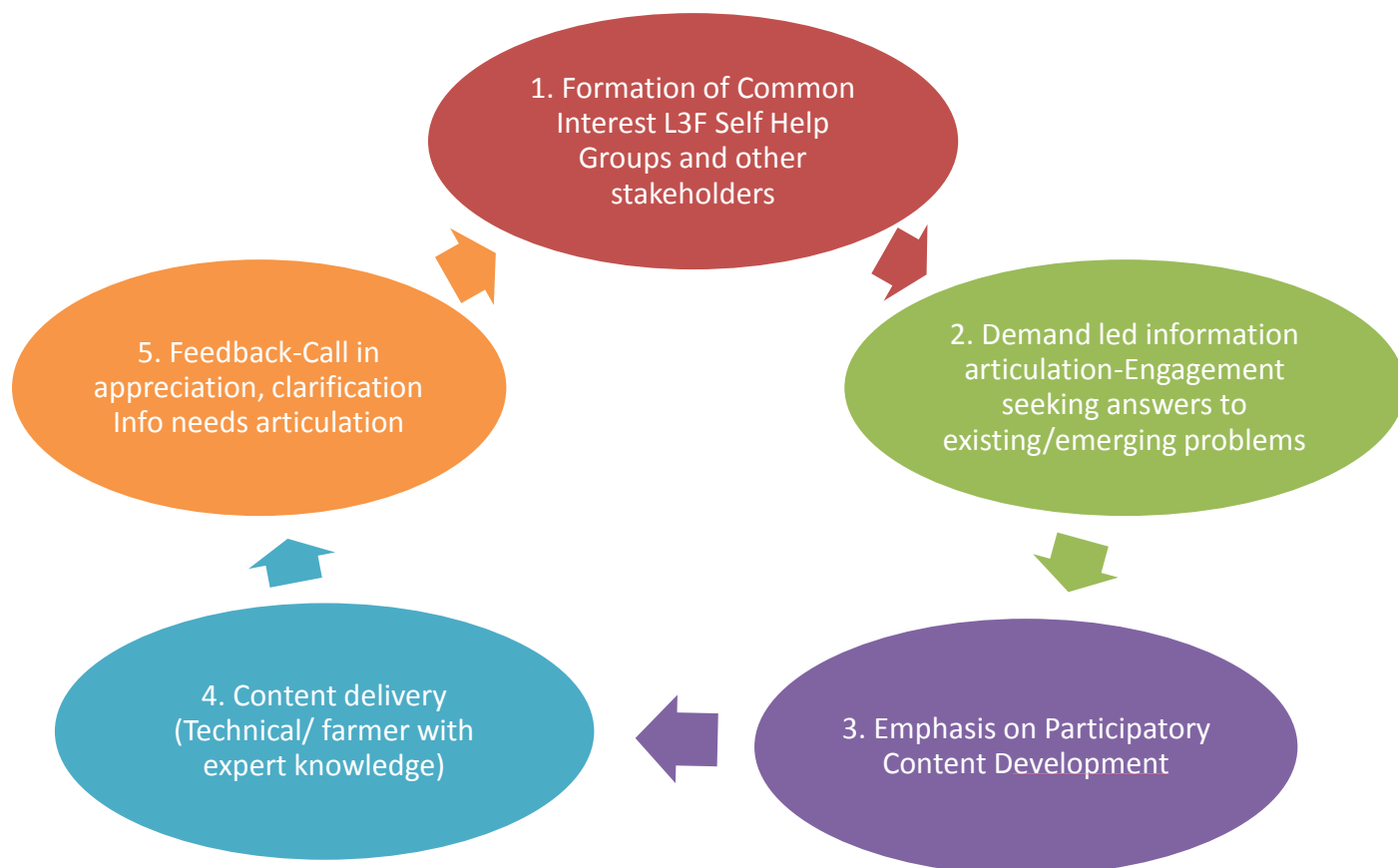
She worked extensively with HIV affected community and her organisation has successfully addressed the health, nutrition and food security. She reflected on the pillars of L2L model and identified them to be the following –



Session III - Community Radio –Experiences from Uganda

Dr. Moses Tenywa from Agricultural Innovation System Brokerage Association (AGINSBA) presented the model used for L3F (Lifelong Learning for Farmers) in Uganda. He emphasized on using ICTs to enhance the interactivity of Radio. This includes – Call-Ins, Call – Outs, SMS, Voice Messages, IVRs, Facilitated Listening and Web-Based Platforms. He demonstrated a website backed by a Database that helps the farmers to interact. Farmers can record their queries and send them. These then get sent to the appropriate experts who either broadcast their answers or provide them on the website.

The important parts of the L2L model as identified by him are –



Session IV - Potential & Challenges of CR in India

Dr. R. Sreedher took the participants through the journey of CR Stations in India. His presentation showcased the work done by many CR Stations with a collage of pictures showing the true involvement of Community in these CR Stations. His presentation triggered some interesting debates and discussions related to financial sustainability of CR Stations. The appropriateness of running commercial advertisements on CR was discussed at length. He also stressed upon the need for policy amendments for CR licensing process. Giving his inputs about Listener to Learner conversion, he laid emphasis on conducting Baseline Surveys and Field activities. He said that there was a need to train people working in CR Stations formally.

The key highlight of his presentation was the wide potential of CR sector in India. He said that all Developmental agencies get easy access to grass roots through the Community Radios but only a few like Department of Science and Technology, Panchayati Raj, TB awareness, Agriculture, Consumer affairs, Free legal aid, are making use of it. He informed that in India, the spectrum available can support up to 4000 CR stations as against the 200 existing CR Stations. He also informed the group that advertisements from the government could cover at least 30% of running expenditure. But as of now, only 50% of the CR stations are empanelled. The Government in India also provides 50% subsidy for capital expenditure, but only a dozen stations have received reimbursements. He observed that the need of the hour is Liberalisation of the licensing policy. Its high time that the “Single window” concept be adopted by the government. He also said that a comprehensive training and orientation to potential CR managers and production staff was needed. Through Community participation, voluntarism and crowd funding, CR Stations can move towards sustainability.

Session V - Empowering Women through Communicating Science of Health & Nutrition

Ms. Ujjwala Tripti Tirkey presented a “Healthy Recipe on Radio” for women empowerment through telling them about Health and Nutrition. Ms. Tirkey has been a pioneer in using the Community Radios of India as a medium to improve the lives of people of the community. She has played a pivotal role in commencing two programmes, namely, “Science for Women’s Health & Nutrition” (SFWHN) and “Radio Mathematics” for Department of Science & Technology (DST). The former is a series of 365 episodes on improving Women’s Health & Nutrition and the latter is a series of 182 episodes to help people with no literacy or numeracy understand simple mathematics connecting it to their day to day lives. So far 40 CR Stations have participated in SFWHN producing a total of 14,600 episodes in 11 states in 9 languages. Both the programmes have used the “Community Learning Programme” model where there has been Baseline Studies on target audience, followed by Capacity Building and Content creation. Broadcast has been followed up by Field Activities, audience feedback and end line survey.

Ms. Ujjwala Tirkey who is on her way to earn her doctoral degree on the same subject has defined a mathematical model to measure the following through indices, namely,

1. Radio health/maths listening and participation index
2. Content assimilation and cognition index
3. Radio health/maths attitudinal change index
4. Sustainability of engagement index
5. Overall radio health/maths women empowerment Index
6. Average women empowerment radio health Index (considering three radio stations)

Very scientifically she has proven the following outcome of using Community Radio for bringing about Social Change –

- Strong mobilization and inspiration of women to become active recipients and participants
- Collective listening leading to a wider inclusive pattern of listening. Programs comprehensible and easy to understand.
- Content assimilation and cognition index around 0.70 showing abilities acquired by the listeners to solve every-day health problems
- Women started taking decisions
- Formation of health clubs, buying cell phone with radio, opening bank account, taking health insurance
- Want to become women health campaigners - taking training in a preliminary course in women health care

She concluded her presentation by expressing the need of integrating Community Radios with other media like ICT, mobile etc.

Output of the Workshop

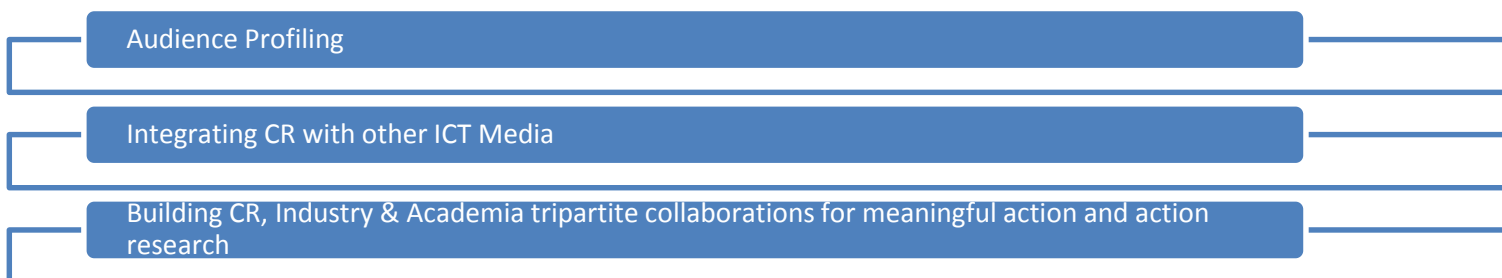
Representatives from four CR Stations from India participated in the workshop, namely,

1. Ms. Pooja Murada from S M Sehgal Foundation running CR Station named Alfaz-e-Mewat
2. Mr. Ferdinand Peter from Bishop Benziger Hospital running CR Station named CR Benziger
3. Mohammed Zahed Ali Farooqui from Siasat Daily running CR Station named Deccan Radio
4. Ms. Namrata Chandramohan Bali from Indian Academy for Self Employed Women (IASEW) running CR Station named Rudi No Radio

All the four participants contributed actively to the discussion. After having heard all the speakers, the four participants were paired up with four resource persons, namely, Ms. Ujjwala Tirkey, Dr. R. Sreedher, Dr. Manas Panigrahi & Ms. Sanjogita Mishra. Each of the participants paired up with their resource person got into one-on-one discussion and planning. Based on the deliberations of the day, through discussions with the resource persons, the four participants drafted an action plan to integrate the learnings of the workshop in their present way of running the CR Stations in order to ensure that a scientific and systematic process emerges to facilitate transition of a Listener to Learner and a Learner to be an empowered individual. They also presented their draft action plans to the group.

Alfaz-e-Mewat

Ms. Pooja Murada in her presentation expressed that she would focus on the following –



Rudi No Radio

Ms. Namrata Bali said that her organization currently caters to a wide variety of audience with a variety of programmes that can be broadly classified as follows –

- a. Women Livelihood

- a. Traditional
- b. Non-Traditional
- b. Health & Nutrition
- c. Youth & Children
 - a. Career counselling
 - b. SUPW (Socially Useful Productive Work)
 - c. Art & Craft.

Namrata said they will create a “Grassroots Learners ‘Academy” and conduct action research through the following steps –



Radio Benziger

Mr. Ferdinand Peter explained that Radio Benziger generally caters to Fishermen and Fisherwomen or other women of working class. Their focus so far has been –

- Health &
- Financial Literacy

He said he will focus on the following 5 steps –



Deccan Radio

Mohammed Zahed Ali Farooqui informed the group that they have fairly large listener base. However, the growth has been organic and they have not kept a track of their listeners. They work with a wide variety of listeners ranging from fruit vendors to youth aspiring for jobs in BPOs. Since the CR Station works in an Urban location and they own learning

centers, Mr. Zahed Farooqui agreed to integrate the principles of conversion of Listeners to Learners in a specific programme called “English for Employability” and track the benefits it can bring to aspiring youth in that locality. He also said that their CR Station will now focus on maintaining listener data in a systematic way and focus on Analytics.

Way Forward - Outcome of the Workshop to be Achieved

The workshop was extremely useful for CEMCA. As a result of this learnings, CEMCA will do the following in years 2016-17 and 2017-18.

1. CEMCA will further understand and build upon the indices for measuring empowerment and transition from listener and learner.
2. CEMCA will further work with these four CR Stations in making them “Model CR Stations”.
3. CEMCA will publish a white paper in the context of CR Stations & Listener behaviors in India & Bangladesh based on the learnings and will pilot and launch a TL2L model.
4. CEMCA will also integrate the learnings and the emerging model into all of its ongoing programmes, which includes –
 - a. Baseline, End line study & Capacity Building workshops for 14 CR Stations being done for SFWHN series for DST – Additional Funding
 - b. Capacity Building workshop for 5 CR Stations in Bangladesh being done by Rupantar – Core Funding
 - c. Capacity Building workshop for 8 CR Stations from eastern India in Guwahati being done by Dr. Anamika Ray Memorial Trust (ARMT) – Core funding

About Speakers



JAMES ONYANGO

Email: jonyango@col.org

Telephone: (+1) 604-775-8224

A national of Kenya, James obtained his Master of Science Degree in Organisational Development from United States International University and Bachelor of Science from Kenyatta University. Currently, he is the Education Specialist for Agriculture and Livelihoods at the Commonwealth of Learning (COL). Over the last ten years, James has been actively involved in shaping COL’s Lifelong Learning for Farmers’ (L3F) programme initiative, which has been credited for transforming livelihoods of hundreds of thousands of marginalised farming communities across the

Commonwealth.



NANCY ACHIENG' MAKOKHA

Email: nancie.a2008@yahoo.com,

jnancie@gmail.com

Telephone: (+254) 711209692,
774209692, 734601502

Nancy has a Master’s Degree in Community Health and Development from Great Lakes University of Kisumu-Kenya and a Bachelor’s Degree in Adult and Community Education from Makerere University-Uganda. Nancy is currently working as a Program Manager with KAIPPG and a part time Lecturer at Great Lakes University of Kisumu. Nancy investigated unique cases that attracted many eyes, like; Treatment seeking behaviours and patterns for under five (<5 years) parents in marginalised communities and influencing factors for PMTCT uptake in

Western Kenya. Nancy has passion for transforming the lives of marginalised communities. She will be presenting Kenya’s case on the use of radio as a learning tool for Sustainable Agricultural Practices.



MOSES TENYWA

Email: tenywamakooma@yahoo.com

Telephone: +256 772827710,
+256 701827710

Moses Tenywa holds a PhD in soil and water management from The Ohio State University, Columbus, Ohio and working at Makerere University. Has supervised 10 PhDs and over 25 MScs with over 40 publications in refereed journals. Since 2007 has been working with Commonwealth of Learning to improve livelihoods using ICT. In 2009 embarked on using the L3F model with three (3) pillars, namely; 1. Social capital, 2. Human resource skilling and development using ICT and 3. Access to finance and markets. The proof of L3F concept was successfully done

with communities lifted out of poverty, empowered and published.



R. SREEDHER

Email: r.sreedher@gmail.com

Telephone: (+91) 9810778459

Dr. R. Sreedher is at present Consultant, Community Media at Commonwealth Educational Media Centre for Asia

(CEMCA) at New Delhi, India and is the former Director of CEMCA. He has also served as consultants to UNESCO, UNICEF and Commonwealth of Learning in matters of Educational Media in many countries including Afghanistan, Maldives and Malaysia.

He has been credited with launching of many TV channels for the National Broadcaster, especially the Educational TV channels Gyan Darshan, Eklavya and Vyas. He was responsible for launching the Gyan Vani-Educational FM channels and also the first campus community radio in India.



UJJWALA TRIPTI TIRKEY

Email: ujjwala26@gmail.com,

ujjwala@nic.in

Telephone: (+91)9818188536

A Mathematician by education and a science communicator by profession, she is working in the field for more than 25 years. She joined Department of Science & Technology in 1988 and since then has been involved in planning and formulating implementation of S&T Communication & Popularisation programmes and activities in the country and monitoring their impact. Among other countrywide programmes, she is responsible for initiating

'Science for women's health & nutrition' programmes through more than 40 community radios and 'Radio Mathematics', another popular programme through ten community radio stations. She will be submitting her Ph.D thesis shortly on impact of science communication programmes through community radio. Presently she is looking after the scientific research and exchange programmes with several countries as part of International Cooperation-bilateral programmes of the Department of Science & Technology.

Attendance Sheet



By Shangri-La

No.	Name	Organization	Email	Phone	Sign
1.	Sanjogita Mishra	CEMCA	sanjogitamishra@col.org	+91 9701703777	
2.	Nany Achieng	KAIPLI	inancie@gmail.com	+254711209692	
3.	Vitalis Dgemah	MMUST	vogemah@mmust.ac.ke	+254713331444	
4.	Zahed Farooqui	DECCAN RADIO	zahedfarooqui@gmail.com	+91-9848256515	
5.	P. THAMIZOLI	COL-consultant	Thamizoli@hotmail.com	9940669488	
6.	ALEXIS CARR	COL	acarr@col.org	+17789285130	
7.	MANAS RANTAN	CEMCA	mpanigral@col.org	+919850154010	
8.	LEOPOLD RWEYEMAMBE	LBF TANZANIA, MM	katula51@yahoo.com	+255 71313168	
9.	POOJA G. MURADA	S M Sehgal Foundation	Poojamurada@smsfoundation.org	+91 9810529324	
10.	Ferdinand Peter	Radio Benziger	radubenziger@gmail.com	+91 9744722299	
11.	Ujjwala T. Tikey	Dept. of Sci. & Technology	ujwala@nic.in	+91 9818188536	
12.	Moses Teng'ez	Makerepe University	hteng'ez@makerepe.ac.ug	+256772827710	
13.	James Dnyango	COL	jdnyango@col.org	+16047758224	
14.	K. BALASUBRAMANIAM	COL			
15.	Nilantha De Silva	Univ. of Ruhuna Sri Lanka	nilantha@agel.org.ruh.ac.lk	+94718407545	
16.	Shahid	CEMCA	shahid@col.org	91981810749	
17.	Asha Kanwar	COL	akanwar@col.org		



