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Report of

Community Radio Awareness Workshop



March
26th - 28th, 2019

V E N U E



English and Foreign
Languages University
(EFLU)

English & Foreign Languages University
Shillong, 703022, Meghalaya

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

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Community Radio Awareness Workshop

March 26th-28th, 2019, Shillong, Meghalaya

Executive Summary

- ▶ The Workshop on "Community Radio Awareness" was organised by Ministry of Information and Broadcasting, Government of India in association with Commonwealth Educational Media Centre for Asia, New Delhi in partnership with The Department of Journalism and Mass Communication, The English and Foreign Languages University, Shillong campus, Meghalaya.
- ▶ The workshop was held from March 26th-28th, 2019 at the Conference Hall, of the English & Foreign Languages University, Shillong. There were 28 participants in total out of which 12 participants were female. **4 participants were from Assam, 1 from Tripura, 3 from Manipur, 18 from Meghalaya and 2 from Nagaland.**

The expert team included:

- ▶ Prof. T K Bamon, Professor and HOD English, EFL University, Shillong Campus, Mr. Amit Dwivedi, PMU, CRS Cell, Ministry of Information & Broadcasting, GOI, Dr. Caroline Wahlang, Assistant Professor, Department of Journalism and Mass Communication, EFL University, Shillong, Mr. Khushwinder Singh, Manager, BECIL, Noida, Uttar Pradesh, Dr. R. Sreedher, CR Practitioner, New Delhi, Dr. Ankuran Dutta, Former Station Manager, Gyan Tranga CR, Guwahati, Assam, Ms. Gitali Kakati, CR Practitioner Assam, Mr. Eroz Laishram, Diamond CR, Manipur, Ms. Debanjana Devbarman, David Super Star Bodal, Agartala, Dr Alankar Kaushik and Ms. Santidora Nongpluh, EFL University, Shillong, Dr. Shahid Rasool, Director, CEMCA, New Delhi and Ms. Monica Sharma, Programme Assistant, CEMCA, New Delhi
- ▶ The 1st Session, the inauguration programme was chaired by Dr T.K Bamon, Professor of English EFLU, Shillong on behalf of Prof. A.K Mishra, i/c Director, EFL University, Shillong. She in her inaugural speech 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. She thanked MIB and CEMCA for choosing EFLU as venue for the workshop.
- ▶ 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. Amit Dwivedi, PMU, CRS Cell, Ministry of Information & Broadcasting, GOI, 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, particularly in north east. Application Process with step by step guidelines for applying for the new CRS to the participants was also explained in detail.

- ▶ Mr. Khushwinder Singh, BECIL, Noida, 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.
- ▶ B. Jerain and S. Jhyrniang from Directorate of Information & Public Relations, North Eastern Council, and Government of India Meghalaya also attended the workshop.
- ▶ The representatives from functional CR Stations including Dr. Ankuran Dutta, GyanTranga, Assam; Ms. Gitali Kakati, Assam; Mr. Eroz Laishram, Diamond CR, Manipur and Ms. Debanjana Devbarman, David Super Star Bodal, Agartala, also shared their insights and experience about Community Radio Landscape with the participants.
- ▶ In an interactive and experience sharing 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.
- ▶ Dr. Shahid Rasool, Director CEMCA, in the Session on "Sustainability and Content Generation- Building Capacity of Community" gave the idea, how to sustain and ensure the content generation of the community radio station. He stressed the need to convert CRS into vibrant community service centres for the sustainable development of the community with a bottom up approach.
- ▶ 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.
- ▶ Most of the participants showed their willingness and enthusiasm in taking the next step of applying for a CR licence.
- ▶ NGO representatives from other North Eastern states expressed their willingness to organise such kind of CR awareness workshops in their respective districts.
- ▶ Dr. Bhupen Hazarika Regional Government Film & Television Institute and Social Service Centre, Shillong submitted expressions of Interest and applied for CR licence by handing over the complete application along with the relevant documents to the Ministry officials on the last day of the workshop.

Context

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 conducted first C R Awareness Workshop, at Mizoram, India from 6th to 8th February, 2019

The following pages provide a detailed report of the second C R Awareness Workshop of the year, conducted at Shillong, India from 26th to 28th March, 2019. CEMCA, as per the schedule is going to conduct one more such workshop In Daman & Diu with support of MIB.

Objectives of the Workshop

As outlined in the Expression of Interest (EOI) 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.

- 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 are apprised of certain basic principles of CR and they develop 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.
- vii) The overall objectives of the workshop are to build an understanding of community radio, its application process, establish need and purpose of community radio and its programming.

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 Power Point presentations. The sessions included a sectoral overview, policy guidelines and provisions, step-by-step licencing process, technical requirements, experience sharing with operational CR Stations, Fund management & Station management, content generation, community engagement, day-to-day CR operations and sustainability issues.

See Annexure 1- Workshop Agenda

Participants for the Workshop

For the Shillong Workshop, the CEMCA identified 25 NGOs and Educational institutions from the States of Assam, Mizoram, Manipur, Nagaland, Arunachal, Tripura and 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 did not respond to emails 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 eight more joined making it twenty eight participants, who attended the workshop. Some faculty members and students of Mass Communication Department of EFLU, Shillong also attended the workshop.

See Annexure II -List of participants

Logistics

The Workshop was held at the Conference Hall, of English & Foreign University, Shillong, Meghalaya. All the participants stayed in the guest house of the University and ICSSR Guest house. The faculty students and staff of the Department of Mass Communication, administration 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 kit 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 also shown in the presentation. A step-by-step procedure of the licence procedure was provided for ready reference. Along with this soft copies of all the documents were provided to participants in a pen-drive.

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

- ▶ Prof. T K Bamon, Professor and HOD English EFL University, Shillong Campus.
- ▶ Mr. Amit Dwivedi, PMU, CRS Cell, Ministry of Information & Broadcasting, GOI
- ▶ Dr. Caroline Wahlang, Assistant Professor, Department of Journalism and Mass Communication, EFL University, Shillong
- ▶ Mr. Khushwinder Singh, Manager, BECIL , Noida, Uttar Pradesh
- ▶ Dr. R. Sreedher, CR Practitioner, New Delhi
- ▶ Dr. Ankuran Dutta, Former Station Manager, Gyan Tranga CR, Guwahati, Assam
- ▶ Ms. Gitali Kakati, CR Practitioner, Assam
- ▶ Mr. Eroz Laishram, Diamond CR, Manipur
- ▶ Ms. Debanjana Devbarman, David Super Star Bodal, Agartala
- ▶ Dr Alankar Kaushik , EFL University, Shillong , Meghalaya
- ▶ Ms. Santidora Nongpluh, EFL University, Shillong, Meghalaya
- ▶ Dr. Shahid Rasool, Director, CEMCA, New Delhi
- ▶ Ms. Monica Sharma, Programme Assistant, CEMCA, New Delhi
- ▶ Mr. Ravindra Kumar Vemula, Dean, EFL University, Shillong, Meghalaya

CEMCA Facilitators

- ▶ Dr. Shahid Rasool, Director
- ▶ Mr. Sunny Joseph, Accounts/Admin Assistant
- ▶ Ms. Monica Sharma, Programme Assistant



Day-wise Thematic Sessions

1. Day-1 -March 26th, 2019

1. An Awareness Workshop on "Community Radio" (March 26-28, 2019) was organised by Ministry of Information and Broadcasting, Government of India in association with Commonwealth Educational Media Centre for Asia, New Delhi in partnership with The Department of Journalism and Mass Communication, The English and Foreign Languages University, Shillong campus, Shillong, Meghalaya.
2. Total 28 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 Shillong University also attended the workshop.

Inaugural Session

On March 26th, the 1st Session in the inauguration programme was chaired by Dr T.K Bamon, Professor and Head of English Department EFLU, Shillong on behalf of Prof. A.K Mishra, Director, EFL University, Shillong. He officially announced the beginning of the workshop.

After the official opening ceremony, **Dr. R Sreedher**, CR Practitioner who is referred as father of Community Radio in India spoke of the challenges faced by community radio. He said that there is no proper training on radio which ultimately may lead to the closure of CRs or their under development. There is also not enough information on Community radio. He also shared that very few community radio stations are set up in India even after Government providing funds and offering some lucrative schemes and subsidy.

Mr. Amit Dwivedi, PMU, CRS Cell, Ministry of Information and Broadcasting, GOI stressed on opening many more Community Radio in North East where CR stations are very less. North East has only 7 CR stations. He added that workshops are organised across India to raise awareness on CR. 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. He said, "Community radio is not simply a radio station, it has to be a vibrant community sector" and also made a point that "The Community should come forward to help CR stations sustains itself"

The inaugural session ended with a vote of thanks by Dr. Caroline Wahlang, Assistant Professor, Department of Journalism and Mass Communication, EFL University, Shillong. This was followed by presentation of token of appreciation to the dignitaries by EFL University, Shillong. The Session ended with CEMCA honouring the guests with flower bouquets and mementos.

After the tea break, there was short introductory session where everyone introduced themselves. There were representatives of NGOs from Mizoram, Assam, Nagaland and Meghalaya. As it was an introduction session, participants were engaged actively in the session Director CEMCA also participated in the interaction session.

The next session was headed by Dr. R Sreedher. He talked about the concept of radio. He said community radio does not ask for money unlike the commercial radio. It is purely for the community. He shared his experience of setting up the Anna FM, the first community radio station in India.

The next point of discussion was on the community radio in North East by Dr. Ankuran Dutta. He started with the definition of community as "commons + unity". Community radio is based on the idea of community. Then he discussed on the nature of community radio in terms of acronym DOLPHIN, D for Direct, O for Own, L for local media, P for participatory media, H for Horizon, I for

Immediate, Importance, Interference and N for non –Profit. He shared the instance of Citizen Amendment Bill protest in Assam. Lots of people came to roads and protested and all media channels from Assam covered the event vigorously. He shared that owners of media houses are either business houses or politicians but on the contrary CR is owned by the community which makes CR very unique in the developmental sector. He also shared the following key facts.

- ▶ The first Community Radio Station was established in North East- GyanTranga on 20th November 2010 by the K K Handiqui State Open University.
- ▶ The first CRS in North East was established by an NGO-Radio Brahmaputra which was launched by Centre for North-East Studies (C-NES)
- ▶ The second CRS in North east was Radio Luit by Gawhati University on 1st March 2011.

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. Amit Dwivedi, PMU, CRS Cell, Ministry of Information & Broadcasting, GOI where the application process and guidelines of community radio were shared with the participants of the workshop. Ms. Monica Sharma also assisted Mr. Amit 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

Mr. Khushwinder Singh, Manager of BECIL, Noida gave a presentation on technical aspects of CR. He spoke on different devices used in community radio stations. He noted the advantages and disadvantages of using FM broadcasting in CR. FM broadcasting gives CD quality audio, unaffected by ambient and man-made noise. It only needs small power for covering relatively large area compared with AM. The cons of FM broadcasting are the coverage is restricted to line of sight, affected by multi path, diffraction and scattering and coverage is better for sites situated in high altitudes.



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.

Day - 2 - March 27th, 2019

Session I & II:

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

The morning session began with a talk by Dr. R Sreedher on Implementation of projects. He emphasised on how to manage and mobilise funds for functioning of CR. He stressed on volunteerism required from students and elderly for CR stations. Advertisements, projects and volunteers generate income and revenue. He mentioned that sponsored programs from government organisations can be broadcasted in community radio. The government provides 4 rupees per second for CR stations. He spoke about projects by DAVP, Directorate of Advertising and Visual Publicity.

After the lunch, the next session, the panel discussion on "Experience sharing with Operational CR Station". The panel was chaired by Dr. R Sreedher and included Dr. Ankuran Dutta, the founder of Gyan Taranga in Assam which is the first CR station in North East, Ms. Gitali Kakati, who also worked with Gyan Taranga in Assam, Mr. Eroz Laishram, who works with the Diamond Community Radio in Manipur and Ms. Debanjana Devarman, presenter at David Super Star Bodal, Agartala. The discussion was initiated by Ms. Gitali Kakati. She recalled how Gyan Taranga started with live call-in programs. The common people were actively involved in content creation. Special programs were done for women and children. Also programs were made for tribal ethnic group in the area. The program formats included interviews, vox-pops, phone-in, storytelling by the community members. She also explained that how they tried to involve the different communities in their programs and content.

Mr. Eroz focused on how CR has to be open to all members of the society. Many programs were related to the local life and a complaint phone in program was set up to provide solutions for such issues. He also stressed on marketing as a tool for sustaining CR. Stations. Ms. Debanjana referred to listeners as her friends. The basic scheduled of her station includes golden tracks and motivational talks in the morning. There are programs on such as anxiety, depression which helped students in overcoming mental health issues during the time of exams. Ms. Debanjana also shared that her CR station, Friends CR, based in Agartala had ventured into the community before gathering content. All the Experts highlighted on the various ways in which communities are being involved in the running, content creation, participation and operation of Community Radio. In order to make the operation and content of community radio more inclusive, it is pertinent to ensure that community engagement is to be given at most importance.

Dr. Ankuran Dutta shared that Radio Brahmaputra was the first grass root CR station in the North East. Radio Brahmaputra broadcasts content in five languages spoken in the region- Assamese, Bodo, Chadri, Mishing and Bhojpuri, taking into account the multi-linguistic and multi-dialectic nature of the region in which the station operates. He also stressed on the importance of development communicators to facilitate a two-way interaction between the grass root receivers and information source. Ms. Santidora Nongpluh



recalled the attempt to recognize the communities that were left out in the pockets of Shillong. She highlighted the role of CHIME. Dr. Alankar used Radio Brahmaputra in Dibrugarh as case affecting the community was identified and the members were themselves given opportunity to speak about them. Dr. Ankuran Dutta concluded the session by saying "Community should not only be involved in content and programming but also in the management of the CR stations" He also emphasised that there is huge potential in this sector which is still untapped. The session ended with a common agreement on volunteering and crowd running as feasible mediums for smooth running of community radio station.

Panel Discussion continued in the 2nd Session followed by 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 CR operators and CR practitioners of different stations 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 spoke on the topic "Sustainability of CR stations". He spoke on the ways in which community radio stations sustain themselves. This primarily meant "generation of money". He began with a brief description about COL-CEMCA and its functions to promote media technologies for education and training in order to attain sustainable development. He elaborated the efforts of CEMCA in development of community radio. The efforts included objectives such as increasing reach and listenership, improvement of employability, productivity, health and empowerment. He added that the aim of CEMCA is to turn 60 CR stations into sustainable CRs by 2021. The factors supporting sustainability of CRs are catering of local issues, financial support and base in form of advertisements, government support, DAVP projects etc. He ended the session by asserting community radio stations should go beyond regular broadcasting, they should become vibrant community centres to get support from the Community. He also talked about CEMCA's recent interventions in capacity building of CR stations in Bangladesh and the future programmes. He also explained CEMCA'S intervention for integrating CR with skill development, employment and the plans to include SWATCH Bharat Scheme.

He referred to a model for CR stations as "CMT" Model (Church, Mosque and Temple Model), highlighting how the religious institutions are catering to the spiritual needs of the people in the specific community and get support of the community; the CRS on the same pattern can cater to other daily needs of the community in the form of services involving them and in return get their support for their sustainability. He also stressed on the role of youth in CRs sustainability. Dr. Rasool asserted that the sustainability of CR Stations relied mainly on the quality and relevance of

content, primarily which cater to the local needs. Another factor of sustainability was the financial support and base. This can be in the form of local advertisements, government support, subsidies, DAVP ads and many government projects etc.

The second day of the workshop ended with a panel discussion titled "Content Generation-building capacity of community" which was chaired by Dr. Shahid Rasool. Ms. Debanjana, Mr. Eroz Laishram were members of the panel. The discussion began with Eroz who talked about the primary way of generating content by keeping the CR open to all members of the community. Engaging with the community would provide potential themes and stories for the programs. More interaction with different groups of people such as farmers, students, and the like would help in designing specific programs for these groups. Ms. Debanjana focused on making maximum society related themes. Programs on awareness on ration card usage, amenities related to it were talked about as potential areas for content. Finally, the discussion concluded with going into different community groups and areas for generating quality content.

Session IV:

Implementation of Projects

In the 4th Session, **Dr. R. Sreedher**, CR Expert and Practitioner 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. Amit. 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 considered as on date. Similarly, no new policy decision is taken regarding increase of advertisement duration/rate by DAVP. However, he assured that the release of subsidy will be given top priority so that the time taken will be very minimum. Participants 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

The concluding day began with Mr. Amit Dwivedi discussing the aspects of "Fund Management and Station Management". This session primarily focused on how to manage the station, how to manage and mobilise funds for the station for smooth running of a CR station on a sustainable basis.

This session was largely devoted for how to mobilise funds for effective management of station. As explained during the earlier presentations, Mr. Amit 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. Ms. Monica Sharma also gave valuable feedback during the Workshop regarding Step by Step process to apply for Community Radio station Licence 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.

A questionnaire on based of some basic questions was distributed among the participants and they participated actively and tried to answer the questions with full zeal. It was a rewarding experience for all as this information will be very useful at the time of filling the application. Ms. Monica Sharma and Mr. Amit Dwivedi answered the queries of the participants which was highly appreciated.

On how to manage the station and also on how to manage and mobilize funds for the smooth functioning of the station.

Session II:

Open House - FAQs and QAs

The session was moderated by Dr. Shahid Rasool, Dr. R. Sreedher, Ms. Monica Sharma and Mr. Amit 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. Two 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

1. Location of CRs in the hills is critical forgetting the frequency
2. Relaxation of the conditions for release of subsidy such as CRs to be functional for consecutive three months.

3. Training of local people in program production
4. Issues and precautions that are to be covered in live-in programming
5. Broadcasting of news by CRs
6. Availability of funds for sustainability of the stations
7. There are several NGO's working in North eastern states which are working in the Social development sector actively involved in the Social development .They have shown their interest to get the CR workshops in every district. 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 and expressed his gratitude to EFLU, MIB and more importantly the participants. 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. They also thanked MIB and CEMCA for organising a highly rewarding workshop and also expressed their gratitude to the English & Foreign Languages University, Shillong for excellent hospitality.

Participant Recommendations

1. Mr. Yanrenthung J. Humtsoe from Nagaland recommended that such kind of Awareness workshops should be organised more frequently in all North Eastern states of India especially in Nagaland as there are several potential NGOs who are willing to set up CRS.
2. Ms. Kakali Nath from Dr. Bhupen Hazarika Film & Television Institute recommended that youth should be involved more in such workshops as they can prove to real change makers and they can also be involved as interns in CR Stations.

3. Most of the participants said that some kind of Training workshop or module should be developed for NGO's and other organisations who wish to work in the field of CR and such kind of Awareness workshops should be organised for a longer duration.

Concluding Session:

Valediction and Feedback From Participants

The last Session was a formal Valedictory where the vote of thanks was addressed by Mr. Ravindra. He presented a brief summary of the workshop and invited the participants to express their views before beginning the valedictory function. He also appreciated the manner in which the workshop was conducted. He 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 two participants (2) 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.

The workshop ended with Dr. Shahid Rasool, Dr. Ravindra Kumar Vemula and Dr. Abir Suchiang addressing the gathering and thanking the participants. Participants shared their experiences and gave feedbacks on the workshop. The effort of faculty and students the Department of Journalism of Mass Communication was appreciated for conducting a smooth and successful workshop. At the end, participants were felicitated with certificates of participation.

Dr. Shahid Rasool also placed on record the appreciation for Ms. Anju Nigam, Joint Secretary MIB, Mr. Ajay Joshi, Deputy Secretary and Mr. Amit Dwivedi, for their active support and guidance in organising 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.

Annexure 1

Workshop Agenda



Community Radio Awareness Workshop

(March 26th-28th, 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

**The Department of Journalism and Mass Communication,
The English and Foreign Languages (EFL) University, Shillong Campus, Shillong, Meghalaya**

AGENDA

Day 1 (March 26th, 2019)

Session I

09.00-09.30	Registration
09.30-09.40	Welcome Address Prof. T K Bamon Director, EFL University, Shillong Campus, Shillong
09.40-09.50	Opening Remarks Dr. Shahid Rasool Director, Commonwealth Educational Media Centre for Asia, New Delhi
09.50-10.00	Inaugural Address Ms. Anju Nigam, Joint Secretary, Ministry of Information & Broadcasting, GOI Mr. Amit Dwivedi, PMU, CRS Cell, Ministry of Information & Broadcasting, GOI
10.00-10.00	Vote of Thanks Dr. Caroline Wahlang Assistant Professor, Department of Journalism and Mass Communication, EFL University, Shillong
10.10-10.40	TEA BREAK
Session II	
10.40-11.00	Introduction & Interaction with workshop participants Ms. Anju Nigam, Joint Secretary, Ministry of Information & Broadcasting, GOI Mr. Amit Dwivedi, PMU, CRS Cell, Ministry of Information & Broadcasting, GOI
11.00-11.20	Introduction to Concept of Community Radio Station Dr. R Sreedher, Dr. Shahid Rasool, Dr. Ankuran Dutta
12.00-01.00	LUNCH BREAK
Session III	
01.00-02.00	Introduction to CR Policy Guidelines Ms. Anju Nigam, Joint Secretary, Ministry of Information & Broadcasting, GOI Mr. Amit Dwivedi, PMU, CRS Cell, Ministry of Information & Broadcasting, GOI
02.00-02.30	TEA BREAK

Session IV	
02.30-03.30	Experience sharing with Operational CR Station – Panel Discussion- Chair by- Dr. R Sreedher, CR Practitioner 1. Dr. Ankuran Dutta, Former Station Manager, Gyan Tranga CR, Guwahati, Assam 2. Ms. Gitali Kakati, CR Practitioner Assam, 3. Mr. Eroz Laishram, Diamond CR, Manipur 4. Ms. Debanjana Devbarman, David Super Star Bodal, Agartala
Session V	
03.30-04.00	Technical session on CRS Mr. Khushwinder Singh, Manager, BECIL, Noida
Day 2 (March 27th, 2019)	
Session I	
09.00-10.30	Community Engagement in CRS Panel discussion - Chair by - Dr. R Sreedher, CR Practitioner Dr. Ankuran Dutta, Ms. Gitali Kakati, Mr. Eroz Laishram, Dr. Alankar Kaushik and Ms. Santidora Nongpluh, Ms. Debanjana Devbarman
10.30-11.00	Implementation of Projects Dr. R. Sreedher, CR Practitioner
11.00-11.15	TEA BREAK
Session II	
11.15-11.45	Step by Step – Application Process for setting up of CRS – Amit Dwivedi and Monica Sharma
11.45-12.00	Screening of CR Film - Monica Sharma, CEMCA
12.00-01.00	LUNCH BREAK
Session III	
01.00-02.00	Sustainability of Community Radio Station Dr. Shahid Rasool, Director, CEMCA
02.00-02.30	TEA BREAK
Session IV	
02.30-03.30	Content Generation- Building Capacity of Community Dr. Ankuran Dutta, Ms. Gitali Kakati, Mr. Eroz Laishram, Dr. Alankar Kaushik and Ms. Santidora Nongpluh, Ms. Debanjana Devbarman
Day 3 (March 28th, 2019)	
Session I	
09.00-10.30	Fund Management and Station Management MIB, CEMCA and CRA
10.30-11.00	TEA BREAK
Session II	
11.00-12.00	Open House : Ms. Anju Nigam, Dr. Ankuran Dutta, Dr. Shahid Rasool, Mr. Ravindra, Mr. Amit Dwivedi, Monica Sharma FAQs and QAs Expression of Interest Views from participants
12.00-12.30	Valedictory
12.30-01.30	Lunch Break

Annexure 2

List of participants

S. No.	Name of Person	Name of the Organisation	State	Contact Details
1	Jlina Kurkalang	Social Service Centre Shillong	Meghalaya	kurkalang.jlina@gmail.com
2	Annette D Khaewanlang	Grassroot organization	Meghalaya	annettekwanglang@gmail.com
3	Mejaka S	BSSSM	Manipur	mejakaajain@gmail.com
4	Wanda M Pakma	Social Service Centre Shillong	Meghalaya	wandamarypakma@gmail.com
5	L K Nitha Anal	NERLORMP	Manipur	LK.nitha@gmail.com
6	Shekhar R Deb	NYKS	Assam	dyc.heulakondi@gmail.com
7	Dr. Sanjay dey	English & Foreign Languages University, Shillong	Meghalaya	sajaldey@etlnshc.ac.in
8	Rimeiki War	Impube NGO Network	Meghalaya	rimewar@live.com
9	Priyanka Barak	Mirdan Welfare Soc	Assam	bpriya31.barak@gmail.com
10	Kakali Nath	DBHRGFTI	Assam	kakali.nath123@gmail.com
11	Mihin Dollo	NERLORMP	Meghalaya	milindollo@gmail.com
12	Loukham Devaram	CPGS, CAU	Meghalaya	loukham.d@gmail.com
13	B Jarain	Directorate of Information & Public Relations, NEC	Meghalaya	jarainboniface@gmail.com
14	Shi S Jhyrniang	Directorate of Information & Public Relations, NEC	Meghalaya	
15	Imlitemjen Jamio	Elevtheros Christian Society	Nagaland	ecstemjen@gmail.com
16	L Eroz	KWMT	Manipur	erozlaishram@gmail.com
17	Deepak Singh	Meghalaya Times	Meghalaya	deepjyala@gmail.com
18	Abir Succhang	EFLU	Meghalaya	abir.sgh@yahoo.com
19	Shou Khiam	Nagaland University	Nagaland	
21	Pushkar Tamboli	SFMF	Maharashtra	advpstamboli@gmail.com
22	Swapnil M	SFMF	Maharashtra	advpstamboli@gmail.com
23	Scalling	Rilum Foundation	Meghalaya	
24	Rajani K Chhetri	St. Anthony's college	Meghalaya	rajanikarka@gmail.com
25	Dr A H Akela	A I R	Meghalaya	drakelabhai@gmail.com
26	Maniju Dema	NES AIR	Meghalaya	binabeiticy94@gmail.com
27	B Bina	AMBCV	Meghalaya	
28	Arborlang Thangkiew	Volunteer Health Association of Meghalaya	Meghalaya	arborlang@yahoo.com
29	Rihunlang Pakma	Social Service Centre Shillong	Meghalaya	
30	Maxwell Saka	NERLORMP	Manipur	
31	Rajkhungur Basvamatary	NERLORMP	Manipur	
32	S Nongpluh	EFLU	Meghalaya	
33	A Kaushik	EFLU	Meghalaya	
34	Karmveer	EFLU	Meghalaya	
35	Dharmendra Singh	EFLU	Meghalaya	
36	Yanren Thung	Nagaland University	Nagaland	
37	Powerful cuting	Rilum foundation	Meghalaya	
38	W Lyngdoh Rngaid	AMBCV	Meghalaya	

Expressions of Interest

SOCIAL SERVICE CENTRE, SHILLONG

This is an expression of interest to open a CRS in our area of operation. The following is the details of our organisation.

NAME OF THE ORGANISATION : SOCIAL SERVICE CENTRE
 LOCATION : SHILLONG
 ADDRESS : ARCHBISHOP'S HOUSE
 LAITUMKHAH
 SHILLONG - 793003
 MEGHALAYA

E-mail : ssscshillong1988@yahoo.com
 Contact no. : (0) (0364) 2500420
 MOBILE NO. : 8837417342.

AREA OF OPERATION : EAST KHASI HILLS DISTRICT
 & RI BHOI DISTRICT, MEGHALAYA

DATE OF ESTABLISHMENT : 13.01.1988

REGISTRATION : MEGHALAYA SOCIETIES
 REGISTRATION ACT XII 1983

CONTACT PERSON : FR. BERNARD LALOO (DIRECTOR)

CONTACT NO : 7005685151

Email : frbernard16@gmail.com

Place : SHILLONG

Date : 28/3/19

LWANDA MARY PAKMA
COORDINATOR



DR BHUPEN HAZARIKA REGIONAL GOVERNMENT FILM AND TELEVISION INSTITUTE

(An Academic Institute under the Cultural Affairs Department, Government of Assam)

Approved by AICTE, New Delhi :: Affiliated to SCTE, Assam

Sila, Changsari, Guwahati-781101, Assam, E-mail: rgftiassam@gmail.com

No. DBHRGFTI/151/2019/6

Dated: 20th March 2019

From : Monita Borgohain, ACS
Director, Dr. Bhupen Hazarika Regional Government Film and Television Institute

✓ To : Dalip Kumar Tetri,
Adviser, Admn. & Finance

Sub : Expression of Interest in establishing CR Station at Dr. Bhupen Hazarika Regional Government Film and Television Institute, Sila, Changsari, Guwahati-781101

Sir,

With reference to the subject cited above, I am submitting the project in expressing interest in establishing CR Station at Dr. Bhupen Hazarika Regional Government Film and Television Institute, Sila, Changsari, Guwahati-781101. We shall be grateful if you positively consider the proposal.

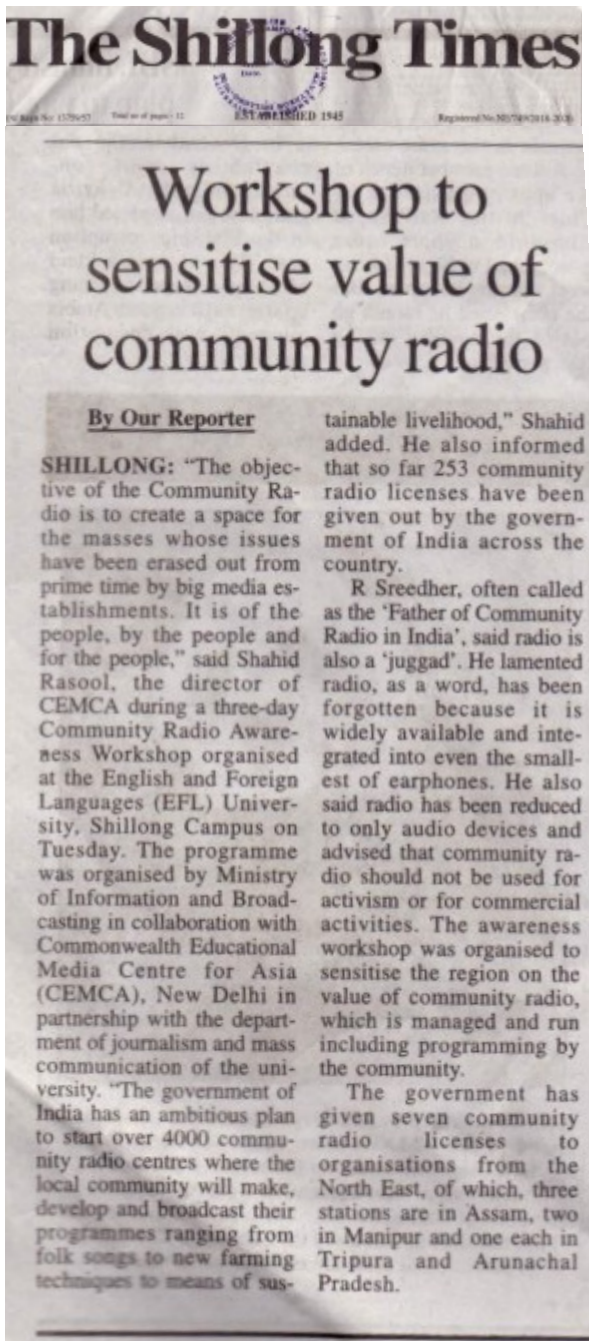
Thanking you,

Yours faithfully,

Director,

Dr. Bhupen Hazarika Regional Government Film and Television Institute

Media Coverage



Annexure 5

Photographs of the Workshop









COMMONWEALTH *of* LEARNING

Commonwealth Educational Media Centre for Asia

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