

Session II

Community Radio Video Challenge Awards Ceremony

11.10-11.15 am	Opening Remarks: Mr Shigeru Aoyagi, Director and UNESCO Representative to Bhutan, India, Maldives and Sri Lanka
11.15-11.20 am	Opening Remarks: Dr Sanjaya Mishra, Director, CEMCA
11.20-11.30 am	Address by Chief Guest: Ms Supriya Sahu, Joint Secretary, Ministry of Information and Broadcasting, Government of India
11.30-11.40 am	'Overview of the Community Radio Video Challenge' <i>Prof. Ashok Orga, Director, Apeejay Institute of Mass Communication, and Chair of the Jury for the Awards</i>
11.40-12.10 pm	Screening of winning documentaries
12.10-12.25 pm	Presentation of awards and felicitation of awardees
12.25-12.40 pm	Presentation of certificates
12.40-12.45 pm	Closing Remarks: Ms Iskra Panevska, Adviser, Communication and Information for South Asia, UNESCO New Delhi



United Nations
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New Delhi



CEMCA

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CEMCA

WORLD
RADIO DAY
2014
13 FEBRUARY

Community Radio:
Strengthening Freedom of Expression
and Empowering Communities

Invitation

13 February 2014

India International Centre Annexe
Lecture Hall 2
40, Max Mueller Marg, New Delhi - 110003



INTRODUCTION

UNESCO celebrates 13 February as World Radio Day – a day to celebrate radio as a medium; to improve international cooperation between broadcasters; and to encourage major networks and community radio (CR) alike to promote access to information, freedom of expression and gender equality over the airwaves. As radio continues to evolve in the digital age, it remains the medium that reaches the widest audience worldwide. It is essential to furthering UNESCO's commitment to promote media freedom, media pluralism, gender equality and the empowerment of societies and communities.

WORLD RADIO DAY 2014 IN INDIA

UNESCO has partnered with the Commonwealth Educational Media Centre for Asia (CEMCA) for its observance of World Radio Day 2014 in India. Given the growing importance of CR as a 'third tier' of broadcasting in the country, UNESCO and CEMCA have chosen to make CR the focus of the celebration of World Radio Day in New Delhi.

The Community Radio Video Challenge

Ahead of World Radio Day 2014, CEMCA and UNESCO organized a Community Radio Video Challenge for students pursuing media studies at Indian educational institutes in association with Apeejay Institute of Mass Communication. Students produced short documentary films that explored the potential of CR as a development tool and an alternate media form. The contest allowed students to engage with CR at first hand, and understand its uses and benefits. The videos have been uploaded to YouTube and have been reviewed by a distinguished jury. **The awards for the winning documentaries will be presented during the ceremony in New Delhi on World Radio Day.**

The Panel Discussion on Community Radio

The awards ceremony will be preceded by a panel discussion on the theme 'Community Radio: Strengthening Freedom of Expression and Empowering Communities'. The discussion will focus on five issues: (a) the importance of CR for freedom of expression; (b) CR's role in strengthening governance at the grassroots; (c) the opportunities CR affords for women's participation; (d) CR and social empowerment; and (e) the need for greater awareness and advocacy with regard to CR.

PROGRAMME

Session I	
09.00-09.30 am	Registration and refreshments
Panel: 'Community Radio: Strengthening Freedom of Expression and Empowering Communities'	
09.30-09.35 am	Opening Remarks: Ms Iskra Panevska, Adviser, Communication and Information for South Asia, UNESCO, New Delhi
09.35-09.45 am	'The need for news: CR and the freedom of expression' <i>Dr Vinod Pavarala, Chairholder, UNESCO Chair on Community Media, University of Hyderabad</i>
09.45-09.55 am	'Awareness, capacity and advocacy: The missing links' <i>Mr Rajiv Tikoo, Director, OneWorld South Asia and Head, Community Radio Facilitation Centre, New Delhi</i>
09.55-10.05 am	'A gendered medium?: CR and women's voices' <i>Ms Pooja Murada, Director (Communications), Institute of Rural Research and Development, Gurgaon</i>
10.05-10.15 am	'Power to the people: CR and social empowerment' <i>Ms Venu Arora, Director of Projects, Ideosync Media Combine, Faridabad</i>
10.15-10.25 am	'Learning in action: The training needs of CR professionals' <i>Ms Archana Kapoor, Station Director, Radio Mewat, Mewat</i>
10.25-10.50 am	Q&A session
10.50-10.55 am	Closing Remarks: Dr Sanjaya Mishra, Director, CEMCA
Break for Refreshments	
10.55-11.10 am	Tea