



सूचना एवं
प्रसारण मंत्रालय
MINISTRY OF
INFORMATION AND
BROADCASTING



Community Radio Awareness Workshop Itanagar, Arunachal Pradesh 30-31 October 2025

Organised by

Commonwealth of Learning-Commonwealth Educational Media Centre for Asia (COL-CEMCA)
in Collaboration with the Ministry of Information and Broadcasting, Government of India
& Rajiv Gandhi University, Itanagar, Arunachal Pradesh, India





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Community Radio Awareness Workshop Itanagar, Arunachal Pradesh

Workshop Overview

The Ministry of Information and Broadcasting (MIB), Government of India, in partnership with the Commonwealth Educational Media Centre for Asia (CEMCA), organised the Community Radio Awareness Workshop in Itanagar with several interactive and engaging sessions. The workshop was supported by Rajiv Gandhi Central University. It aimed to raise awareness and foster the development of Community Radio stations (CRS), drawing over fifty participants, including representatives from various organisations across Arunachal Pradesh, Assam, Nagaland, Meghalaya and Manipur.

Day One

The workshop began with an introductory session designed to bring together participants, experts, and officials in a collaborative setting. This initial interaction allowed attendees to introduce themselves, share their experiences, and discuss their expectations from the workshop. This created an open and inclusive atmosphere, setting a positive tone for learning and exchange throughout the day.

The formal inauguration of the workshop featured Prof. Jayadeba Sahoo, Former Vice-Chancellor In-Charge at Rajiv Gandhi University, Arunachal Pradesh, who warmly welcomed the participants and underscored the importance of Community Radio in India. He elaborated the pivotal role of Community Radio in fostering community engagement and development, and detailed various initiatives undertaken by the Ministry to promote the establishment and growth of Community Radio stations, particularly in underserved and remote regions like North-Eastern region. He highlighted the role CR Station as “for the people, of the people and by the people”.

Following the inauguration session, Smt. Shilpa Rao Tanugula, Director (CRS Cell), Ministry of Information and Broadcasting, delivered a special address highlighting the objectives and significance of Community Radio Stations. She emphasised that Community Radio serves as a vital medium for disseminating information while also acting as a platform to receive feedback from the community, thus ensuring two-way communication. She pointed out that CRS plays a crucial role in engaging with local communities, fostering participation and addressing local issues effectively.

Smt. Rao also noted that the culture of listening is gradually declining, and initiatives such as Community Radio Awareness Workshop are essential to revive and preserve this listening culture. Furthermore, she underlined that Community Radio has the power to empower communities by spreading awareness about education, government policies and various welfare schemes, thereby promoting inclusive development.

In the workshop's second session, Mr. Amit Dwivedi, Project Director-CRS, Ministry of Information and Broadcasting, emphasised that Community Radio has the potential to reach and empower communities often neglected by mainstream media, highlighting the government's commitment to expanding this vital communication platform. He delivered an informative session on the concept of Community Radio, its policy guidelines and the Community Radio Support Scheme. Highlighted that the entire licensing procedure for Community Radio Station has been made online, simplifying the application and approval process for the organisations. Furthermore, he spoke about the "Support Community Radio Movement in India" scheme.

The workshop also featured presentations by several Community Radio practitioners, including Mr. Pahal Man Rai, Dr. Nawaz Khan Thouba, Dr. Bibhash Choudury, Lilimi H Zhimomi, Mr. Bhaskar Jyoti Acharjya and Mr. Tolum Takar. These experts shared their practical insights and experiences in managing Community Radio stations, focusing on content creation, community engagement strategies, and the sustainability of their initiatives. They discussed the unique challenges faced by Community Radio operators, such as financial constraints, content curation, and maintaining active listener participation. Their experiences underscored the importance of creativity, adaptability, and community involvement in overcoming these challenges.

The day concluded with a field visit to Radio Rono 91.2 FM, a local Community Radio station established by Rajiv Gandhi University, Arunachal Pradesh. This hands-on experience allowed participants to observe the station's operations and understand its impact on the community. The participants gained valuable insights into the practical aspects of running a Community Radio station, such as managing broadcasts, engaging with listeners, and creating content that resonates with the community. The visit reinforced the workshop's key lessons, offering a real-world perspective on the challenges and opportunities associated with establishing and sustaining a Community Radio station.

Day Two

The sessions on day 2 aimed at guiding participants through the processes involved in establishing and sustaining CRS. In the first session, Mr Dwivedi detailed the step-by-step procedure for filling out the online application for CRS licenses. He covered key aspects such as the required forms, necessary documentation, range and power specifications, costs involved, and the application fee. He emphasised that the application process is flexible, allowing applicants to complete it at their own pace. Mr Dwivedi also explained the post-application steps, including the clearances needed to obtain a license and the equipment required for setting up a CRS, helping demystify the technical and administrative aspects of launching a station.

The session by technical expert Mr. Bhaskar Jyoti Acharjya provided participants with a comprehensive overview of managing a Community Radio station. He detailed the three production stages: pre-production (target audience, content creation, script writing), production (recording), and post-production (editing). Mr Rawat demonstrated recording and editing tools, shared examples of programmes and jingles, and discussed essential equipment like transistors and antennas, encouraging active participation and interactive learning among the participants.

In the next session, an interactive team-building session was conducted to actively engage participants in exploring the concept, impact and benefits of Community Radio Stations (CRS). The session included a series of group activities and games designed to encourage collaboration, communication and creative thinking among participants.

Through these exercises, participants not only developed a deeper understanding of how community radio functions as a participatory medium but also experienced the importance of teamwork and collective effort in managing and sustaining a CRS. The session created an energetic and collaborative environment, fostering a strong sense of community among attendees.

The second session focused on the sustainability and effective management of CR stations. Mr Dwivedi highlighted the challenges CR stations face and shared innovative strategies for financial sustainability, such as community-driven fundraising initiatives, charging fees for specific services, and leveraging digital payment options. He discussed the importance of monetising services within the non-profit framework, including utilising the allowed advertising slots to generate revenue. Mr. Dwivedi underscored the critical role of engaging content that resonates with the community, emphasising that passion, creativity, and strategic management are essential for the long-term success of CR stations. His insights aimed to inspire station operators to think creatively about sustainability while maintaining their community-focused mission.

The workshop concluded with a valedictory session by Dr. R. T. Rikam, Registrar, Rajiv Gandhi University, Arunachal Pradesh, who thanked the experts and participants for their contributions. He highlighted the future possibilities and opportunities for Community Radio stations in India. After the session, COL-CEMCA distributed participation certificates to all participants, marking the successful conclusion of the workshop. Dr. Rikam (Registrar, Rajiv Gandhi University, Arunachal Pradesh) graced the session as the Guest of Honour.



Analysis of Post-Survey Forms

Introduction

The survey report provides a comprehensive analysis of participant feedback regarding the workshop experience. Various aspects, including overall satisfaction, content relevance, facilitator effectiveness, and logistical arrangements, were assessed. The responses indicate a highly positive experience, with a majority of participants expressing satisfaction with the workshop structure, interactivity, and support provided. Key factors such as accommodation, food quality, and the hospitality of the hosts were also evaluated, offering valuable insights into the overall effectiveness of the event. This analysis aims to highlight strengths while identifying areas for potential enhancement to further improve future workshops.

An analysis of the post-workshop feedback forms indicates a high level of overall satisfaction among the participants regarding the Community Radio Awareness Workshop held in Itanagar, Arunachal Pradesh. Most participants expressed that the workshop was informative, engaging and well-organized and successfully met its stated objectives.

Participants reported that the information shared during the session was highly useful and enhanced their understanding of the concept, relevance and operational aspects of Community Radio Stations (CRS). The Facilitators were appreciated for their clarity of explanation, approachability, and ability to simplify policy guidelines, procedures and practical aspects of setting up and managing a community radio station.

The interactive activities and group exercises conducted during the workshop were particularly well received. Participants highlighted that team-based tasks, discussions, and hands-on exercises helped them better grasp the practical dimensions of community radio. Many respondents mentioned that the most useful and interesting aspects of the workshop were:

- The group tasks distributed among team members, and
- Sessions focusing on how to initiate and operationalize a community radio station

In terms of logistics, participants expressed satisfaction with the accommodation arrangements and local hospitality. The workshop venue was rated between good to excellent by all respondents. Similarly, the quality of food provided during the stay was rated good to excellent, reflecting overall positive feedback on arrangements. Participants also reported feeling well supported by the organizing team throughout the workshop, including assistance related to logistics, sessions, and coordination, which contributed to a smooth learning experience.

While overall feedback was highly positive, a few constructive suggestions for improvement were received. Some participants suggested that higher travel reimbursement may be considered for participants travelling from remote and long-distance locations. A few respondents also recommended that the duration of the workshop be extended beyond two days, allowing more time for in-depth discussion and practical exposure.

Conclusion

Overall, the post-workshop feedback reflects that the programme was successful, impactful, and well-received, and it significantly contributed to enhancing awareness and interest in Community Radio among participants from the North-Eastern region. Participants expressed satisfaction with the overall organisation, facilitation, accommodation, and local hospitality. The workshop also created a supportive learning environment where participants could freely interact with experts and team members. While a few participants suggested increased travel support for those from remote areas and a longer duration for the future workshops, overall feedback indicated that the programme was meaningful and effective.

The workshop contributed significantly to strengthening awareness and interest in Community Radio as a tool for community engagement and development in the region.



Workshop Photographs



Group photograph of the participants and experts – CR Awareness Workshop, Itanagar, Arunachal Pradesh.



Mr. Amit Dwivedi, Prof. Jayadeba Sahoo and Smt. Shilpa Rao Tanugula (Director, MIB) (From left to right)



Workshop session in progress- CR Awareness Workshop, Itanagar, Arunachal Pradesh.



Standee display at CR Awareness Workshop, Itanagar, Arunachal Pradesh.



Visit to Community Radio Station Radio Rono at IIMC Aizawl, Mizoram during workshop



Annexure 1

List of Participants: Community Radio Awareness Workshop — Itanagar, Arunachal Pradesh 30-31 October 2025

List of Participants					
Sl. No.	Name	Gender	Designation & Name of Organisation	Contact Number	Email Id
1	Tana Hinium	M	Vice Chairman, Niumhi Foundation	7085315037	tanhin241996@gmail.com
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4	Gourab Kalita	M	Assistant Professor, Gauhati Commerce College	9706086651 7637811672	gourab.kalita09@gmail.com
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18	Dr. Thokchom Vidyarani Devi	F	Assistant Professor, Naorem Birahari College	7005744987/ 9774293789	vdias.thokchom@gmail.com
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21	Dr. Arjun Das	M	Assistant Professor, Nagaland University	7086212962/ 9435180751	arjundas22a@gmail.com
22	Dr. Rima Taipodia	M	Director/President, Hope Arunachal	7085758967	hopearunachal@yahoo.com
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24	Taku Gumbo	M	Assistant Secretary, Eternal Life Society	7005725813	takugumbo1@gmail.com
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36	Michal Sonthing	F	Project Coordinator, Sheep Society	8414966955	michalsongthing547@gmail.com
37	Dr. Firos A	M	Associate Professor, Rajiv Gandhi University	9402212509	firos.a@rgu.ac.in
38	Prof. Uttam Kumar Pegu	M	Professor, Dept. of Mass Communication, Rajiv Gandhi University		
39	Dr. Maibam Sanju Meetei	M	Associate Professor, Rajiv Gandhi University		
40	Prof. Kh. Kabi	M	Professor, Dept. of Electronic Engineering an Communication, Rajiv Gandhi University		

List of Experts

Sl. No.	Name	Gender	Designation & Name of Organisation	Contact Number	Email Id
1	Pahal Mani Rai	M	General Secretary cum Executive Director, Radio Kanchenjunga	8016674011	pmukarung63@gmail.com
2	Lilimi H Zhimomi	F	Station Manager, 90.8 Hills FM Nagaland	7397228163	lilimizhimorc222@gmail.com
3	Bibhash Choudhury	M	Station Director, Radio Luit 90.8	8787857935	dapimiwu08@gmail.com
4	Dr. Nawaz Khan Thouba	M	Associate Professor, Radio Rono 91.2 FM	9436023194	drnawaznet@gmail.com
5	Tolum Takar	M	Station Manager, RadioCity Itanagar	9436044226	radiocityitanagar@gmail.com
6	Bhaskar Jyoti Acharjya	F	Technical Expert and CR Practitioner	9707742189	vascodeacharya@gmail.com

Ministry of Information and Broadcasting Officials

Sl. No.	Name	Gender	Designation & Name of Organisation	Contact Number	Email Id
1	Smt. Shilpa Rao Tanugula	F	Director, Ministry of Information and Broadcasting		shilpa.rao@gov.in
2	Mr. Amit Dwivedi	M	Project Director-CRS, Ministry of Information and Broadcasting	9811914480	amit.dwivedi@nic.in



Annexure 2

Programme Agenda



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प्रसारण मंत्रालय
MINISTRY OF
**INFORMATION AND
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CEMCA

Community Radio Awareness Workshop

Ministry of Information and
Broadcasting, Government of India

in collaboration with

Commonwealth Educational Media
Centre for Asia, New Delhi, India

&

Rajiv Gandhi University, Itanagar,
Arunachal Pradesh, India



30-31 October 2025



Hotel PYBSS, D' Sector, Near Civil
Secretariat, Itanagar, Arunachal
Pradesh, India



Programme Agenda

Day 1- 30 October 2025

Session I	
10:00 AM – 10.05AM	Introduction to the workshop <i>Mr. Amit Dwivedi</i> , Project Director, Ministry of Information and Broadcasting, Govt of India, New Delhi, India
10:05 AM-10:15 AM	Opening and Welcome Remarks <i>Dr. B. Shadrach</i> , Director, Commonwealth Educational Media Centre for Asia (CEMCA),New Delhi
10:15 AM-10:25 PM	Inaugural Address <i>Prof. Jayadeba Sahoo</i> , Former Vice-Chancellor In-Charge, Senior Professor, Department of Education, Rajiv Gandhi University, Arunachal Pradesh
10:25 AM-10:45 AM	Special Address <i>Smt. Shilpa Rao Tanugula</i> , Director, Ministry of Information and Broadcasting, Govt of India, Shastri Bhawan, New Delhi
10:45 AM-10:50AM	Vote of Thanks <i>Ms. Monica Sharma</i> , Programme Coordinator, Commonwealth Educational Media Centre for Asia, New Delhi
10:50 AM-11:05 AM	Networking Tea Break
Session II	
11:05 AM-12:30PM	Community Radio Concept, Policy Guidelines and Community Radio Support Scheme <i>Mr. Amit Dwivedi</i> , Project Director, Ministry of Information and Broadcasting, Govt of India, New Delhi, India
12:30 PM- 01:00 PM	Screening of Documentary on the CR Movement in India developed by MIB and CEMCA Showcasing the Community Radio Compendium, developed by MIB and CEMCA <i>Ms Monica Sharma</i> , Programme Coordinator, Commonwealth Educational Media Centre for Asia, New Delhi, India
01:00 PM-01:30PM	Networking Lunch Break
Session III	
02:30 PM- 03:00 PM	Visit to Community Radio Station, Itanagar, Arunachal Pradesh <i>Mr. Bhaskar Jyoti Acharjya</i> , Technical Expert, RGU Community Radio Team, Rajiv Gandhi University, Itanagar, Arunachal Pradesh

Session III

03:00 PM-04:00 PM	<p>Experience Sharing by Operational CR Stations <i>Moderated by Smt. Shilpa Rao Tanugula, Director, and Mr. Amit Dwivedi, Project Director from the Ministry of Information and Broadcasting, GOI</i></p> <p>Panel Discussion - Functional CRS</p> <ol style="list-style-type: none"> 1. <i>Mr. Pahal Man Rai, General Secretary cum Executive, Radio Kanchenjunga 91.2 MHz (FM), West Sikkim, Sikkim</i> 2. <i>Mr. Bibhash Choudhury, Station Director, Radio Luit, Guwahati, Assam</i> 3. <i>Ms. Lilimi H Zhimomi, Station Manager, 90.8 Hills FM, Dimapur, Nagaland</i> 4. <i>Mr. Tolum Takar, RadioCity Itanagar, Papum Pare, Arunachal Pradesh</i> 5. <i>Dr. Nawaz Thouba, Radio Rono, Papum Pare, Itanagar, Arunachal Pradesh</i>
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Day 2- 31 October 2025

Session IV

09:30 AM-10:30 AM	<p>Filling up the Online Application for various licenses to be issued by Govt of India <i>Mr. Amit Dwivedi, Project Director, Ministry of Information and Broadcasting, GOI, New Delhi, India</i></p>
10:30 AM-11:00AM	Networking Tea Break
11:00 AM- 12.00 PM	<p>Sustainability and Management of Community Radio Station How to manage and run the Community Radio Station</p> <p>Moderated by Smt. Shilpa Rao Tanugula, Director, and Mr. Amit Dwivedi, Project Director from the Ministry of Information and Broadcasting, Government of India, India</p> <p>Panelists: - <i>Ms. Monica Sharma from the Commonwealth Educational Media Centre for Asia, New Delhi, India</i> Functional Community Radio Stations officials from Arunachal Pradesh, Assam, Sikkim, and Nagaland</p>

Session V

12.00 PM-01:30 PM	<p><i>Team Building Activities – Engaging the participants in exploring the Concept, Impact and Benefits of CRS</i> <i>Game Group Activity among the participants</i></p> <p>Presentation by the Participants on Concept, Impact, Benefits and Management for setting up the Community Radio Station Officials from the Ministry of Information and Broadcasting, Govt. of India, New Delhi, India</p>
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	<p>Officials from the Commonwealth Educational Media Centre for Asia, New Delhi, India</p> <p>Technical Experts and Functional Radio Stations Officials</p>
01.30 PM- 02.00 PM	Networking Lunch Break
02.00 PM- 03.00 PM	<p>Open House</p> <p>FAQs, Opinions from Participants and Submission of Expressions of Interest for setting up the CRS</p> <p>Ministry of Information and Broadcasting, Govt of India, New Delhi, India Commonwealth Educational Media Centre for Asia, New Delhi, India Experts from Functional Radio Stations.</p>
Session VI	
3:00 PM- 4.00 PM	<p>Valedictory Session</p> <p>Way Forward and Take aways Distribution of Certificates</p> <p><i>Dr. N.T. Rikam</i>, Registrar, Rajiv Gandhi University, Itanagar, Arunachal Pradesh</p>
4:00 PM- 4:30 PM	Tea Break



Annexure 3

Resource Material

Cover Page – Policy Guideline Handbook



STEP BY STEP PROCEDURES TO ESTABLISH COMMUNITY RADIO



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Organised by

Ministry of Information and Broadcasting Government of India, New Delhi
In association with
Commonwealth Educational Media Centre for Asia, New Delhi



Annexure 4

Press Coverage

Ministry of Information & Broadcasting



Two-Day Community Radio Awareness Workshop Organised in Itanagar, Arunachal Pradesh

प्रसारित तिथि: 31 OCT 2025 2:59PM by PIB Itanagar

Ministry of Information and Broadcasting, in collaboration with the Commonwealth Educational Media Centre for Asia COL-CEMCA and Rajiv Gandhi University, organised a "Community Radio Awareness Workshop" from 30-31 October 2025 at Itanagar, Arunachal Pradesh. Over 40 participants from five Northeastern states- Arunachal Pradesh, Assam, Manipur, Meghalaya and Mizoram and representing various educational institutions, non-governmental organisations (NGOs), community-based organisations (CBOs), and government departments attended the workshop.

The workshop focused on raising awareness about Community Radio's role in community engagement and development, demystifying policies and processes, and encouraging eligible NGOs and institutions to apply for licenses.



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Arunachal: Two-Day Community Radio Workshop Held in Itanagar

The Ministry of Information and Broadcasting, in collaboration with CEMCA and Rajiv Gandhi University, organized a two-day awareness workshop to strengthen community radio initiatives across Northeast India.

Last Updated: 01/11/2025 | 7 minutes read



ITANAGAR: (By Takings Poma) - The Ministry of Information and Broadcasting (MIB), in collaboration with the Commonwealth Educational Media Centre for Asia (CEMCA) and Rajiv Gandhi University (RGU), organized a two-day Community Radio Awareness Workshop from October 30-31 in Itanagar, Arunachal

Commonwealth Educational Media Centre for Asia (COL-CEMCA)

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Community Radio Workshop in Itanagar Concludes with Call for Collaboration




Arunachal Pradesh, 31 October 2025

A "Community Radio Awareness Workshop" was organized from 30-31 October 2025 in Itanagar, Arunachal Pradesh, by the Ministry of Information and Broadcasting, in collaboration with the Commonwealth Educational Media Centre for Asia (COL-CEMCA) and Rajiv Gandhi University. Over 40 participants from five Northeastern states- Arunachal Pradesh, Assam, Manipur, Meghalaya and Mizoram representing various educational institutions, non-governmental organisations (NGOs), community-based organisations (CBOs), and government departments attended the workshop.

Ms. Shilpa Rao Tanugula, Director, Ministry of Information and Broadcasting, Government of India, highlighted the Government's policies related to Community Radio Stations (CRS). She added that the Government of India has launched special initiatives to boost Community Radio Stations in the region, including a provision for financial assistance to support new CRS units.

Prof. Jashobanta Sahoo, Former Vice-Chancellor in-Charge, Senior Professor, Department of Education, Rajiv Gandhi University, Itanagar, spoke about the importance of Community Radio Stations in promoting grassroots communication. Ms. Anrit Debnath, Project Director-CRS, Ministry of Information and Broadcasting, outlined the workshop's objectives, the Community Radio Station setup process, and the Supporting Community Radio Movement in India scheme. He highlighted the entire learning process, making it easier and more transparent.



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