



P.N. PANICKER  
FOUNDATION



# CONCEPT NOTE - NATIONAL READING MISSION THROUGH COMMUNITY RADIO 2026 (NRMCR 2026)

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## Abstract

The **National Reading Mission through Community Radio 2026** is a national initiative jointly organized by the P.N. Panicker Foundation and COL-CEMCA under the National Reading Mission 2026 to recognize and promote the role of Community Radio Stations (CRS) in fostering a culture of reading, lifelong learning, and knowledge empowerment across India.

The mission encourages Community Radio Stations to design and showcase innovative programmes and community-led initiatives that inspire reading habits, strengthen library engagement, promote local knowledge, and encourage inclusive access to learning resources.

The theme "**Reading, Learning and Knowledge Empowerment through Community Radio Stations,**" seeks to demonstrate how community broadcasting can transform listeners into active readers and lifelong learners while contributing to national literacy and educational development goals. Through this initiative, Community Radio Stations will share successful practices, innovative communication approaches, and measurable community impact, thereby reinforcing the role of community media in building an informed, empowered, and reading-rich society.

*As part of NRMCR 2026, a national recognition programme will honour outstanding Community Radio Stations for their innovative reading promotion initiatives.*

## **BACKGROUND**

The National Reading Mission through Community Radio 2026 (NRMCR 2026) is a joint initiative of the P.N. Panicker Foundation and COL-CEMCA under the National Reading Mission 2026 to engage Community Radio Stations across India in promoting reading culture, lifelong learning, library engagement, and knowledge empowerment through innovative radio programming.

**Commonwealth of Learning- Commonwealth Educational Media Centre for Asia (COL-CEMCA)**, established by the Commonwealth of Learning, Canada, promotes the use of media and technology for learning and sustainable development. CEMCA has been a pioneer in supporting Community Radio through training, research, innovation, and capacity-building initiatives.

The **P.N. Panicker Foundation** carries forward the legacy of Late Shri P. N. Panicker, whose vision transformed Kerala into a model reading society through community participation, library development, and literacy movements. Inspired by his philosophy of "*Read and Grow*", the Foundation continues to champion reading, learning, and knowledge-sharing initiatives across India through the National Reading Mission.

**The Community Radio Association (CRA)** is a not-for-profit, national network that represents and strengthens Community Radio Stations across India. It promotes capacity building, collaboration, knowledge sharing, and community-driven broadcasting to amplify grassroots voices. It is fostering inclusive communication and empowering communities through **300+ radio services** across the country.

**Community Radio in India** has emerged as one of the most effective platforms for participatory communication and community engagement. Operating on the principle of "**by the community, for the community, and of the community,**" Community Radio Stations provide locally relevant content in local languages, ensuring that information, education, and development messages reach even the most remote populations.

Through this initiative, Community Radio Stations will showcase how radio can transform listeners into readers, readers into learners, and learners into empowered citizens, thereby contributing towards the vision of building a knowledgeable, informed, and reading-rich India.

## **OBJECTIVES**

- **Promote reading habits through Community Radio.**
- **Encourage innovative community-based reading initiatives.**
- **Showcase best practices.**
- **Strengthen partnerships among CRS, libraries, schools, and local communities.**
- **Support lifelong learning through community media.**

## **EXPECTED OUTCOMES**

- **Increased community participation in reading activities.**
- **Greater library engagement.**
- **Documentation of innovative CRS practices.**
- **National recognition of exemplary initiatives.**

## **PARTICIPATION**

**Community Radio Stations across India**

# **NATIONAL READING MISSION THROUGH COMMUNITY RADIO**

## **THEME- READ & GROW**

*Reading, Learning and Knowledge Empowerment through Community Radio Stations.*

## **ABOUT THE THEME**

**Reading is the foundation of learning, creativity, innovation, and informed decision-making. It empowers individuals, strengthens communities, and contributes significantly to social and economic development. Community Radio Stations, with their local reach and participatory approach, are uniquely positioned to inspire reading habits and lifelong learning among diverse communities.**

Community Radio serves as a trusted and accessible medium capable of reaching people across geographical, social, and economic boundaries. Through storytelling, discussions, interviews, book reviews, author interactions, listener engagement programmes, and awareness campaigns, Community Radio can inspire communities to embrace reading as a lifelong habit.

By choosing this theme for Community Radio National Reading Mission (CRNRM) 2026, we aim to bring forward inspiring stories, innovative practices, and impactful initiatives demonstrating how

Community Radio can contribute to creating a vibrant reading culture and empowering communities through knowledge.

## **SUB-THEMES**

- Promoting Reading Habits through Community Radio
- Libraries as Community Learning Centers
- Reading for Youth Empowerment and Leadership
- Community Radio and Lifelong Learning
- Digital Reading and Inclusive Access to Knowledge
- Inspiring Readers through Local Stories and Voices
- Community Initiatives Supporting Reading Culture
- National Reading Mission 2026: Building a Nation of Readers

## **PROGRAMME REQUIREMENTS FOR THE ENTRIES**

- **Programme Title**

- **Programme Category/Format**

*Examples:*

- *Talk Show*
- *Documentary*
- *Radio Drama*
- *Interview*
- *Community Campaign*
- *Magazine Programme*

### **Programme Format and Submission**

**Participants shall submit the entries by July 31<sup>st</sup>, 2026 as follows:**

- A 3–4-minute video documenting the reading initiative or campaign.
- The original programme audio/video (MP3/MP4, maximum 100 MB).
- Supporting photographs and documentation demonstrating community participation and impact.

### **Additional Information:**

- **Date of Broadcast**
- **Language(s)**
- **Executive Summary (300–500 words)**
- **Research & Innovation Highlights**

**Below is the link for the registration for the submission of the entries:**

**<https://forms.gle/iRVe9TnG3FDcN78r6>**

## **SUPPORTING EVIDENCE**

- 2–3 photographs (.jpeg/.png)
- Media coverage (if available)
- Listener testimonials/community feedback  
(with photographs, where available)
- Documentation of innovative activities
- Awards or recognitions received (if any)



## **PROPOSED EVALUATION CRITERIA**

Criteria	Marks
Overall Impact & Relevance	25
Innovation & Creativity	25
Promotion of Reading Culture	25
Community Participation & Evidence	25
Total: 100	

## **AWARDS**

**Outstanding Community Radio Stations will be recognised as follows:**

- **First Prize: INR 50,000**
- **Second Prize: INR 30,000**
- **Third Prize: INR 20,000**
- **Five Special Recognition Awards: INR 10,000 each**
- **Participation Certificates will be awarded to all eligible Community Radio Stations whose entries are accepted.**