

# **Building Communities through Media**

## Kalanjiam Community Radio Experience

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Team Leader

Centre for Development Communication

**DHAN Foundation**

## Kalanjiam Community Radio has been established to

- **Use information and communication as a tool for change**
- **Enable the coastal communities to get prepared for managing disasters and strengthen their livelihoods to cope up with such disasters.**
- **Build skills of the community to prepare and disseminate audio programmes on the areas concerning their socio-economic and cultural development.**
- **Aid in preservation of local wisdom & traditional knowledge**



# Partners in the Process

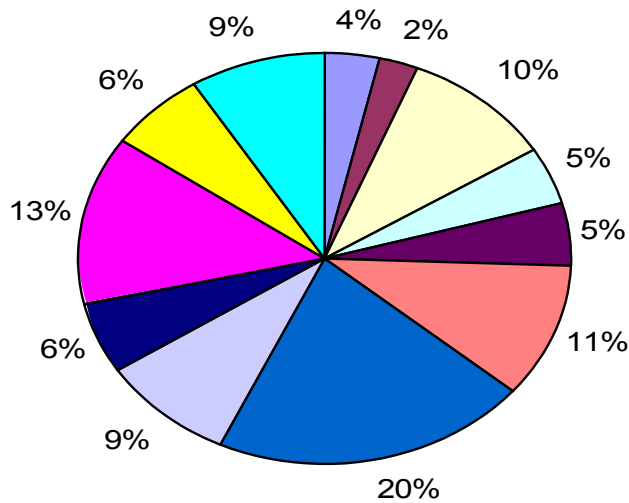
- **Owned by:** Communities in Keelaiyur block of Nagapattinam District, Tamil Nadu
- **Facilitated by:** DHAN Foundation's Centre for Development Communication
- **Resource support by:** United Nations Development Programme
- **Technical support by:** VOICES, Bangalore

# Programme Production

<b>Sl. No</b>	<b>Type of Programme</b>	<b>Duration (Seconds)</b>	<b>Minutes</b>
<b>1</b>	<b>Tirukkural</b>	<b>4445</b>	<b>74:05</b>
<b>2</b>	<b>Local information</b>	<b>3029</b>	<b>50:29</b>
<b>3</b>	<b>Agriculture</b>	<b>12051</b>	<b>201:51</b>
<b>4</b>	<b>Fishing</b>	<b>5616</b>	<b>94:36</b>
<b>5</b>	<b>Livelihoods Best Practices</b>	<b>5997</b>	<b>108:57</b>
<b>6</b>	<b>Women &amp; SHG</b>	<b>13002</b>	<b>217:42</b>
<b>7</b>	<b>Children Educational &amp; Entertainment</b>	<b>25217</b>	<b>421:77</b>
<b>8</b>	<b>Traditional Health Practices</b>	<b>10854</b>	<b>181:54</b>
<b>9</b>	<b>Local Leadership</b>	<b>6733</b>	<b>112:13</b>
<b>10</b>	<b>Awareness on development issues</b>	<b>16419</b>	<b>273:39</b>
<b>11</b>	<b>Government Programmes</b>	<b>7736</b>	<b>129:56</b>
<b>12</b>	<b>Local culture and Songs</b>	<b>10818</b>	<b>181:18</b>
<b>Total</b>		<b>121,917</b>	<b>2,032.35</b>

# Programme Production

**Fig1 Areas of Programme Production**



- Tirukkural
- Local information
- Agriculture
- Fishing
- Livelihoods Best Practices
- Women & SHG
- Children Educational & Entertainment
- Traditional Health Practices
- Local Leadership
- Awareness on development issues
- Government Programmes
- Local culture and Songs

# Reach

- **2000 Minutes of Audio Programme produced and disseminated**
- **Dissemination through Karaikal FM on weekly basis for 15 minutes**
- **Narrow casting through ICT Kiosks (could reach 500 House holds) in five villages**
- **1800 SHG Members through cassette player every fortnight**
- **Once obtained license can reach 25-30 villages within a permitted coverage**

# Daily Programme Schedule

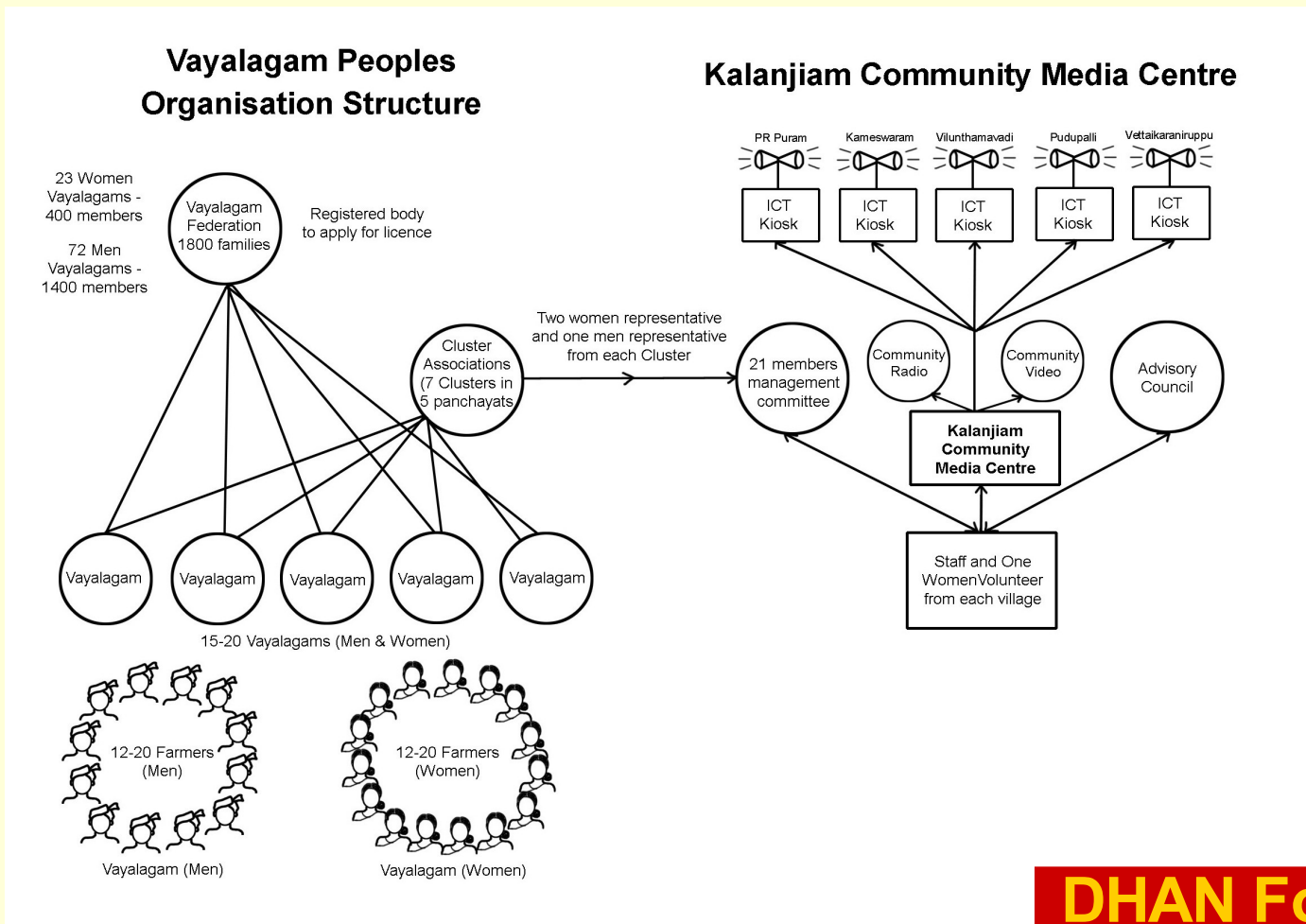
- **Signature tune**
- **Thirukural**
- **Traditional / local best practices**
- **Folk tales**
- **Local Events**
- **Day's Focus**
  - **Restored livelihoods – success stories**
  - **Story from the Farm**
  - **Story from the Shore**
  - **Self Help Groups & leadership**
  - **Our Panchayat**
  - **Children's programme**
- **Folk Songs**
- **Awareness Songs**
- **Signature Tune**

**Daily 30 - 45 minutes Programme, evening @ 5 PM**

**DHAN Foundation**

# Governance

**21 members Board of Governance drawn from the Peoples Organisations promoted in the Keelaiyur block, two third of the members are women**



# Governance

**Board members meet once in a month to**

- **Give guidance for evolving content for production**
- **Review and monitor the functions of the staff**
- **Review and monitor the physical and financial performance**
- **Facilitate participation of fellow community members**
- **Resolve conflicts / issues in the above areas**

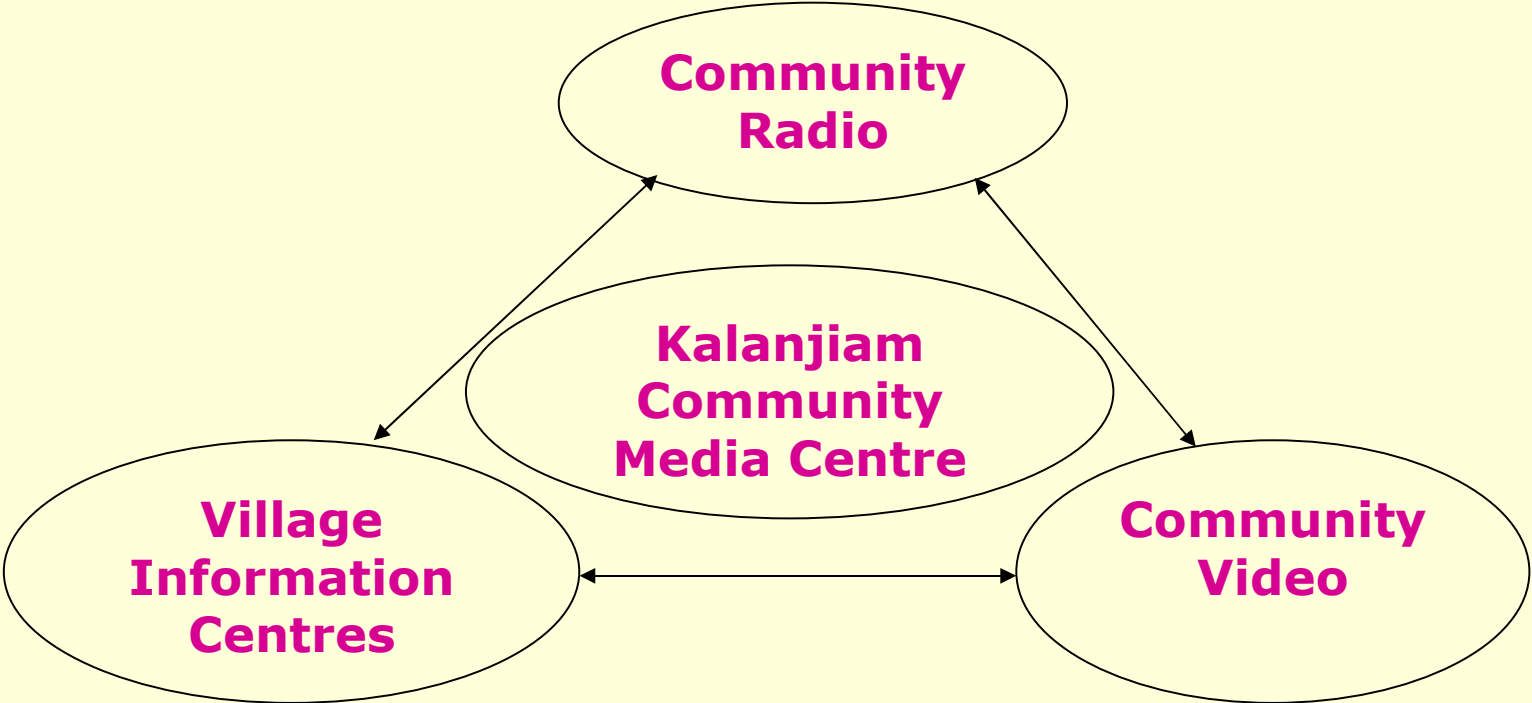
# Learnings so far

- **Organised social infrastructure lays the foundation for Community Radio.**
- **Narrowcasting has several limitations with respect to reach and coverage of listeners.**
- **Involving local government officials for content and programming is very difficult due to lack of clarity.**
- **Response from children and elders were overwhelming for programming.**

# Challenges

- **Hurdles in the Policy:** Tsunami is an exceptional case. Fulfilling 3 years requirement - stumbling block for many Community Radios to emerge in the disaster hit coastal areas. DHAN is applying.
- **Moving from participation & management into ownership and control:** making the community to involve in designing and implementing media production needs time for educating the members individually and collectively.
- **Involving women** in the core business of media management, within the male dominated local communities and making them as part of day to day management.
- **Sustainability:** Village Information Centres have proven sustainability up to 70-80 percent. Mechanisms for cost coverage in CR context needs to be explored with the community. Initiated discussions.
- **Integrating with mainstream disaster warning systems** and building location specific warning.

# Emerging Kalanjiam Community Media Centre



# Way forward

- **Working towards setting up systems for disaster mitigation and management.**
- **Transition into mixed media model of ICT based radio and video, the Kalanjiam Samuga Vanoli is taking shape of a Community Multi Media Centre.**
- **Enabling the community, especially women to own and manage Kalanjiam Community Media Centre to address various socio, economic and development issues concerning them.**
- **Attain financial sustainability in a phased manner.**

THANK YOU