

# CR in CSC & CMC :

*“It is in the citizen-centric module that will count supreme in CSC operations.”*

*Amita Singh , JNU*

# CR in CSC and CMC

CR & Sustainability:

- a) Human Capital
- b) Social Capital
- c) Physical Capital
- d) Financial Capital



# CR in CSC & CMC



Integrate CR into CMC

“ What happens when you  
add computers , loud  
speakers and cable to radio  
?”

# CR IN CSC 7 CMC

## NAMMA DHWANI – CR & CMC

Location : Budhikote,  
Karnataka

*“A cable radio station that is managed by the community complements computer learning to strengthen local governance.”*



# CR in CSC and CMC



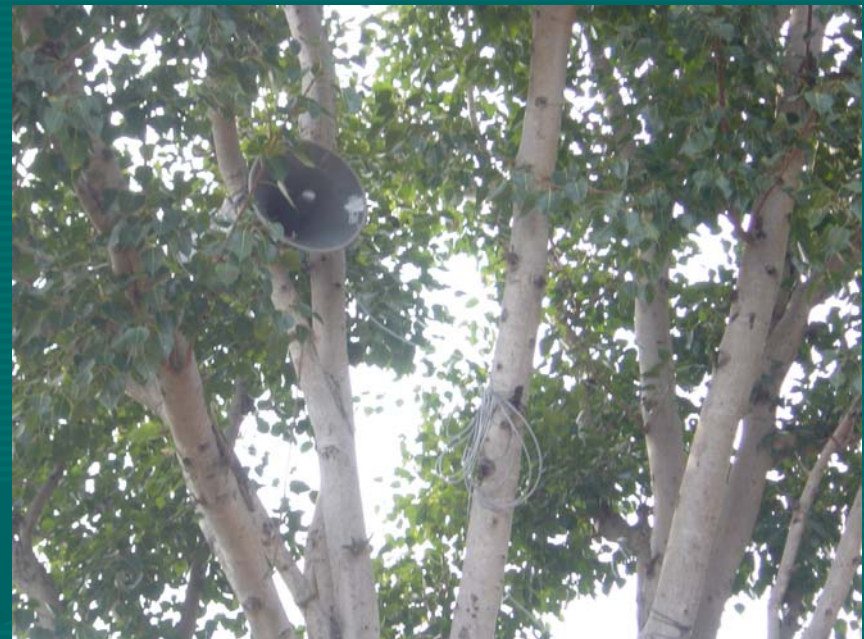
## CABLECASTING :

*Through a local cable TV operator,  
Ramu,  
Namma Dhwani narrowcasts  
community radio programmes  
to 400 homes in the village.*

# CR in CSC & CMC

## LOUDSPEAKER NARROWCAST

*Through 2 loudspeakers  
positioned on tree tops and  
connected by co-axial cable  
programmes are narrowcast  
enabling community  
participation – AB Colony, &  
Resource Centres in  
Kammasamudram*



# CR in CSC & CMC

## SCHOOL AUDIO

*A cable connects the audio  
production centre to the local  
government school*



# CR in CSC & CMC



Other Innovations of the  
CMC

*Offline Browsing*

*Web Browsing*

# CR in CSC & CMC

## SUSTAINABILITY

*Namma Dhwani has been sustainable for more than 2 years through :*

- 1) Training : Certificate Programme in Computers*
- 2) Training : CR awareness*
- 3) Audio Documentation , Campaign production*

# CR in CSC & CMC

## Namma Dhvani – Impact

- *Local Governance*
- *Identity*
- *Disabilities Club*
- *School Audio*



# CR in CSC and CMC

Other Examples :

- 1) *Pastapur Media Centre*
- 2) *KMVS*
- 3) *MSSRF*
- 4) *Radio Kalanjiam*



Thank you .

