



*Every Village a Knowledge Centre*

*Role of CRS*



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# Introduction

A Radio Broadcast medium which brings

- small communities together
- focus on the common man's day-to-day concerns
- help in realizing local aspirations
- contribute to the lives of the local community by creation of content by the people and for the people of that community.

## Why Community Radio

- In the 21<sup>st</sup> century large number on population not getting basic facilities.
- To empower the power, awareness is the most important tool
- To minimize the Digital Divide.
- Some of the major initiatives of community radio that are most popular among the people, especially in those areas where supply of electricity is extremely irregular or not available at all.
- Nowadays radio does not only play the role as a media of entertainment, but also as an information generating media which can make the people more and more aware of the essential information of their day to day life.

## Contd.

- The main feature of community radio is the active participation of the community in the process of its contents such as news, information, entertainment and culturally relevant materials, with an emphasis on local issues and concerns
- With the help of training, local producers can create programmers using local voices.
- The community can also actively participate in the management of the station and have a say in the scheduling and content of the programmes

# Features

- Provides the points of view rarely expressed by Mainstream Media.
- Express the aspirations of civil society
- Give voice to the most disadvantaged
- Community owned and accountable
- A promoter of local enterprise
- An alternative to state and private media
- Facilitate popular access and involvement

# Benefits

- A source for learning and education
- Reflect and exude the local flavor and fragrance.
- Enhancing participation of the people in the development process
- Capacity building in rural areas, through education and infotainment.
- Providing opportunities to the people to upgrade their skills and enhance their creative talents.

# Benefits

- Preserving and promoting the traditional wisdom, knowledge and skills, thereby helping to promote and project the local language, arts, craft, culture and traditions.
- Bring within easy reach of the rural population, topical information in areas of agriculture, social welfare, education, health and environment.
- Help in creating rural networks for the rural cottage and village industry.
- Bridge the Rural – Urban community by showcasing the talent and provide exposure.



# Strategy

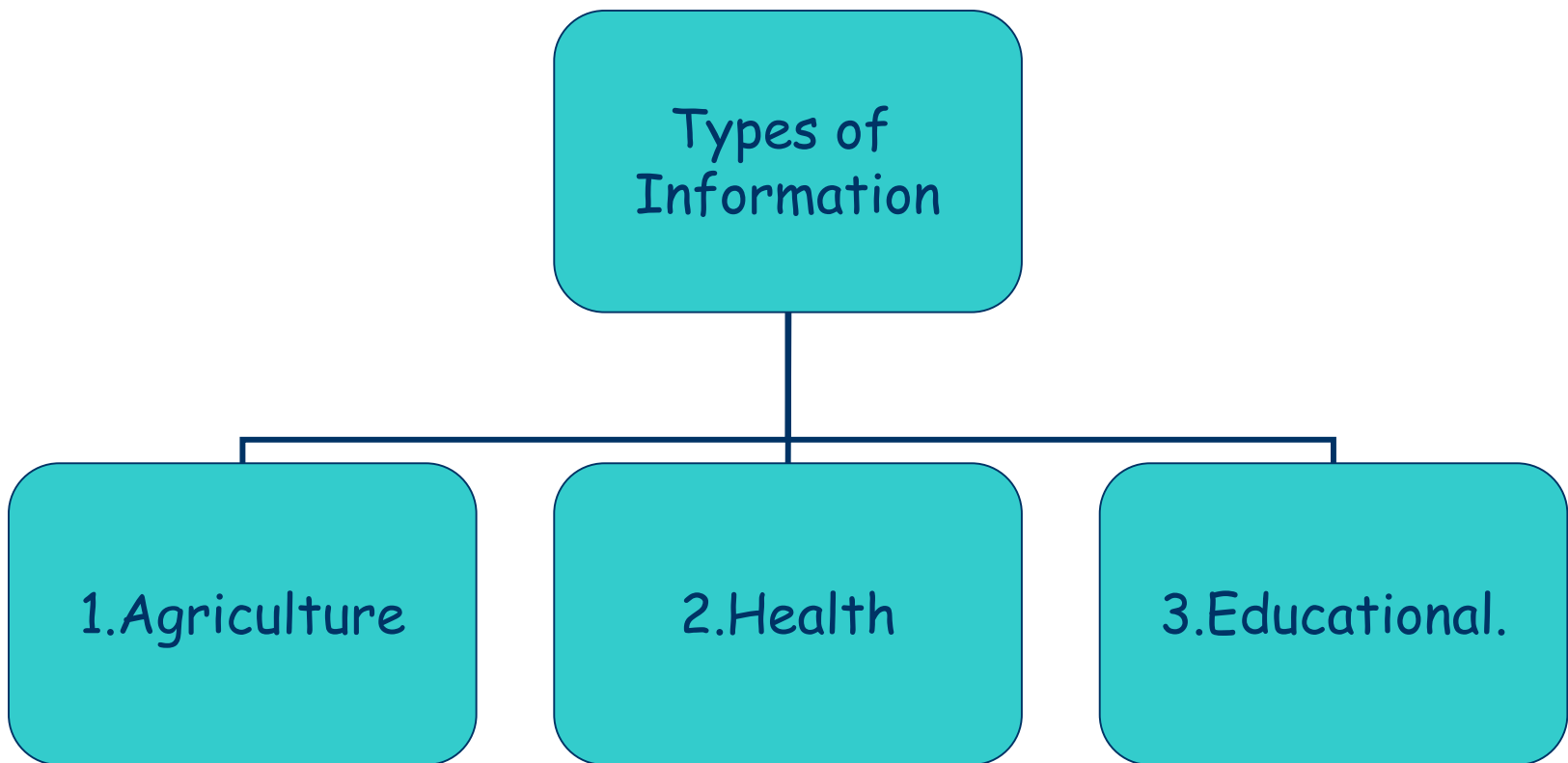
- **Strategic role in all the three avenues**
  - - Content
  - - Processing
  - - Distribution
- **of convergence marketplace**

# 1.Content

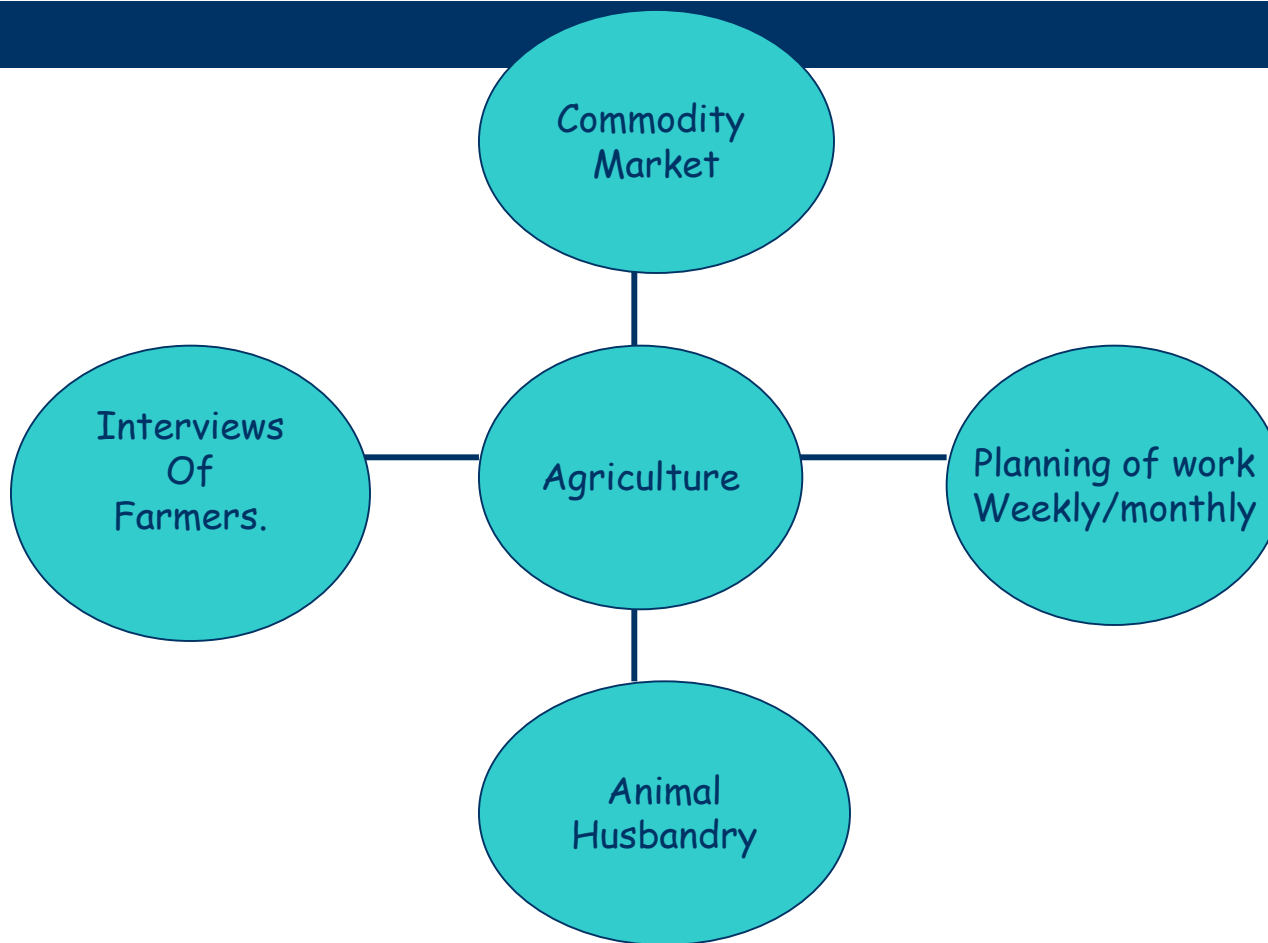
## Types of Content

1. Informative
2. Extensive messages.
3. Entertainment.

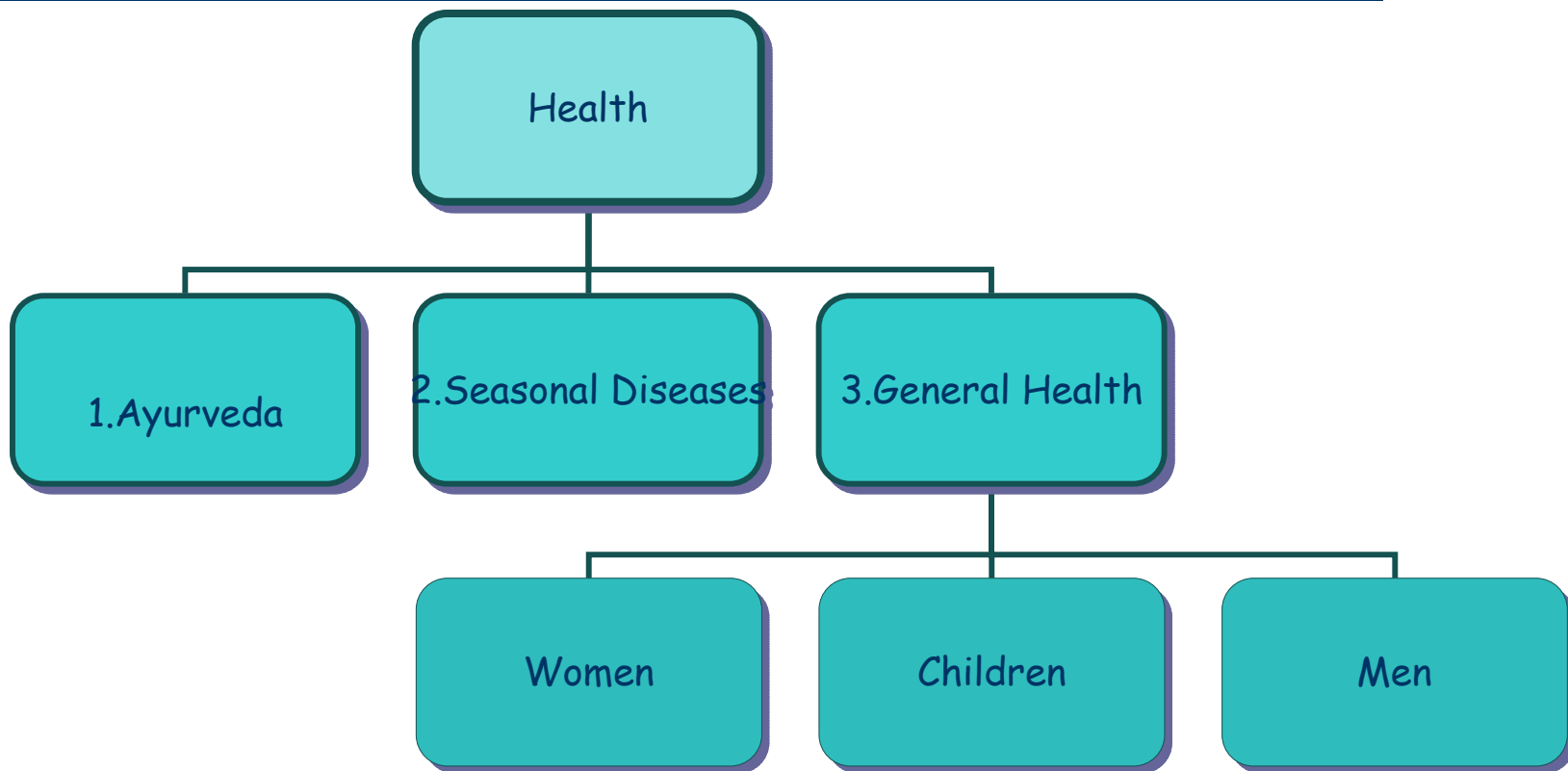
# 1.1. Information



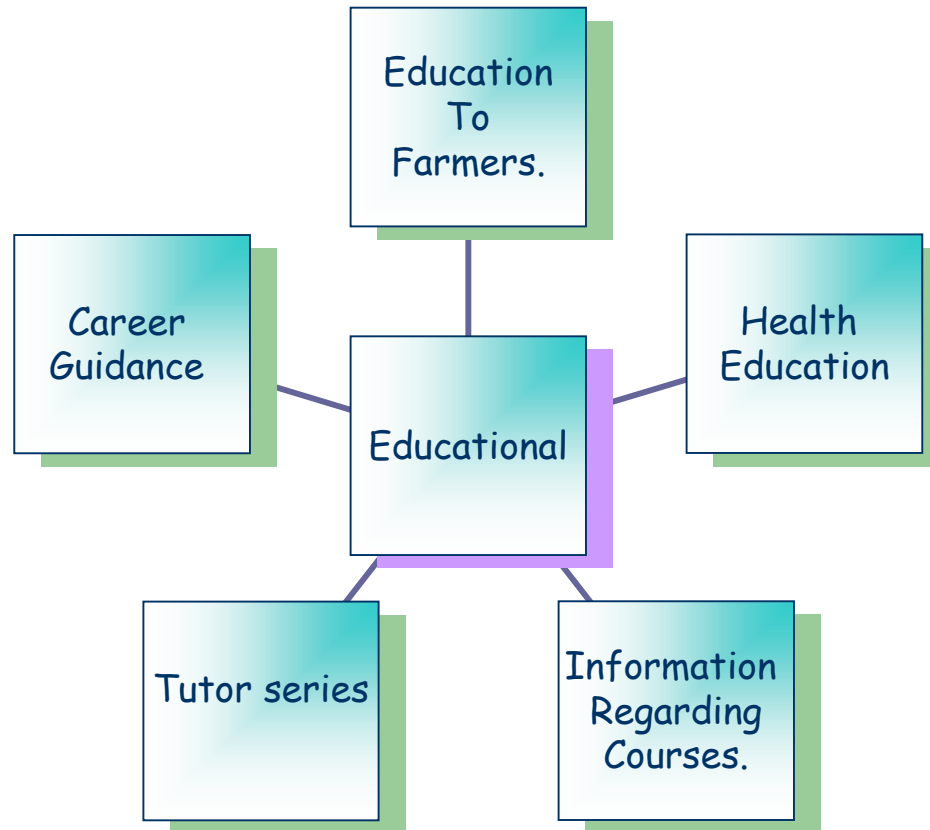
## 1.1.1 Agriculture



## 1.1.2 Health



## 1.1.3 Educational



## 2.Extensive messages

Types of Extensive Messages.

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graph TD; A[Types of Extensive Messages.] --- B[1. Government Schemes.]; A --- C[2. Health Awareness Schemes.]; A --- D[3. Weather]; A --- E[4. Commodity Market Information.]
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1. Government Schemes.

2. Health Awareness Schemes.

3. Weather

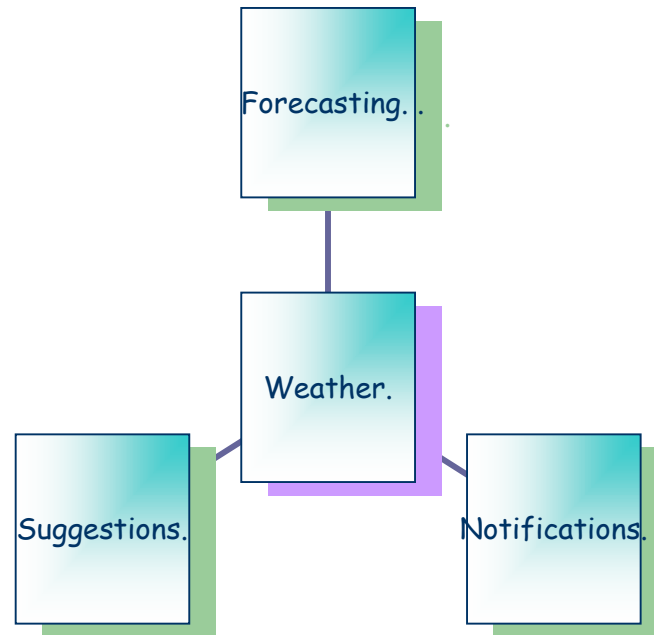
4. Commodity Market Information.

## 2.1 Government Schemes

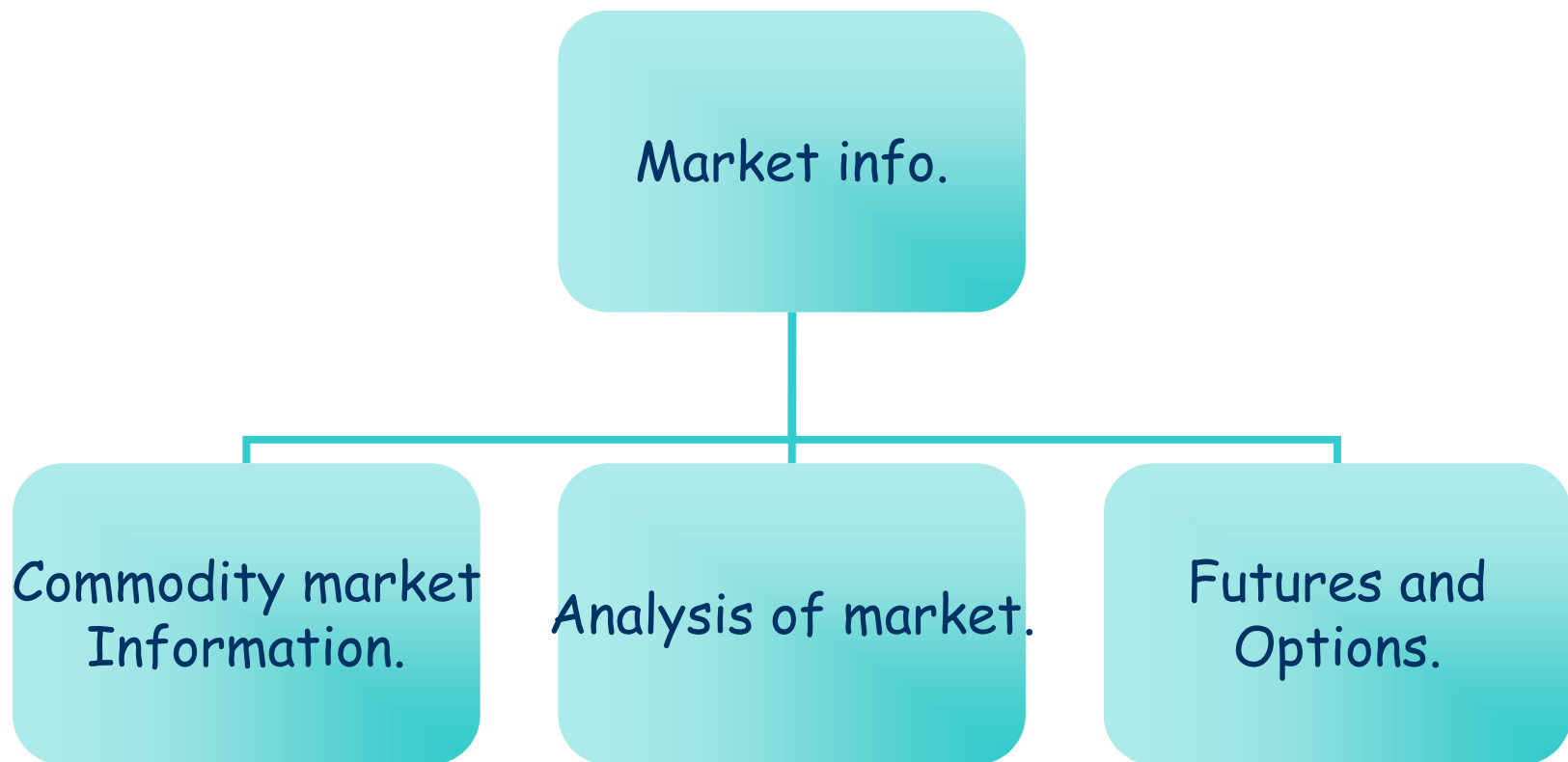




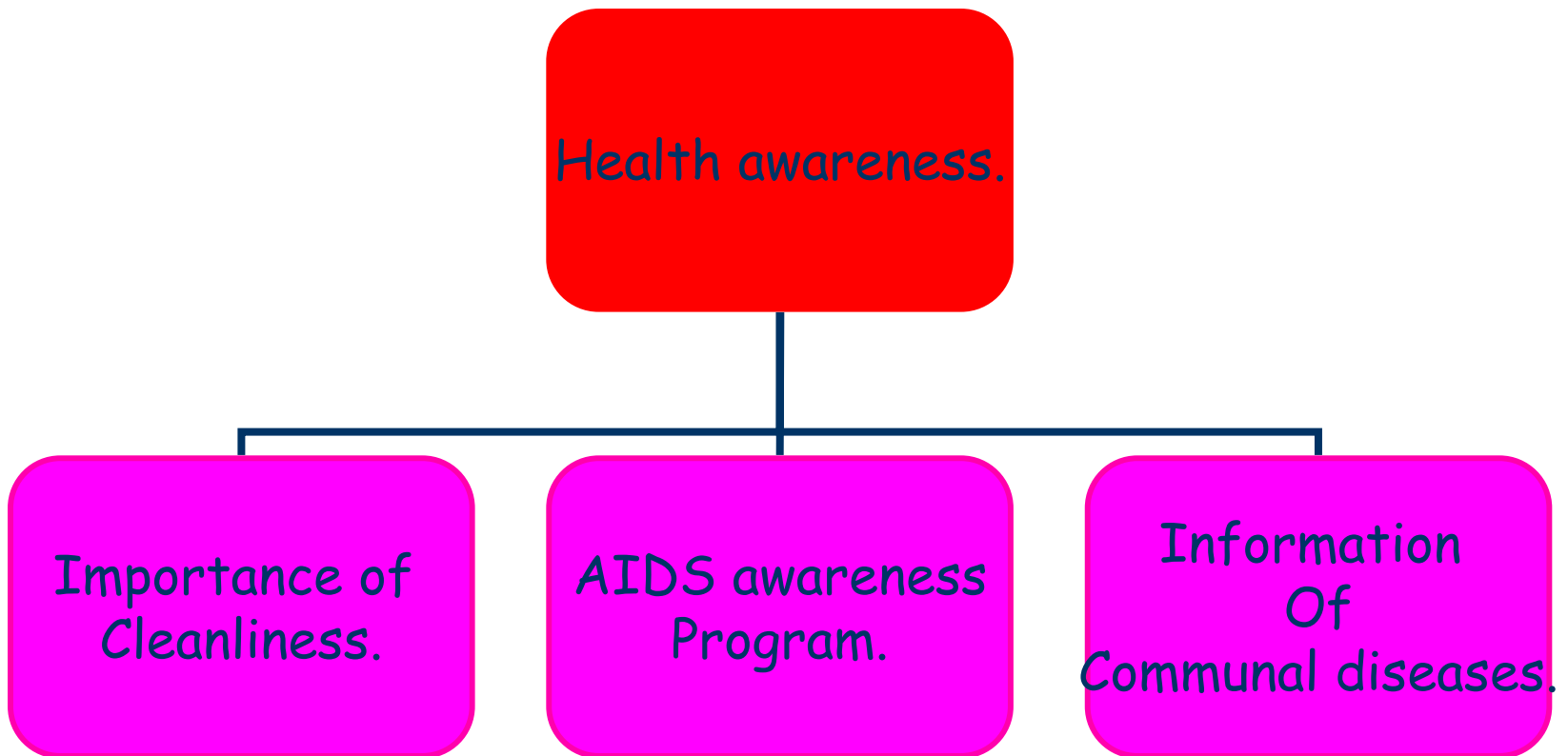
## 2.3 Weather .



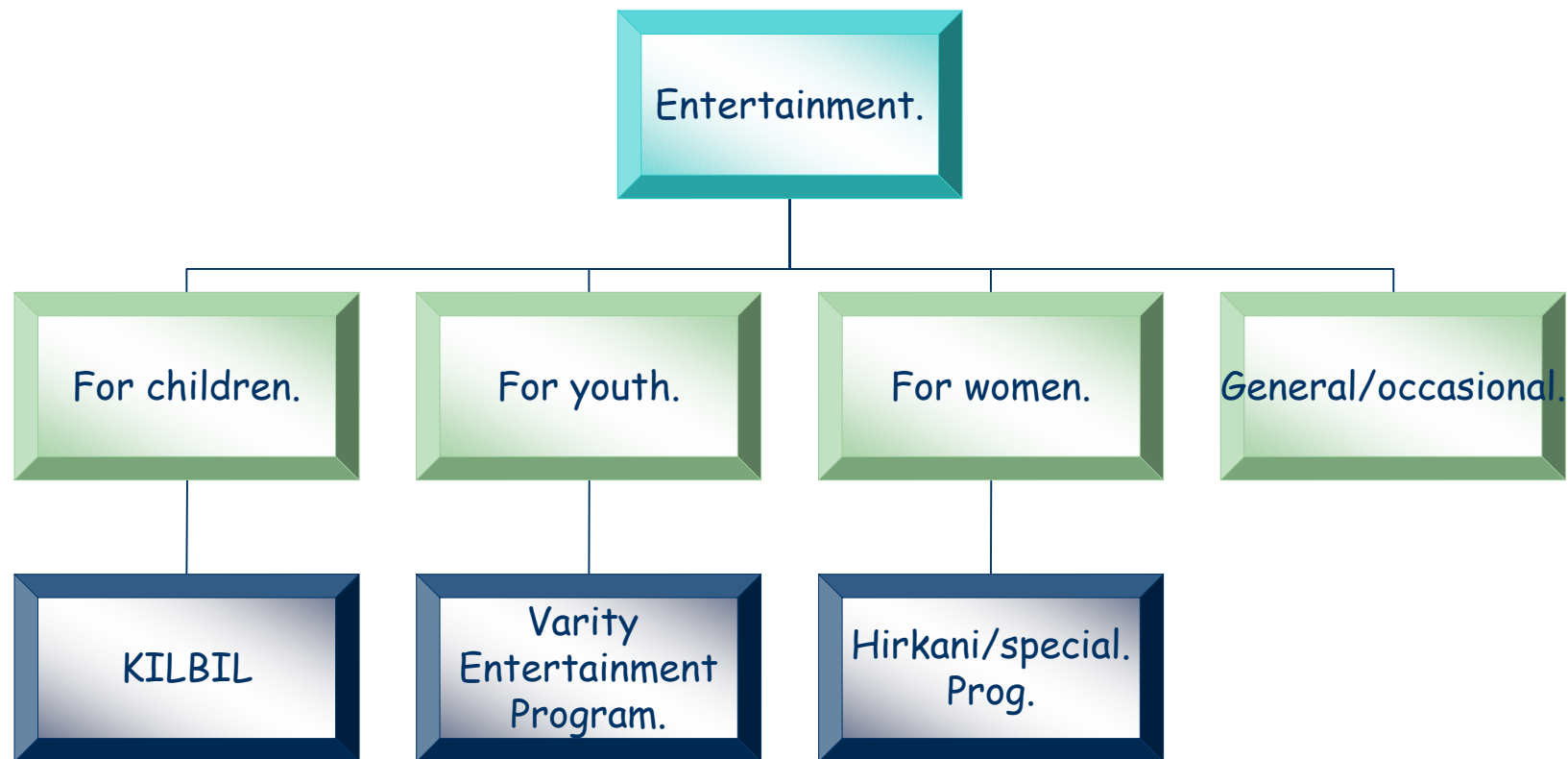
## 2.4 Market info.



## 2.2 Health.



# 3. Entertainment.



# Building Audience.

- Market segmentation.
- Taking cross section of audience.
- Finding target audience.
- Creating awareness about service.
- Making mutual communication with audience.

# Audience building

- Organizing various competitions for children and youth.
- Phone in program to solve the problems related to different sectors.
- Direct interaction with the audience at there respective places.

# Audience building

- Competition related to broadcasted programs.
- Maximum opportunities to local artists to present their art.
- Representation of village.

# Feed back

- By conducting manual survey with preparing questionery.
- Through phone in program.
- By requesting to mail.
- By Organizing an event and make announcement only from radio.
- Counting response through entries.



# Fund raising.

- Advertisement.
- Using our recording studio for professional recordings.
- Raising money from GOVT. organizations and institutions for making their announcements.

# Requirements.

- A team consist of -  
1 prog.executive,  
4 announcer,  
2 technician,  
1field worker,  
1 office boy.

# FARMER'S FEEDBACK



- Very good step for the well being of farmers.
- Best medium to obtain the information.
- This FM station is a boon to the farmers.
- Programs broadcasted are useful in making the right decisions at right time.
- A very good medium to get information about the government schemes for farmers.
- Good programmes are aired that help the women community to face the problems in daily life.
- Programmes for youth help them to choose the right career options.



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**THANKS**