

Sustaining community participation in community Radio

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Knowledge sharing and learning from Experience

*A presentation by Ideosync Media Combine on the
Uttarakhand Community Media Initiatives*

Key Issues for sustainability

- Community Involvement in Research
- Moving from participation to ownership
- Sources for revenue and continued funding
- Useful, Meaningful and entertaining content
- Overcoming Infrastructure challenges
- Equipment Maintenance

Sustainability Challenges- Research

What we did- initial participatory needs assessment
Initiating EAR in the projects

Challenges:

- Continuing EAR beyond the initial needs assessment
- Ongoing documentation of findings
- Taking the research findings back to the community
- Feeding the research findings into content production

Sustainability Challenges- Community Involvement

What we did:

- Trained a group of volunteers
- Trying to expand the initial group by involving more volunteers

Challenges:

- Creating Training cascade
- Involving women
- Moving beyond young people

Participation vs Ownership

Example: Mandakini Ki Awaaz

- Involving *Mahila Mangal Dals* through contribution and upkeep of equipment
- Shram Dan for construction of studio
- Allocation of studio space by village *panchayat*
- Signature campaign for acquiring land and building

Challenges - Resources

- Funding cycles and sustaining in between
- Finding local revenue before broadcast!
- Membership fee; equipment upkeep and maintenance (batteries, cassettes), training charges for new volunteers, offering other services (various official forms, typing and print outs)
- Post license and broadcast possibilities: Local advertisements and announcements, sponsored programs

Challenges: Content

- Need to create an identity: '*Radio Wale*' (Bhanaj) broadcast program on local panchayat corruption which led to a gram sabha sitting
- Content based on needs and interests: Livelihood, migration, agriculture, local governance and infrastructure, and entertainment
- Regularity of content
- Paucity of power