



# **Sustaining Community Radio Initiatives in India: Grassroots & Governance Challenges**

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# INTRODUCTION

- The worth and multidimensional advantages of having CR institutions.
- Social, cultural, economic and political advantages provided it is managed by experienced heads and hands.
- The country is all set to engage on the radar of community broadcasting - top down and bottom up challenges.

# **ADVANTAGE COMMUNITY RADIO**

- **Scaling up information and communication capacities at Grassroots;**
- **Capacity building and skill up-gradation ;**
- **Improve living conditions through relevant content in local languages;**
- **Providing a public interface**
- **Broadens the media choices of listeners and media consumers**
- **Independent nature and responsibility to serve the community**
- **Socio-cultural-economic impact in poverty reduction, in addressing development objectives and in democracy building**
- **A medium to facilitate oral communication traditions with development issues**

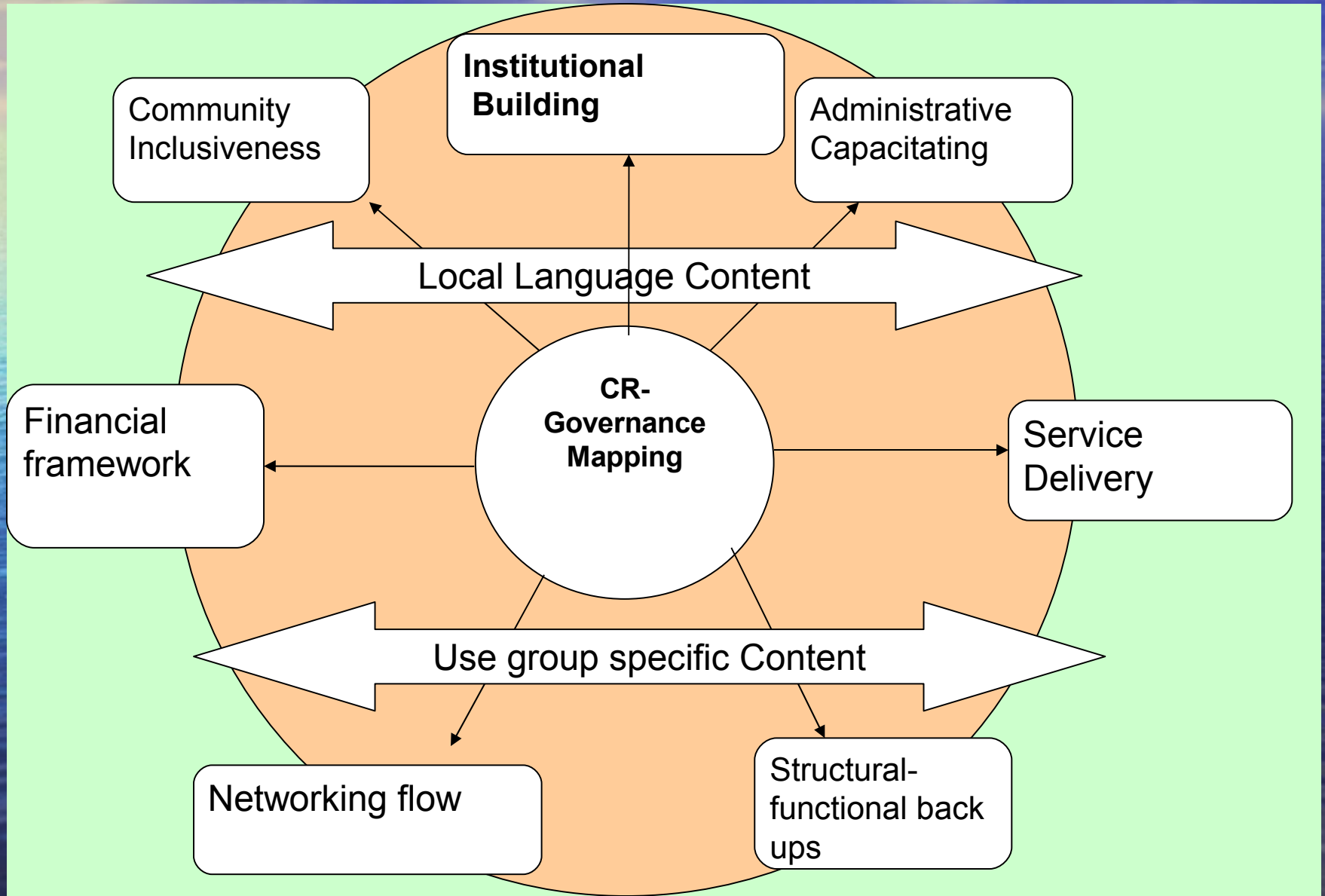
# CHALLENGES FROM GOVERNANCE PERSPECTIVE

- Social and institutional mapping study to assess sustainability potentials and obstacles;
- Framework development in designing a process, to establish effective mechanisms to create a sound foundation for success, based on local capacity and local organising experience
- pace of policy and regulatory approvals
- Universal recognition of CR as a distinct media sector, as a vital alternative to state owned public broadcasters and commercial private media
- A technocratic and top-down approach

# Continued...

- Sustainability and good governance practices
- Fill the empty space left out by traditional and modern media
- Operation to be determined by success of governance policies and programs
- Corruption, mal practices, and inability to address public grievances
- Role of community leadership
- Financial modus operandi linked to overall challenges of reconstruction, economic uncertainty, poverty together with operating costs, training and funding
- Technical challenges like proper technical configurations,

# COMMUNITY RADIO- GOVERNANCE TEMPLATE



# **SUSTAINING CR INSTITUTIONS- A GOVERNANCE PERSPECTIVE**

- Knowledge sharing and capacity building central to sustainability
- Public space for Community participation in terms of connecting them rather isolating them;
- CR as a public communication system
- Short and medium term mobilisation and capacitation phase; social mobilisation

# Continued...

- CR management, organisational development, staff and volunteer management, administration and financial management, programming and programme format, production including audience research , technical operation and (preventive) management
- Sufficient Technical planning & a technical sustainability system
- Social & Financial Sustainability
- Project Monitoring & Assessment
- Congenial Regulatory Framework



# CONCLUSION

- Community Radio contributes to social change by initiating or accompanying communication processes
- CR Institutions must carry responsibility for being effective in facilitating civil society development in democratic processes
- Mapping crucial sustainability factors
- Developing a range of diverse models and experiences that work on the ground based on different social, cultural and economic parameters
- The community must form part of the creators, movers and active beneficiaries in this mass technology oriented approach towards informed development.