



MITS RADIO 90.8 MHz COMMUNITY RADIO STATION

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
MADANAPALLE – 517325, ANDRA PRADESH



Report on

Two Days Regional Community Radio Sannelan (South)

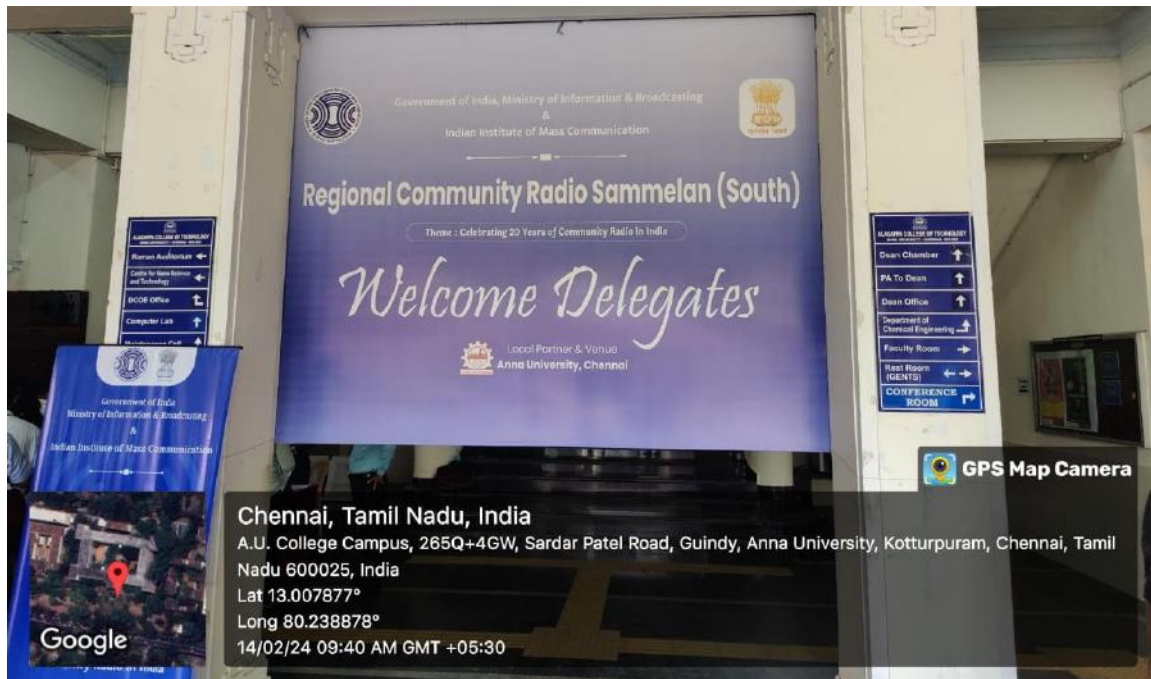
Organized by

Government of India, Ministry of Information & Broadcasting
&
Indian Institute of Mass Communication

Theme: Celebrating 20 Years of Community Radio in India

Venue: Anna University, Chennai

Date: 13th and 14th February 2024



Submitted by: Mr. E. Aravindraj, Technical Coordinator, MITS Radio 90.8 CRS

The Regional Community Radio Sannelan (South), held at Anna University, Chennai, on the 13th and 14th of February 2024, marked a significant milestone in the history of community radio in India, celebrating 20 years of its impactful journey. The event brought together community radio practitioners, experts, policymakers, and enthusiasts from southern regions of the country to reflect on achievements, share experiences, and discuss the way forward for the Community Radio Station.



MIT S RADIO 90.8 MHz

COMMUNITY RADIO STATION

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
MADANAPALLE – 517325, ANDRA PRADESH



Day – 1 (Forenoon Session)

The Regional Community Radio Sammelan (South) began with a welcoming address by Dr. Nimish Rustagi, Assistant Director General, Indian Institute of Mass Communication (IIMC), setting the stage for two days of celebration and reflection on the impact of community radio in India. The inaugural address by Dr. L. Muguran, Hon'ble Minister of State for Information and Broadcasting, was delivered via video, highlighting the importance of community radio in empowering local communities. This was followed by a keynote address by Shri Anurag Singh Thakur, Hon'ble Minister for Information and Broadcasting, also delivered through video, emphasizing the government's commitment to supporting community radio initiatives. The hon'ble minister elaborated the three New Community Radio Policy updates

1. Advertisement time increased to 12 minutes an hour from 7 Min
2. Advertisement amount increased from Rs.40 to 74 for 10 seconds
3. An organization can have upto 5 Community Radio Stations

The forenoon session concluded with a vote of thanks by the Registrar of Anna University, expressing gratitude to all participants for their contributions and presence.

Day – 1 (Afternoon Session)

The afternoon session featured Prof. Dr. R. Sreedher, a Community Media Expert, and Mr. Gaurishankar Kesarwani, Additional Director of a Community Radio Station, who shared their experiences and insights on the evolution and impact of community radio in India over the past 20 years. Their presentations highlighted the role of community radio in amplifying local voices and addressing community issues.

Following to that, Prof. Kannan from IIT Bombay, Gayathri Usman from Kadhal Osai CRS, Puja Murada from SM Sehal Foundation, and Sai Sudha from IIT Bombay shared their experiences of collaborating on an awareness video about "Breastfeeding." They discussed the process of creating the video, the challenges faced, and the impact it had on raising awareness about breastfeeding practices in their communities. Their collaboration exemplified the spirit of community radio in promoting social change and awareness.



MITS RADIO 90.8 MHz COMMUNITY RADIO STATION

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
MADANAPALLE – 517325, ANDRA PRADESH



Day - 2 (Forenoon Session)

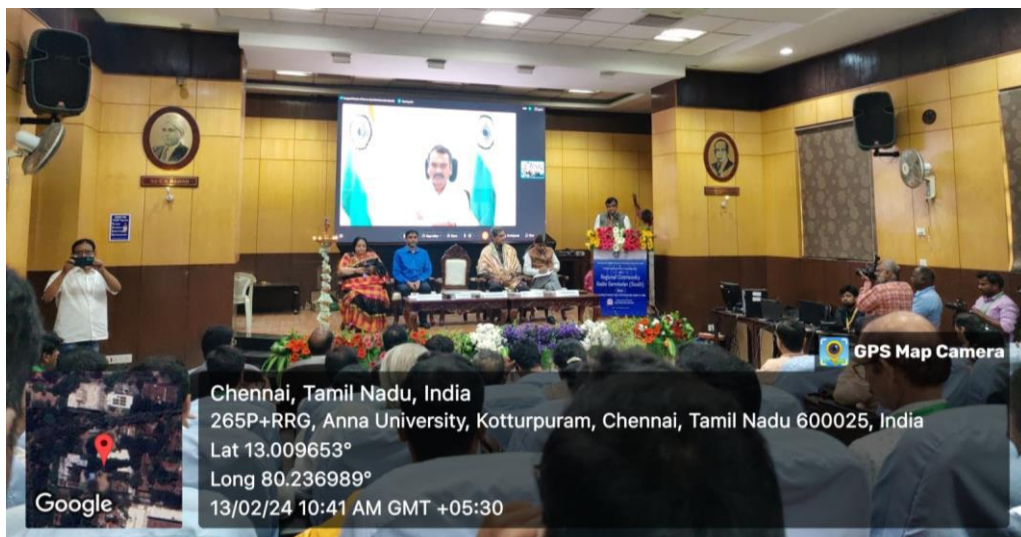
The Session is featured by Mr. Prabeen from the Broadcast Engineering Consultants India Limited (BECIL), who conducted a session on "How to maintain Community Radio Stations (CRS)." This session provided valuable insights into the technical and operational aspects of managing a community radio station effectively. Following to that, Prof. Sangeeta Pranvendra, Ms. Rukmini Vemraju, and Ms. Ester Kar elaborated on "How to prepare content for CRS." This session focused on the creative and content development aspects of community radio, emphasizing the importance of engaging and relevant programming for the community. The Regional Community Radio Sammelan (South) concluded successfully, bringing together community radio practitioners, experts, and enthusiasts to celebrate the journey of community radio in India and explore ways to further enhance its impact.

Executive Summary:

The event served as a platform for learning, collaboration, and celebration, reaffirming the pivotal role of community radio in empowering communities and promoting social change. It also provided platform to know the fellow community radios in and around South India. The Ministry of Broadcasting and Information has released its three policy updates for CRS with respect to Advertisement and its Timings.

Photos:

1. Dr. L. Muguran, Hon'ble Minister of State for Information and Broadcasting





MITS RADIO 90.8 MHz

COMMUNITY RADIO STATION

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
MADANAPALLE – 517325, ANDRA PRADESH



2. Shri Anurag Singh Thakur, Hon'ble Minister for Information and Broadcasting



3. Prof. Dr. R. Sreedher, a Community Media Expert, and Mr. Gaurishankar Kesarwani, Additional Director of a Community Radio Station



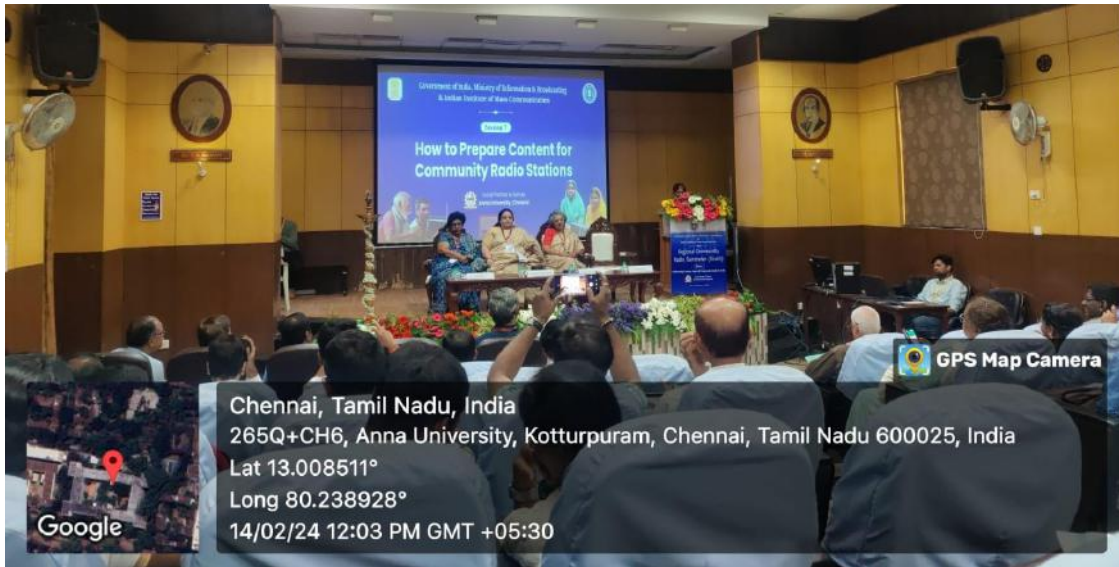


MITS RADIO 90.8 MHz COMMUNITY RADIO STATION

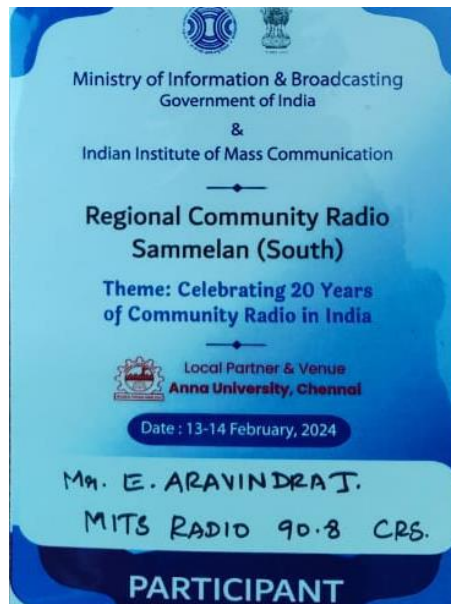
MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
MADANAPALLE – 517325, ANDRA PRADESH



4. Prof. Sangeeta Pranvendra, Ms. Rukmini Vemraju, and Ms. Ester Kar elaborated on "How to prepare content for CRS"



5. Participation ID





MITS RADIO 90.8 MHz
COMMUNITY RADIO STATION
MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
MADANAPALLE – 517325, ANDRA PRADESH



6a. Photo with Community Radio Pioneer. Dr. Sreedhar, Father of Community Radio in India.

6b. Mr. Gaurishankar Kesarwani, Additional Director of a Community Radio Station, Govt. of India.



(a)



(b)