

Ministry of Information and
Broadcasting
Government of India



Community Radio DBT in Communications



Community Radio: An Introduction

- Gives voice to the marginalised sections, of, for and by the community.
- Transcends literacy gaps, facilitates participatory communication and development.
- Converts the traditional 'receivers' into 'producers' of issue based programs.
- Bridges the gap between policy makers and beneficiaries to promote good governance.





Community Radio: Connecting the Dots

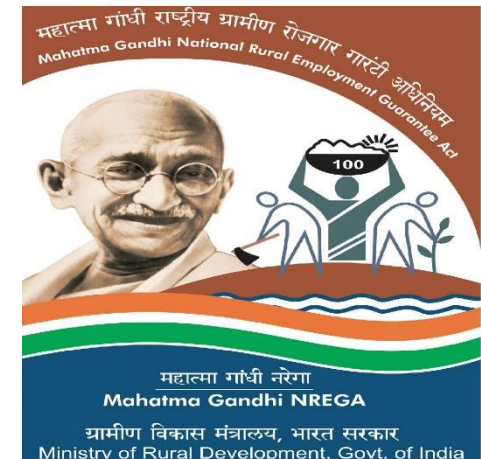
- Enhances participation of people in the development process leading to improved governance.
- Builds capacities through education.
- Provides topical and timely information on subjects of agriculture, education, health, water and environment and more.
- Preserves and promotes local culture and language.
- Prepares a pool of skilled people who could act as catalysts in furthering development using radio.
- Creates transparency and accountability in governance systems.



Community Radio: Connecting the Dots



DEPARTMENT OF CONSUMER AFFAIRS
Ministry of Consumer Affairs, Food & Public Distribution,
Krishi Bhavan, New Delhi, Government of India



Radio: Enabling Mass Outreach

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- Mann Ki Baat, a beacon of how mass media can be used for connecting with the masses and enabling outreach of government supported programs.
- Systematic voter education and electoral participation by *Election commission of India*
- Radio campaigns supported by the *Ministry of Panchayati Raj*.
- Science for Women's Health and Nutrition program and Radio Mathematics by *Department of Science and Technology*.
- Radio programming for Measles elimination and Rubella control- *National Rural Health Mission*



Radio: Enabling Mass Outreach



- *Hunar Hai to Kadar Hai* - a campaign supported by-
National Skills Development Corporation
- Aajeevika Mission's radio campaign by *National Rural Livelihoods Mission*
- Hinsa ko NO- series supported by *Women and Child Development*.
- Other theme-based programs include *UNICEF supported Radio4Child, Meena, Full on Nikki series, and Bachpan Express* for early age marriage.
- Radio campaign on disaster preparedness supported by *UNESCO*.





Community Radio

A catalyst to engage with
one and all!