



Community Radio Station for
Dissemination of Agricultural
Information to the farming
community

Support under ATMA Scheme, DAC&FW

- To promote CRS in agricultural sector, under ATMA scheme have provisions for assistance of Rs. 65 lakhs for setting-up of CRS to disseminate agriculture related information to the farmers located within radius of 20-50 KM.
- SAU's/NGOs/KVKs registered under Society Registration Act,1860, having technical competence to produce and broadcast Agriculture & allied sector programmes and having at-least 03 years working experience are eligible for support under ATMA scheme.
- At-least 50% of the broadcasting time should be allocated to agriculture & allied areas.

Funding Support under ATMA Scheme

(Rs. In Lakh)

Activity	Unit	Unit cost ceiling	Tentative ceiling	Remarks
Setting up CRS (capital cost)	Per CRS	14.50	14.50	Total amount of not more than Rs.65.00 lakh (including capital and recurring cost) to be provided as assistance per CRS spread over operation period.
Content Creation 1st year for two hrs. of daily programme i.e.730 hrs / year.	Per Hour	0.035/hour	25.50	
2nd year for one and half hour of daily prog. i.e. 540 hrs. / year	Per Hour	0.035/hour	18.00	
3rd year for one and half hour of daily prog. i.e. 200 hrs. /year	Per Hour	0.035/hour	7.00	

Eligibility criteria for Assistance under ATMA Scheme

- Proposal from– State Govts./NGOs,Civil Society, Voluntary Organization/ SAUs/Pvt. Instt., IITs/IIMs, Quasi-govt organization etc.
- Registration under Society Registration Act or recognized by Central/State Govt. & should be 03 years old
- Proposal recommended by ATMA & IDWG
- Proposal forwarded by Nodal Officer-ATMA/APC Secretary Agriculture of the State and may included in SEWP for current FY
- Letter of Intent (LoI) & Wireless Operation License (WOL) from MoI&B
- LoI for establishing Wireless Telegraph Station from DoT
- Infrastructure with 400 sq.ft room/Electricity/necessary manpower.
- 3 yrs experience in organising of Agriculture & Allied sector programmes

Suggestions

- As a farmers listen to radio a lot so, at least every State Agriculture University may own a CRS and later by each KVKs across the country to cater the needs of farmers in the local area.
- State Govt. may equally support/contribute in all aspects for strengthening of Community Radio Stations to meet the region specific needs.
- CRS may produce/broadcast quality, relevant & demand based programmes so that revenue may be generated through sponsorship & advertisements.
- Established CRS may collaborated with Pvt. Sector to get funding support under Corporate Social Responsibility.



THANKS