



सत्यमेव जयते

**Ministry of Information & Broadcasting
Government of India**

NATIONAL AWARDS FOR COMMUNITY RADIO-2019

(Sixth (2018) and Seventh (2019) Edition of Awards)



INTRODUCTION

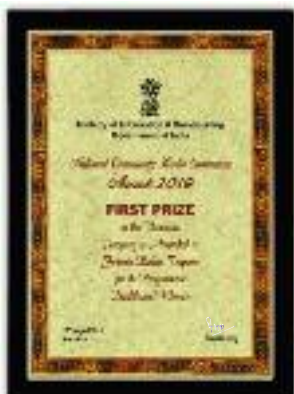
The Community Radio movement in India has not only established itself well at the grass-roots level but has also earned the respect of the local communities it strives to serve.

Despite challenges like finances, content generation, trained and skilled personnel, infrastructure and other basic needs, Community Radio Stations in India have emerged stronger and more efficient. They strive to empower people at the grassroot level and connect them to mainstream national aspirations. The Government of India recognises the valuable contribution of this sector in the progress of the communities and the country. The National Community Radio Awards are a small measure of this recognition.

This compendium highlights the outstanding efforts of the awardees of the sixth (2018) and seventh (2019) editions of the National Awards for Community Radio Stations. The Awards are divided into five sub-categories. These include Awards in the categories of the Best Thematic programme, Best Community Engagement Initiative, Best Programme for Promoting Local Culture, Best Innovative/Creative Programme and Best Sustainable Model for Community Radio.

National Awards for Community Radio -2019

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FIRST PRIZE (2019)

Friends Radio, Tripura,

for its programme *Health and Women*,
is being awarded the first prize in the
Thematic Category.

FRIENDS RADIO is being recognised for its relentless efforts in taking up issues that directly impact the various aspects of women's well-being in.

The community radio responded to the concerns of women in Tripura who became vulnerable due to the increased incidence of human trafficking, purportedly because of the illegal organ trade. Health and Women is a weekly programme that uses various formats including interviews, experts' opinions, reports and surveys, to raise awareness among women about health issues at various stages of life and the way to heal themselves.

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THEMATIC CATEGORY



FIRST PRIZE (2018)

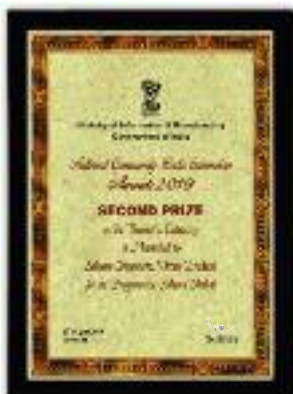
Radio Namaskar, Odisha,

for its programme *Ama Khadya*, is being awarded the first prize in the Thematic Category.

AMA KHADYA worked to raise awareness among communities through broadcasting and other outreach activities. The programme reached four lakh people in more than 700 villages within the coverage area of Radio Namaskar. It enabled women from the local community to share their poshan related problems and connected them with doctors to seek solutions. The listener groups actively participated in the programme and regularly gave their feedback and suggestions that helped in enriching the programme.

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SECOND PRIZE (2019)

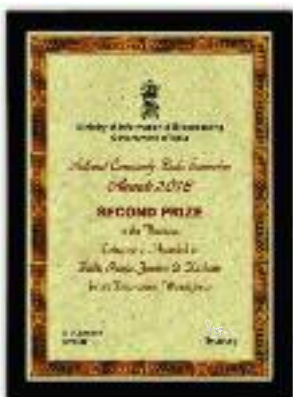
Salaam Namaste, Uttar Pradesh,
for its programme *Salaam Shakti*,
is being awarded the second prize in the
Thematic Category.

SALAAM NAMASTE is being recognised for its relentless endeavour to take up issues that are directly related to women's empowerment. *Salaam Shakti* provides a platform to women entrepreneurs who work from their homes and run small businesses. They can narrate their personal stories and struggles on this platform. These narratives go a long way in inspiring other women in the surrounding localities, helps women in building a formidable brand out of their small business and gives publicity to these entrepreneurs. This makes a huge difference to their earning potential.

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THEMATIC CATEGORY



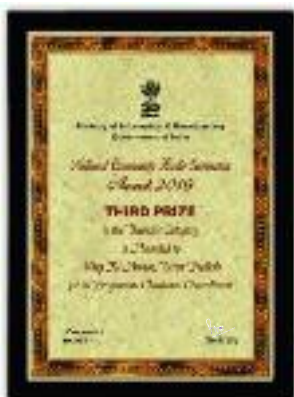
SECOND PRIZE (2018)

Radio Sharda, Jammu & Kashmir,
for its programme *Waangij Voor*,
is being awarded the second prize in the
Thematic Category.

RADIO SHARDA is recognised for its relentless efforts towards highlighting social and cultural issues and highlighting difficulties faced by the local community on a daily basis. *Waangij Voor* picks up themes of everyday problems related to drinking water, road connectivity, sanitation, transportation, health, women, social evils, customs and traditions, and conducts healthy discussions on these issues. The content of the programmes is prepared in such a way that the people at the helm of affairs are made answerable. As a result, authorities act swiftly to solve the problems being faced by the local community. Most of the artistes who play the various characters in the programme work on a voluntary basis.

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THIRD PRIZE (I) (2019)

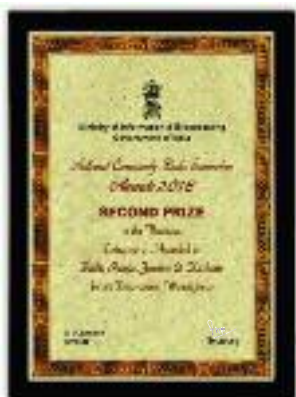
Waqt Ki Awaaz, Uttar Pradesh,
for its programme *Chaukanni Chaardiwari*,
is being awarded the third prize in the
Thematic Category.

WAQT KI AWAAZ is being recognised for its relentless efforts towards the important issue of indoor pollution. *Chaukanni Chaardiwari* shared valuable information with people about handling lanterns in their homes, which can cause serious health problems like asthma, compromised eyesight, and lung and kidney cancer. Outreach formats included focused group discussions, interviews and mind mapping with the community members to spread the message. Additionally, a phone-in programme was also conceptualised for getting feedback from listeners and using it to fortify the contents of the programme.

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THEMATIC CATEGORY



THIRD PRIZE (II) (2019)

Alfaz-e-Mewat, Haryana,

for its programme *Kanoon Ki Baat*,
is being awarded the third prize in the
Thematic Category.

A LFAZ-E-MEWAT is recognised for its relentless efforts towards using community radio to spread legal awareness. Mewat is an aspirational district, with high levels of illiteracy. *Kanoon Ki Baat* was a thematic series on legal awareness that was able to realise the mandate of National Legal Services Authority (NALSA), which is to provide free legal services to the weaker sections of the society. The programme helped locals understand major governance issues at the village level and also provided a platform to the local community members to interact with the District Legal Services Authority (DLSA). It helped in strengthening the belief of people in the democratic processes.

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THIRD PRIZE (2018)

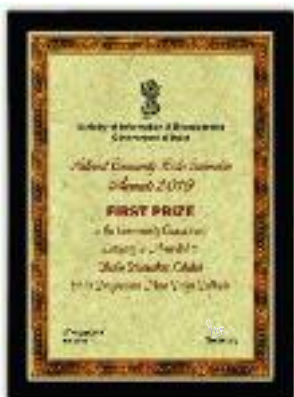
Radio MGIRI, Maharashtra,
for its programme *Unch Majha Zoka*,
is being awarded the third prize in the
Thematic Category.

RADIO MGIRI is being recognised for its relentless efforts towards addressing social and cultural issues and everyday difficulties being faced by the local community. The radio station operates in the Vidarbha region of Maharashtra, known for the unfortunate farmer suicides. The widows of these farmers have to face many challenges. *Unch Majha Zoka* makes efforts to usher in a positive environment for these widows and works to enable them to gain respect in the community. This programme spreads awareness among local people against taboos. It also helps the widows to unite and fight for their just rights.

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COMMUNITY ENGAGEMENT CATEGORY



FIRST PRIZE (2019)

Radio Namaskar, Odisha,

for its programme *Ama Priya Pakhala*, is being awarded the first prize in the Community Engagement Category.

RADIO NAMASKAR is being recognised for its relentless efforts towards using community radio for spreading awareness on healthy living using locally available nutrition rich foods. *Ama Priya Pakhala* enabled people to not only adopt healthy lifestyles through information on locally available nutritious foods but also promoted vanishing traditional food diets. Outreach formats included increased community participation by enabling greater community participation in programme production, narrow casting and outreach activities. Senior members of the local community were interviewed on traditional food diets and information was shared with the larger community.

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FIRST PRIZE (2018)

Radio Madhuban, Rajasthan,
for its programme *Nanhe Sitare*, is being
awarded the first prize in the Community
Engagement Category.

RADIO MADHUBAN is being recognised for its relentless efforts towards motivating school children and recognising their talent. *Nanhe Sitare* encourages young children to showcase their ability by providing them a platform through the community radio station. The programme guides schoolchildren in the tribal area to participate in various creative activities and helps them discover their talent. *Nanhe Sitare* is very popular among schoolchildren as the station gets regular feedback from them.

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COMMUNITY ENGAGEMENT CATEGORY



SECOND PRIZE (2019)

Pant Nagar Janvani, Uttarakhand,
for its programme *Ye Kahan Aa Gaye Hum*,
is being awarded the second prize in the
Community Engagement Category.

PANT NAGAR JANVANI is recognised for being at the forefront of engaging the local community for their own benefit. *Ye Kahan Aa Gaye Hum* focused on the cause-effect relationship of climate change and global warming. The programme reached out to more than 2,000 farmers and the impact was visible in low hills, mid hills and high hills where the campaign was well received by the locals. It was a community-initiated programme, with a format that was designed a participatory manner to study the challenge in a collective manner. The local community started asking questions on climate change and its ill impacts on agriculture and the community radio station became a medium to exchange thoughts and information.

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SECOND PRIZE (2018)

Kisan Radio, Uttar Pradesh,

for its programme *Chalo Gaon Ki Aur*, is being awarded the second prize in the Community Engagement Category.

KISAN RADIO is being recognised for its efforts towards motivating schoolchildren and recognising their talent. The *Chalo Gaon Ki Aur* team goes to villages and a chaupal is organised in the local area. The format of the programme includes interviews with the village head and other members of the Gram Panchayat in the presence of the villagers assembled. The programme focuses on issues like education, sanitation and medical facilities available at the village level. The programme endeavours to take the voice of the community to the competent offices. *Chalo Gaon Ki Aur* has gained the confidence of the local community by providing solutions to their problems and attracts regular feedback from the listeners.

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COMMUNITY ENGAGEMENT CATEGORY



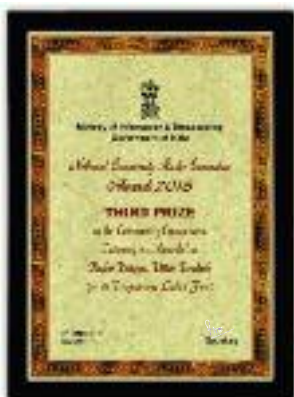
THIRD PRIZE (2019)

KRDA Community Ente Radio, Kerala, for its programme *Sneha Sena*, is being awarded the third prize in the Community Engagement Category.

KRDA COMMUNITY ENTE RADIO is being recognised for its relentless efforts towards engaging the local community for the benefit of the deprived and marginalised. *Sneha Sena* recognised ongoing efforts to help the deprived sections of the society and also encouraged the local community to lend a helping hand to those who in need. *Sneha Sena's* voice inspired volunteers to engage in altruistic activities and gave prominence to all such humanitarian services that were carried out in the surrounding areas. This not only encouraged local volunteers but also sustained the programme.

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THIRD PRIZE (2018)

Radio Pragya, Uttar Pradesh,

for its programme *Ladies First*, is being awarded the third prize in the Community Engagement Category.

RADIO PRAGYA is being recognised for its efforts towards motivating school children and recognising their talent. *Ladies First* was introduced for the upliftment of women in society. This programme explores the challenges faced by women and tries to provide solutions in a practical way. Women participate in programmes through phone calls and messages. With the help of Anganwadi Centres, Panchayat Wards and schools, the programme makes efforts to engage the local community. Local problems that are highlighted through the programme are conveyed to the concerned authorities. Experts from different fields are invited to find solutions.

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PROMOTING LOCAL CULTURE CATEGORY



FIRST PRIZE (2019)

Radio Madhubhan, Rajasthan, for its programme *Gaon Ri Baten*, is being awarded the first prize in the Promoting Local Culture Category.

RADIO MADHUBHAN is being recognised for its relentless efforts towards promoting local culture. Located in a predominantly tribal area, this radio station realised the need to preserve the rich culture of the tribal communities. *Gaon Ri Baten* narrated the story of the lost glory of the villages in the surrounding areas to the local communities. The success of the programme was visible with increased footfalls at the local museum, which was featured in one of the programmes. The museum is managed by the Government of Rajasthan. The museum authorities confirmed that most of the visitors were inspired by a programme on the museum which was broadcast by this community radio station.

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FIRST PRIZE (2018)

Pant Nagar Janvani, Uttarakhand, for its programme *Anchal Ki Surabhi*, is being awarded the first prize in the Promoting Local Culture Category.

PANT NAGAR JANVANI has been recognised for its unrelenting efforts towards rediscovering the cultural roots of Uttarakhand. Certain communities and clans in the hills of Uttarakhand considered the creation, preservation, and performance of musical instruments as their ancestral profession. *Anchal Ki Surabhi* endeavoured to bring into limelight these dying musical instruments of Uttarakhand and record the reminiscences of local artisans and musicians who are still playing those instruments as part of their profession. The indigenous musical instruments have a very unique and distinct contribution in many special rituals and festivals in the hills.

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PROMOTING LOCAL CULTURE CATEGORY



SECOND PRIZE (2019)

Radio Yerlavani, Maharashtra, for its *Local Cultural Programme*, is being awarded the second prize in the Promoting Local Culture Category.

THE EFFORTS of Radio Yerlavani are being recognised for promoting local culture. The *Local Cultural Programme* focused on promotion and popularisation of local artisans, especially the Jen manufactures. Jen is a mattress made up of sheep wool. The format of the programme included interviewing people who were involved in this occupation of Jen making and highlighting their issues. The programme highlighted the merits of Jen mattresses, its utility and how it helped the local economy and livelihoods in the area. Through its innovative content, the programme tried to motivate the local youth to embrace the occupation of Jen making.

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SECOND PRIZE (2018)

Radio Sharda, Jammu & Kashmir, for its programme *Peindh Te Purran*, is being awarded the second prize in the Promoting Local Culture Category.

RADIO SHARDA is being recognised for its efforts towards working for the Kashmiri Pandit community. Listeners of *Peindh Te Purran* are the Kashmiri Pandit community members living outside the valley. Every family has a story to tell about their culture, talent and tradition. The programme helped the community regain their pride in their culture and strengthened and bonded the community. The programme format included creating content about the feelings and emotions of the community members, particularly women, who sang traditional songs. Special episodes were designed by the community in this programme.

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PROMOTING LOCAL CULTURE CATEGORY



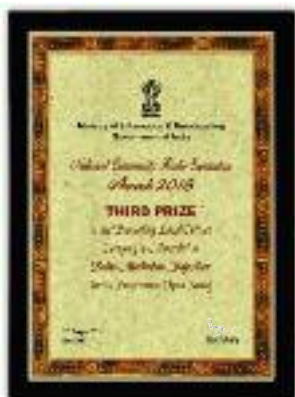
THIRD PRIZE (2019)

Radio Media Village, Kerala,
for its programme *Nattu Nanma*,
is being awarded the third prize in the
Promoting Local Culture Category.

RADIO MEDIA VILLAGE is being recognised for promoting local culture. The programme *Nattu Nanma* promoted local culture through education and information. Innovative formats included experience sharing and broadcasting of stories. The programme was largely sustained with the support of a local temple and people. It drew attention towards the preservation of traditional hut industries and inspired people to take necessary steps to revive the industry. The programme also reflected the concerns of the economically backward sections of the society who are engaged in the task of creating beautiful products from reed, wood, palm tree leaves, coconut shells, clay, metal, stones and handloom etc.

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THIRD PRIZE (2018)

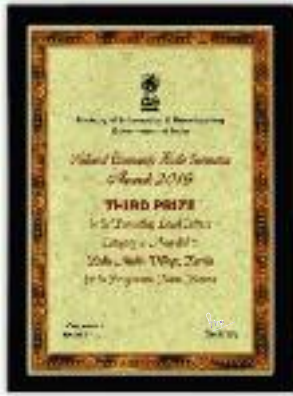
Radio Madhuban, Rajasthan, for its programme *Opno Samaj*, is being awarded the third prize in the Promoting Local Culture Category.

RADIO MADHUBAN is being recognised for its accomplishments in connecting the local community with its cultural roots. *Opno Samaj* is a programme that enlightens the community about various socio-cultural practices. The programme discovers stories behind different kinds of rituals and practices through community engagement and shares them with its listeners. Operating in a tribal area, Radio Madhuban promotes social awareness through content focused on removing social evils from society and celebrating positive social practices while discouraging negative ones.

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MOST CREATIVE/INNOVATIVE CATEGORY



FIRST PRIZE (2019)

Radio Sarang, Karnataka,

for its Programme *Antarabelaku*, is being awarded the first prize in the Most Creative/Innovative Category.

RADIO SARANG is being recognised for its relentless efforts to be creative and innovative in its programming. *Antarabelaku* is about visually challenged listeners of the radio stations. It is an innovative programme that features a visually challenged person introducing another visually challenged person whom he or she has met through the radio. It traces the world of the visually challenged listeners. In fact, in one case, two visually challenged listeners became life partners.

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FIRST PRIZE (2018):

Sanjha Radio, Haryana,

for its programme *Sports Ki Baat Sanjha Radio Ke Sath*, is being awarded the first prize in the Most Creative/Innovative Category.

SANJHA RADIO is being recognised for creating sports awareness among the local community. *Sports Ki Baat Sanjha Radio Ke Sath* is very informative for all students because various experts in the field of sports share the best of their knowledge and experience, showcasing the beauty of sports in all of its diversity. It endeavours to create the culture of sports in the local community by giving them information based on interesting facts. The programme also throws light on ancient games like Kho-Kho along with sharing sports related career information. The programme had also special segments wherein students got the opportunity to learn scripting, story-telling, radio drama and news reading.

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MOST CREATIVE/INNOVATIVE CATEGORY



SECOND PRIZE (2019):

Rudi No Radio, Gujarat,

for its programme *Vasant Panchami*, is being awarded the second prize in the Most Creative/Innovative Category.

RUDI NO RADIO, Gujarat, is being recognised for its relentless efforts to be creative and innovative in its programming. *Vasant Panchami*, in a very creative way, brings out neglected issues related to girl child and teenage girls. Cultural themes are woven into the content. The programme tells people how the growth and development of a girl child has been celebrated since ancient ages. The invocation of cultural values inspired people to adopt a progressive approach towards girls not only at homes but also in the surrounding communities.

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SECOND PRIZE (2018)

Radio Media Village, Kerala, for its programme *Sukritham*, is being awarded the second prize in the Most Creative/Innovative Category.

RADIO MEDIA VILLAGE is being recognised for its relentless efforts towards spreading caring and sharing. *Sukritham* helps in sharing stories of the lives of people, especially those who have lost all hope and are struggling with severe diseases. When these stories were shared with listeners, it motivated people to come out and lend a helping hand to the needy. Through outreach the programme motivated people to help those in need with money, food, clothes, shelter and good words. Each family that got to narrate its story through the programme went back home with great confidence and a sense of belonging and security in the community.

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MOST CREATIVE/INNOVATIVE CATEGORY

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THIRD PRIZE (2019)

KSR Community Radio, Tamil Nadu, for its programme *Mattram*, is being awarded the third prize in the Most Creative/Innovative Category.

KSR COMMUNITY RADIO, Tamil Nadu, is being recognised for its relentless endeavours of innovation in its programming. *Mattram's* innovative content motivated people to provide food to the needy without spending money from their pockets. It encouraged the community to spend on the deprived sections through innovative ideas like selling the waste in their homes and donate the income raised for the betterment of community people. In the process, the programme also spread awareness about managing waste efficiently by making separate containers for biodegradable and non-biodegradable waste.

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THIRD PRIZE (I) (2018)

Radio Pragya, Uttar Pradesh,

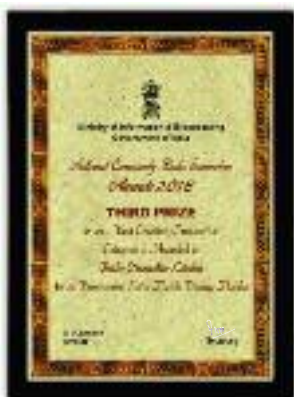
for its programme, *Master Mind*, is being awarded the third prize in the Most Creative/Innovative Category.

RADIO PRAGYA is being recognised for its relentless efforts towards educating students in an innovative way through its programme *Master Mind*. The programme was produced to create an interest in general science amongst students, and to share information about new vacancies and government initiatives. The programme encourages students to study by awarding them for their achievements. Expert career advice is also given to rural background students, facilitating them to take reasoned decisions for their higher education. It also imparts new energy and a sense of competitiveness amongst students.

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MOST CREATIVE/INNOVATIVE CATEGORY



THIRD PRIZE (II) (2018)

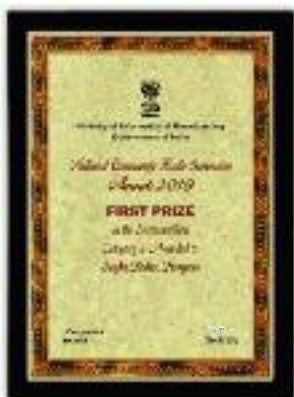
Radio Namaskar, Odisha,

for its programme *Sishu Hasile Duniya Hasiba*,
is being awarded the third prize in the Most
Creative/Innovative Category.

RADIO NAMASKAR is being recognised for its efforts towards educating students in an innovative way. *Sishu Hasile Duniya Hasiba* brings together children from local communities to share their issues and interests. It advocates and celebrates children's rights by translating them into dialogues and actions that will build a better world for children. The content for this programme is generated and managed by the children, allowing them to share their issues and interests. After this programme, more children started visiting the radio station to share their problems, thus increasing community engagement. This programme has brought to light the need for creating and broadcasting children's content across community media platforms.

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FIRST PRIZE (2019)

Sanjha Radio, Haryana,

is being recognised for its relentless efforts towards promoting content sustainability.

SANJHA RADIO has not only become a voice of voiceless but also provides a common platform for listeners to share their views and showcase their talents. It pursues a unique programming strategy of getting more than seventy percent community involvement with the help of a content management committee. The community radio station's self-sustaining participation model has been helpful in evolving a seamless mode of content production without spending extra money. Such a mode of content generation could be an inspiration to other players who struggle for quality content in the absence of proper financial back up.

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SUSTAINABILITY CATEGORY



FIRST PRIZE (2018)

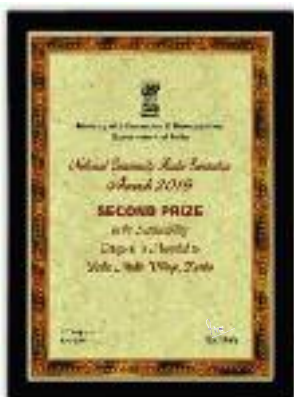
Radio Mattoli, Kerala,

is being awarded the first prize in the Sustainability category.

RADIO MATTOLI is being recognised for its relentless efforts in the sustainability category. The community radio station has made commendable efforts in achieving technical and financial sustainability. This radio station is equipped with the state-of-the-art equipment for programme recording and broadcasting. It has adopted financial sustainability initiatives including multiple strategies for fund mobilisation by practising an innovative mix of revenue models, including grants, donations and advertisements.

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SECOND PRIZE (2019)

Radio Media Village, Kerala,

is being awarded
the second prize in the
Sustainability category.

RADIO MEDIA VILLAGE is recognised for its relentless endeavours towards promoting content sustainability. Community participation in content generation helps the radio station with ample content that benefits its community. The objective of the programme is to enhance participation of schoolchildren in its radio programmes. Its programmes, apart from providing content sustainability to the station, also strive to develop skills like creativity, communication, journalism and leadership among schoolchildren. Through the process of content generation, the programme trains schoolchildren in all aspects of broadcasting like script writing, RJ training, anchoring, editing, recording and programme planning, along with other relevant skills.

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SUSTAINABILITY CATEGORY




SECOND PRIZE (2018)

Sanjha Radio, Haryana,
is being awarded
the second prize in the
Sustainability category.

SANJHA RADIO, Haryana, is being recognised for its efforts towards achieving sustainability by limiting its expenses. This station has focused its attention on effectively controlling expenses and efficient money management, as well as securing fund-raising projects. Involvement of the community in content management and a limited regular staff have helped in the management of expenses. Another cost saving initiative is that of providing training to the existing staff instead of recruiting expensive professionals. Because the community is involved in content creation, the programmes attract a good number of listeners. This also translates into good advertising revenue which in turn helps the station in becoming sustainable.

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