



BMC SEMESTER-IV

SUB-Development
Communication

CC-408

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UNIT-4

DEVELOPMENT COMMUNICATION

PRAxis

4.2 Community Radio And Development.

Introduction

In 1995 a statement came into light “airwaves are public property”. This statement became the base to start community radio stations. Although it started in mid of 1990s but officially on February 1, 2004, ANNA FM became the first community radio station of the country.

This resulted into 17 campus radio stations in quick succession in different part of India. This included university campus radio such as Jamia Millia Islamia, IGNOU, Annamalai, Pune university, FTII, SRFTI and IIMC.

About Community radio...

- Third type of radio after public and private radio stations.
- Short range coverage that makes it most suitable for a particular community.
- Coverage up to 15 km radius.
- Antenna height maximum 30 metre.
- Frequency varies between 87.0 MHz to 108 MHz

Community Radio in Community.

- A radio station of the community, for the community, by the community.
- It is a short range radio service that spread information, awareness, entertainment in a locality.
- Local language and presentation format adapted to the local context are crucial.
- Stations are basically owned by not for profit organizations, educational institutions, social welfare groups.

- Most important medium during the times of crisis or disaster.
- One organisation cannot have more than one community radio station.
- As people involved in community radio stations are from same community it creates a positive impact.
- A credible source of information and education for the community.

Role Of Community Radio In Development.

- Used effectively to increase awareness on various government initiatives for rural welfare.
- Awareness programmes on health and nutrition in local languages has a great positive impact. In Agriculture, technique, problems-solution, and other information are its major contribution.
- Educational and awareness programmes spread mass awareness about people's rights and duties and empower them.

- Best platform to disseminate new idea and play the role of bridge between public and government.
- Economy, health, education and nutrition are the basic indicators of development and community radio touches all these aspects.
- As it is operated by the local people, they know the local problems and challenges and can look for a solution(suggestion).

Thank You...