



Community Radio Content Challenge

Amplifying Local Impact

(Ministry of Information and Broadcasting)

February 27, 2025

Introduction

The **Community Radio Content Challenge** aims to highlight the creative, impactful, and innovative content from community radio stations, emphasizing their role in empowering local voices and addressing region-specific issues. In collaboration with the Ministry of Information and Broadcasting and the Community Radio Association (CRA), this platform recognizes the contributions of stations under the first season of the Create India Challenge at WAVES. So far, **246 participants, including 14 international entries have registered for the challenge.**



The World Audio Visual & Entertainment Summit (WAVES) in its first edition is a unique hub and spoke platform poised for the convergence of the entire Media and Entertainment (M&E) sector.

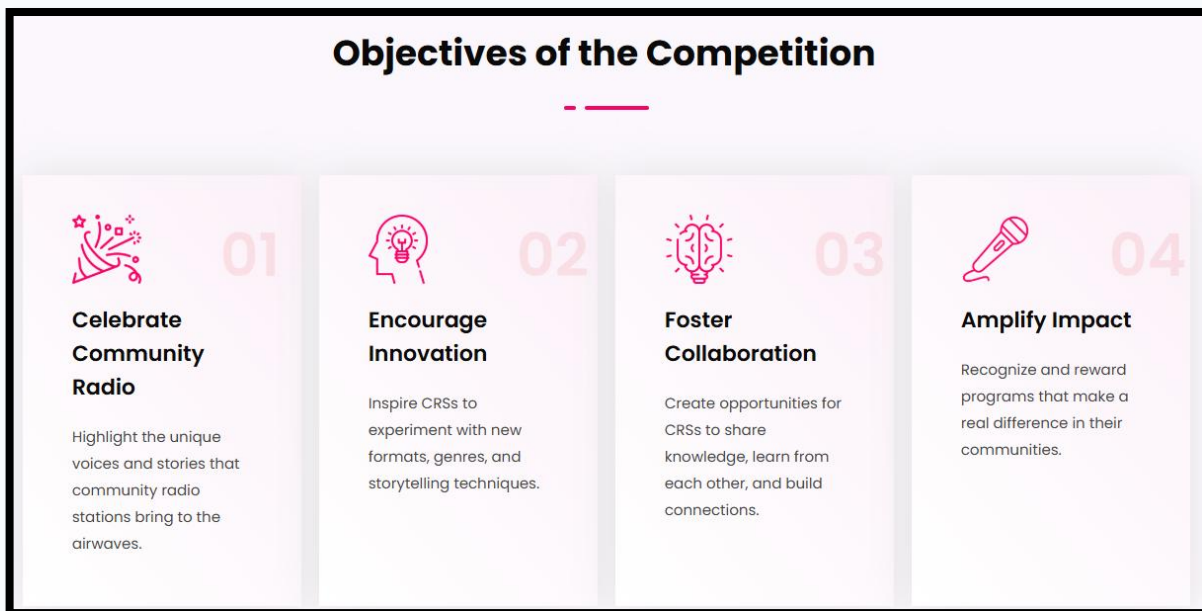
The event is a premier global event that aims to bring the focus of the global M&E industry to India and connect it with the Indian M&E sector along with its talent.

The summit will take place from **May 1-4, 2025** at the Jio World Convention Centre & Jio World Gardens in Mumbai. **With a focus on four key pillars**—Broadcasting & Infotainment, AVGC-XR, Digital Media & Innovation, and Films-WAVES will bring together leaders, creators and technologists to showcase the future of India’s entertainment industry.

Community Radio Content Challenge under the Broadcasting and Infotainment pillar, celebrates the vital contribution of community radio in fostering informed, engaged and connected communities.

Objectives of Competition

The competition aims to celebrate the power and potential of community radio stations encouraging innovation and fostering collaboration.



Categories to Submit Entries

The WAVES Competition invites Community Radio Stations (CRSs) to submit entries in five distinct categories, each focused on a crucial aspect of community development. These categories aim to highlight the impactful work CRSs are doing to drive positive change across diverse sectors.

- ❖ **Public Health and Safety:** CRSs can showcase innovative programs that address public health issues, emergency preparedness, disease prevention, hygiene practices, and mental health awareness.
- ❖ **Education and Literacy:** Programs that promote education and literacy, especially in rural areas, empowering individuals with knowledge and skills to improve their quality of life.
- ❖ **Women and Child Development/Social Justice and Advocacy:** Programs that focus on gender equality, child rights, empowerment and social justice, advocating for marginalized communities and fostering an equitable society.
- ❖ **Agriculture and Rural Development:** Programs that support sustainable farming, agricultural innovations, and rural entrepreneurship, promoting the socio-economic growth of rural communities.
- ❖ **Cultural Preservation:** Programs dedicated to preserving and promoting India's rich cultural heritage, celebrating traditional art forms, languages and practices for future generations.



Registration Guidelines

The registration for the competition will **remain open until February 28, 2025**. It was available to all registered Community Radio Stations (CRS) in India approved by the Ministry of

Information and Broadcasting (MIB) and holding a valid or renewed license. Each station was allowed to submit only one entry under one of the five categories. Submitting multiple entries, either within the same or different categories would result in disqualification.

The programme should not be produced or engaged by professionals or professional voices.

Only programmes produced by applying Community Radio Stations will be accepted for awards.

The programme should not have won any award by any institution or organisation.

The programme should have been actually broadcast by the CRS between **01.06.2023 to 31.06.2024.**

Entries of programmes which are under-production or have not been broadcast between these dates will not be accepted.

Entries must be accompanied with a brief (250 words summary in English/Hindi).

Entries, along with all relevant documents and audio files of programme (in MP 3 format only) should be submitted

Entries open till 28th February, 2025.

Submission Requirements

The program submissions must meet specific criteria including format, duration and supporting materials to highlight their content and impact.

- ❖ **Program Criteria:** Each submission must be a half-hour program or a single episode from a series.
- ❖ **Program Formats:** Entries can include talk shows, documentaries, music programs, educational content, Live Shows, Phone in Program or any other genre.
- ❖ **Supporting Materials:**

- **Program descriptions:** Provide a brief overview of the program's content and objectives.
- **Impact reports:** Detail the program's reach and impact on the community.
- **Listener testimonials:** Include feedback and comments from listeners.

Submission Process

Submission Portal:

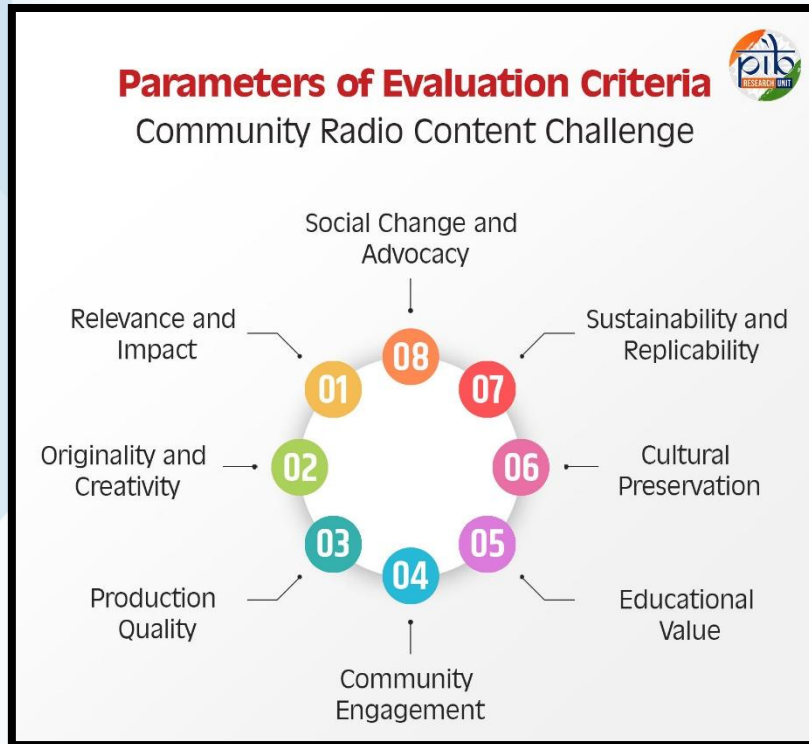
Entries should be submitted through the official competition website. Ensure all materials are uploaded correctly.

Format:

Audio files should be in MP3 format. Supporting documents should be in PDF format only.

Evaluation Criteria

To ensure fair and comprehensive evaluation of the submissions for the WAVES Competition, the following parameters will be used to assess each community radio program:



Final Selection

The WAVES Competition will be judged by a panel of experts including media personalities and Community Radio Association of India (CRAI) representatives, through a two-stage evaluation process.

SELECTION CRITERIA

Jury

- Renowned Media Personalities
- Representatives of Community Radio Association of India

Shortlisting

- Top 5 entries to be selected
- Two levels of evaluation

Scan to follow us

Visit: wavesindia.org

/WAVES SummitIndia
 /World Audio Visual and Entertainment summit

Final Selection: Winners will be chosen from the shortlisted entries and advance to the final round based on the evaluation criteria.

Conclusion

The Community Radio Content Challenge as part of the WAVES Competition offers a valuable platform to recognize and celebrate the impactful work of community radio stations across India. By encouraging innovation and collaboration, this competition highlights the essential role of community radio in empowering local communities and addressing critical issues.

Reference

- ❖ <https://x.com/WAVESummitIndia/status/1834588260682666319/photo/1>
- ❖ <https://wavesindia.org/challenges-2025>
- ❖ <https://waves.craindia.in/>

Santosh Kumar/ Sarla Meena/ Kamna Lakaria