

# **National Awards for Community Radio -2019**

## **(Sixth (2018) & Seventh (2019) Edition of Awards)**

### **Thematic Category**

**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 towards taking up on issues that are directly impacting the well-being of women in various aspects. The community radio responded to the concerns of women in Tripura who became vulnerable due to increased incidence of human trafficking purportedly because of illegal organ trade. **Health and Women** is a weekly programme, using various mediums of outreach, including interviews, expert's opinion, reports and surveys, was also started on raising awareness among women about various health issues that concern them at various stages of life and the specific requirements that ought to be taken care of.

**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 different outreach activities with different formats. The key message of the programme was targeted to reach to four lakh people in more than 700 villages in coverage areas of Radio Namaskar. It enabled women from the local community to share their *poshan* related problems and connected them with doctors for their solutions. The listener groups actively participate and regularly gave their feedback and suggestions that helped in enriching the programme.

**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 directly related to women's empowerment. ***Salaam Shakti*** focuses on women who work from their home and are running small businesses. This gives the necessary publicity to these women that made a huge difference to their entrepreneurial potential. ***Salaam Shakti*** provides a platform to women wherein they can narrate their personal stories and struggles. These narratives go a long way in inspiring other women in the surrounding localities. The programme helps women in building a formidable brand out of the small businesses.

**Second prize (2018): Radio Sharda, Jammu & Kashmir**, for its programme ***Wangegvoor*** 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 the projection of difficulties being faced by the local community on a daily basis. ***Wangegvoor*** picked up themes on day-to-day problems like facilities of drinking water, road connectivity, sanitation, transportation, health facilities, issues related to women, social evils, customs and traditions and conduct healthy discussions on the same. The content of the programmes is prepared in such a way that the people at helm of affairs are made answerable and the authorities act swiftly to overcome difficulties being faced by the local community. Most of the artists playing various characters in the

programme work on a voluntary basis and take interest in community work and welfare.

**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 taking up a very important issue related to indoor pollution. ***Chaukanni Chaardiwari*** shared valuable information about handling of lanterns in their houses which could cause serious health problems like asthma, eyesight problems, and lung and kidney cancer. Formats of outreach 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 using the feedback from listeners and using the same for fortifying the content of the programme.

**Third prize (ii) (2019): Alfaz-e-Mewat, Haryana, for its programme *Kanoon Ki Baat* is being awarded the third prize in the Thematic Category.**

**Alfaz-e-Mewat** is being recognised for its relentless efforts towards using community radio for spreading legal awareness. Mewat is an aspirational district, with high levels of illiteracy. ***Kanoon Ki Baat*** was a thematic series on legal awareness that has been 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 village level and also provided a platform to the local community members to interact with the District Legal Services Authority (DLSA).

***Kanoon Ki Baat*** thus helped in strengthening the belief of people in the democratic processes while empowering them to realise their rights with the help of available mechanisms.

**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 social and cultural issues and the projection of everyday difficulties being faced by the local community. The Radio operates in the Vidarbha region of Maharashtra, known for the unfortunate farmer suicides. The widows of these farmers have to face many challenges in society. ***Unch Majha Zoka*** makes efforts to usher in a positive environment for these widows and works to enable them 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. Formats of outreach included increased community participation by giving space to people in programme production, narrowcasting and outreach activities. Senior members of the local community were interviewed on traditional food diets and the information was thus shared with the larger community.

**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. Working in a tribal area, the programme guides school children to participate in various creative activities and help them discover their talent. *Nanhe Sitare* is

very popular among school children as the station gets regular feedback from them.

**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 being 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 in the challenges of climate change and global warming. The programme reached out to more than 2000 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 included studying the challenge in a collective manner and designed a participatory strategy. The local community started asking questions on climate change and its impacts on agriculture while the community radio station became a medium to exchange thoughts and information.

**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 school children and recognizing their talent. ***Chalo Gaon Ki Aur*** team goes to villages and a chaupal is organized in the local area. The format of the programme is that of interviews with the village head and other members of the Gram Panchayat in the presence of the villagers assembled. The programme focuses on topics 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. The programme attracts regular feedback from the listeners.

**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 people. ***Sneha Sena*** recognized the ongoing efforts for helping the deprived sections of the society and also encouraged the local community to lend a helping hand to those who are in utmost need and support. ***Sneha Sena's*** voice inspired volunteers to engage in altruistic activities and the platform of the community radio gave prominence to all such humanitarian services that were carried out in the surrounding areas. This not only encouraged local volunteers but also sustained such programmes.

**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 recognizing 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. Experts from different fields are invited to find the solution. Local

problems that are highlighted through the programme are conveyed to the concerned authorities. The programme shares useful information for pregnant women and new born children and creates awareness for Government initiatives like the Janani Suraksha Yojna.



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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 of preserving the rich culture that is part of the tribal communities. *Gaon Ri Baten* focused on the lost glory of the villages in the surrounding areas and narrated the same to the local communities. The success of the programme was visible with the increased footfalls at the local museum, which was featured in one of the programmes. The museum was established and managed by the Government of Rajasthan. The museum authorities revealed that most of the visitors were inspired by a programme on the museum which was broadcast by the community radio station.

**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** is being recognised for its unrelenting efforts towards rediscovering the cultural roots of Uttarakhand. Certain communities and clans in the hills of Uttarakhand were dedicated for the creation, preservation, and performance of musical instruments as their ancestral profession. *Anchal Ki Surabhi* endeavoured to explore

these dying musical instruments of Uttarakhand and the reminiscences of those local artisans and musicians who are still aligned with those instruments as their profession. The indigenous musical instruments have a very unique and distinct contribution in special rituals and festivals in the hills. As these instruments and musicians are on the brink of extinction, the festivals have also gradually lost their distinctive flavour. The programme is useful in identifying and preserving the essence of musical instruments in the cultural uniqueness of Uttarakhand.

**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*** focussed 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 interview of the people who were involved in this occupation of Jen making and highlighted 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.

**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 living outside the valley for some time now. Every family has a story to tell about their culture, talent and tradition. The programme engaged the community in taking pride in their culture. This belonging to a culture has strengthened and bonded the community. The format of the programme included content about the feelings and emotions of the community members, particularly the women, who sang traditional songs. Special programmes were designed by the community in this programme.

**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 preservation of traditional hut industries and thus inspired people to take necessary steps for their revival. The programme also reflected concerns of people from the economically backward sections of 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. It also drew attention of the government authorities towards the traditional livelihood practices and need for supporting them.

**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 to connect the local community with its cultural roots. *Opno Samaj* is a programme that enlightens the community about various socio-cultural practices. Through community engagement the programme discovers stories behind different kinds of rituals and practices and shares the same with its listeners. Operating in a tribal area, **Radio Madhuban** promotes social awareness through content focused on removing the scourge of prevalent social evils in society. It deals with various issues by celebrating positive social practices and discourages 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 for striving to be creative and innovative in its programming. *Antarabelaku* is about blind listeners of radio. It is an innovative programme of one visually challenged person introducing another whom he or she made friends with through radio. It traces the world of the visually challenged listeners. In fact, in one case, two visually challenged listeners of radio became life partners.

**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 interesting information based on interesting facts. The programme also throws light on ancient games like Kho-Kho along with giving sports related career information. The programme also had special segments wherein

students get the opportunity to learn scripting, story-telling, radio drama and news reading.

**Second prize (2019): Samudayik Rudi No Radio, Gujarat**, for its programme ***Vasant Panchami***, is being awarded the second prize in the **Most Creative/Innovative Category**.

**Samudayik Rudi No Radio, Gujarat**, is being recognised for its relentless efforts for striving 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 and with a tinge of cultural connotation, the programme tells people how the growth and development of a girl child has been celebrated since ancient ages. Invocation of cultural values inspired the people to adopt a progressive approach towards the progress of girls not only at homes but also in the surrounding communities.

**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 the sweetness of caring and sharing. ***Sukritham*** helps in saving lives of people, especially those who have lost all hope and are struggling with severe diseases. The stories of such people, when shared with listeners, motivated people to come out and lend help to the needy. By its outreach, the programme motivated people to help those in the 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. This programme succeeded in exploring values from both radio and community people which led to social change.

**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 for innovation in its programming. ***Mattram's*** innovative content motivated people to provide food to the needy without spending money from their pockets. Its creative content encouraged the community to spend on the deprived sections through innovative ideas like selling the waste in their homes and devoting the same for the betterment of community people. In the process, the programme also spread awareness among the people about managing the waste efficiently by making separate containers for the bio-degradable and non-bio-degradable waste.

**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 ***Master Mind*** efforts towards educating students in an innovative way. ***Master Mind*** was created to impart interest in general science among students and to share the relevant information about new vacancies and government initiatives. Encouraging students to study, the programme awards them for their achievements. Expert career advice is also given to rural background students facilitating them to take reasoned decisions for

higher education. It also imparts new energy and a sense of competition among all the students.

**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 communities to share their issues and interests, advocatess 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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### **Sustainability Category**

**First prize (2019): Sanjha Radio, Haryana**, is being awarded the first prize in the **Sustainability category**.

**Sanjha Radio, Haryana**, is being recognised for its relentless efforts towards promoting content sustainability at the Community Radio Station.

**Sanjha Radio** has not only become a voice of voiceless but also provides a common platform for all to share their views and showcase their talent. It pursues a unique programming strategy with more than seventy percent community involvement by the help of a content management committee. The community radio station's self-sustenance participation model has been helpful in evolving a seamless mode of content production without spending extra money on the same. 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.

**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 towards sustainability of the radio station functioning at the community radio station. It has made commendable efforts in ensuring technical and financial sustainability at the station. 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 practicing innovative models including grants, donations and advertisements.

**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 for making efforts towards promoting content sustainability. Community participation in content generation helps the radio station with ample content for the benefit of its community. The objective of the programme is to enhance participation of school children in radio programmes. Its programmes, apart from providing content sustainability to the station, also strives to develop certain skills like creativity, communication, journalism and leadership among school children. In the process of content generation, the programme trains school children in all aspects of broadcasting like script writing, RJ training programme, anchoring, editing, recording, programme planning along with other relevant skills.

**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 sustainability efforts at the community radio station by limiting its expenses. This station has focused its attention towards an effective control on expenses and efficient money management apart from securing fund-raising projects. Involvement of the community in content management and a limited regular staff has helped in the management of expenses. Another cost saving initiative is that of providing training to the existing staff instead of recruiting an expensive

professional from outside. Because the community is involved in content creation, the programmes attract a good number of listeners that also translates into good advertising revenue which in turn helps the station in becoming sustainable.