

# Community Radio Service

## “Pantnagar Janvani”

90.8 MHz

*Sunna hai, Sunana hain  
Khushiyon ka khajana hai*



### **National Community Radio Award to Pantnagar Janvani**

G.B. Pant University of Agriculture & Technology, Pantnagar is known for significant and remarkable contribution of its students and teachers, The University has taken numerous innovative steps to help mankind through exemplary initiatives in teaching, research and extension education. Initiation of Community Radio Service at Pantnagar is yet another milestone through which University connected with villages of 15-20 Km radius around Pantnagar campus on day to day basis. The University has made an illustrious contribution in Radio Programme Production on agricultural issues for stations of All India Radio. With Community Radio, the University has started broadcasting on its own on regular basis. The contributions and Achievements of Community Radio Service, Pantnagar has been exemplary and it has generated its distinct identity in Community Radio Stations in India. It is evidential by the National Community.

## **Inception of Community Radio**

The initial decades followed the top-down model of communication where university was treated as the source of knowledge and the farmers were the recipients. The era of green-revolution confirmed the same model. At later stages; sustainability issues took the central stage with concern of peoples' participation at every level. This was the era when extension professionals world wide started focussing on participatory issues, leading to concepts like Participatory Rural Appraisal, Participatory Technology Development, Participatory Learning Methods, Participatory Action Research, Participatory Assessment, Monitory and Evaluation etc. Media was indeed playing a crucial role in transfer of agricultural technology on mass scale through books, journals, news, newspapers, radio and television.



Big media was disseminating the information without audience involvement but at later stages, the concern of participation reached to media development as well where concept of community media, people-centric media, citizens' journalism and participatory message designing evolved. It is at this juncture, that the concept of Community Radio evolved in the world with a low-power transmitter of 50-100 watt, covering 15-20 km range and involving a small community for self-development through community broadcasting. Community Radio simply symbolizes democratisation, decentralization, de monopolisation and deregulation of media for community development and involvement. Community Radio is a social process or event in which members of the community associate together to design programmes and produce and air them thus taking on the primary role of actors in their own destiny, whether this be for something as common as mending fences in the neighbourhood, or a community-wide campaign on how to use clean water and keep it clean, or agitation for the election of new leaders.

## **Experiences of Pantnagar Janvani, the Community Radio of Pantnagar**

Community Radio Station "Pantnagar Janvani" was initiated in the University under Directorate of Communication on 8th August, 2011. The regular transmission of Pantnagar Janvani started from 15<sup>th</sup> August, 2011, the Independence Day of the Nation. The objective of

Pantnagar Janvani is to act as an instrument of participatory extension, supporting the 'extension' mandate of the University through regular dissemination of need-based information to the community around Pantnagar campus. It is working as the part of extension and communication efforts under direct supervision of a Professor from Department of Agricultural Communication, given additional responsibility of joint Director (Community Radio) and a working team of five contractual workers. The station broadcasts 12 hours each day in which 6 hours broadcast is fresh programme and rest is repeat broadcast. The transmission duration is covered with multifaceted programmes for different sections of society as *Aarogya Sampada*, Integrated Health Awareness, *Aasma Ki Orr*, Career Alerts, *Yuva Swar*, Voices of Youth, *Gaon ki Baat*, Voice of Villages, *Aancha ki Surabhi*, The Regional Fragrance, *Raju Chacha ki kahani*, Inspirational Stories for Children, *Laghu Natika*, The Street Play, *Shahitya Sangam*, The Poetic Mood, *Janvani Prashna Manch*, The Quiz Competition, *Meri Rasoi*, Some Traditional Delicacies, *Mila Aapka Ptra*, The Feedback Session etc. Two talks on latest and seasonal agricultural information, led by researchers and experts, are broadcast each day. One hour broadcast each day isled by the University students, which is popular as Pantnagar Janvani Yuva (PJY). Phone-in facility is available to the listeners for 2 hours each day.

### **Direct Counselling: Pantnagar Janvani way**

Community, agricultural technologies and direct counselling: Pantnagar Janvani way Technology is development. Though Community Radio is about community voice still, technology is supposed to be there at one node of community sharing in Community Radio Then only, developmental agenda appears in community arena otherwise, there is always a chance that Community Consultation may turn to be a Grievance cell with no plan of work and future strategy of hope and happiness. The phone-in facility is at maximum utility at



Pantnagar Janvani when different stakeholders of development including a scientist and a government official sit at different nodes of conferencing together and resolve the future

strategy. The scientist's sitwith farmers in virtual interactive mode while addressing them about latest developments, seasonal calendar of activities and future strategies on regular basis with a freedom to farmers to intervene and question at any moment of discussion. This direct counselling makes there all use of phone-in to benefit farmers. This same facility is also utilised to create a consultative platform among farmers to have a consensus on common issue. However, it has been analysed that the impact and outcome of phone-in was found to be more effective and productive when it was moderated by an expert/scientist/subjectmatter specialist as compared to listener to listen erdiscussion or listener to programme host chats. It is frequently and regularly possible in a CRS of Agricultural University/ KVK.

### **Accomplishments and achievements**

Pantnagar Janvani, the Community Radio service of Pantnagar University received National Community Radio Award 2014 from Ministry of Information & Broadcasting in the National CR Sammelan 2014 at Vigyan Bhavan, New Delhi being third place holder in Community Engagement Category. Pantnagar Janvani also received Manthan Award 2014 in Jury Choice category. We also received third prize at National level in UNESCO-CEMCA Community Radio Video Challenge. The efforts



of Community Radio Pantnagar were also applauded at University level several times through Certificate of Appreciation and felicitation. The humble recognitions till date are an outcome of several characteristics of the Pantnagar Janvani broadcast.

- Pantnagar Janvani has been initiated with a sound understanding of Development Communication. It generates clear vision, mission and well-defined goals and objectives, to be accomplished through community broadcasting.
- The consistency is the prime factor. The broadcast, initiated on 15th August, 2011 is running day by day and minute by minute with utmost regularity and punctuality.
- Technological innovations for community involvement are yet another factor. Pantnagar Janvani successfully utilises Phone-in and conferencing to involve the community and to provide solutions at their door-steps.

- The vast pool of agricultural scientists and experts of practically all disciplines of agriculture & allied fields is the backbone of Pantnagar Janvani broadcast. Their precious input has contributed immensely for the community. Moreover, Pantnagar Janvani provides the listeners, opportunity to interact with the experts through Mobile phones in-between or at the end of programmes making it more need-based and useful.
- Department of Agricultural Communication in College of Agriculture is a hub of Communication experts whose guidance and support is available to the Community Radio on regular basis. The regular input in developing the content.
- The University is campus-based with all the students residing in hostels. This vast chunk of students from all across the country becomes a strong system for quality content development.
- The good will and extension network of Pantnagar University makes functioning of Pantnagar Janvani easy and smooth. Multi-juncture rural support for our broadcast is due to the progressive farmers and opinion leaders linked with the university for long, Pantnagar alumni and ex-service personnel of the University, living in our locale.
- One major strength of Pantnagar Janvani is proper documentation at every level.
- Four postgraduate researches have been completed on Pantnagar Janvani in last three years of functioning. These researches have generated a useful database on different aspects like strengths, weaknesses, opportunities, audience, content, need, module designing, generating participation, evaluation etc.

### **Vision for future**

Community radio stations play a very important role in the development of the community and are emerging as a potential tool for grass roots empowerment. The specificity and local e-specific approach is the beauty of community radio campaign but financial sustainability, trained manpower and reach have been reported as the limitations. The



vastness of rural population in the country can be served by community radio campaign only if we get a community radio station at each 30 km range through out the country. An un-perforated community radio cover is important for equal distribution of location specific

community media. It simply demands manifold increase in Community Radio stations to be established in the country as against mere 148 community radio stations, working presently. The narrow but deep reach of community radios will become a boon only if these stations are networked in some aspects.

This networking of community radios will honour the location-specific beauty of community radio stations to serve its' locale of 15-20 km around according to the needs, agro-climatic conditions, culture and local situation but networking will help community radios to cover a vast area in aggregate manner, thus emerging strong and powerful in context of reach. It



will require a judicious mix of sovereignty of different community radio stations with convergence at certain junctures in context of campaigns, advertisements and programmes etc.

Such networking may be done effectively among Community Radio stations working in the area of one agricultural university. Pantnagar University, working in whole Uttarakhand Hills, will require 13 Community Radio stations in initial phase to equip each KVK with a Community radio station but this number has to be increased manifold to saturate the hill districts of Uttarakhand with continuous community radio service throughout that will be a boon for the state and its population. The networking of community radios will also be an important step ahead specially in difficult areas like hills, deserts, forests, rural interiors etc. that may help the inclusive development process in many ways:

- Networking will lead to pooling of radio programmes which will help different radio stations to choose and pick programmes which they get relevant for their locale as well. It will provide lots of content to each station and will save the cost and time of content development.
- It will be easy to generate a wide-spread campaign throughout the state on any issue of common relevance varying from agriculture, health, rural livelihood, government plans etc.

- It will help the state to face any situation of natural calamity and disaster very effectively by community radio stations where even when roads are broken still community radios may easily reach inside homes around through air waves.
- It will help citizens to link with rest of the world any moment just by calling local Community radio through mobile that will directly air them to reach to millions of people around. It is absolute empowering of citizens through.

## **Our Team**

A high spirited and dedicated team of reporters and technical staff is making efforts to lead the journey for successful overall rural development.

**For more information contact us @**

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