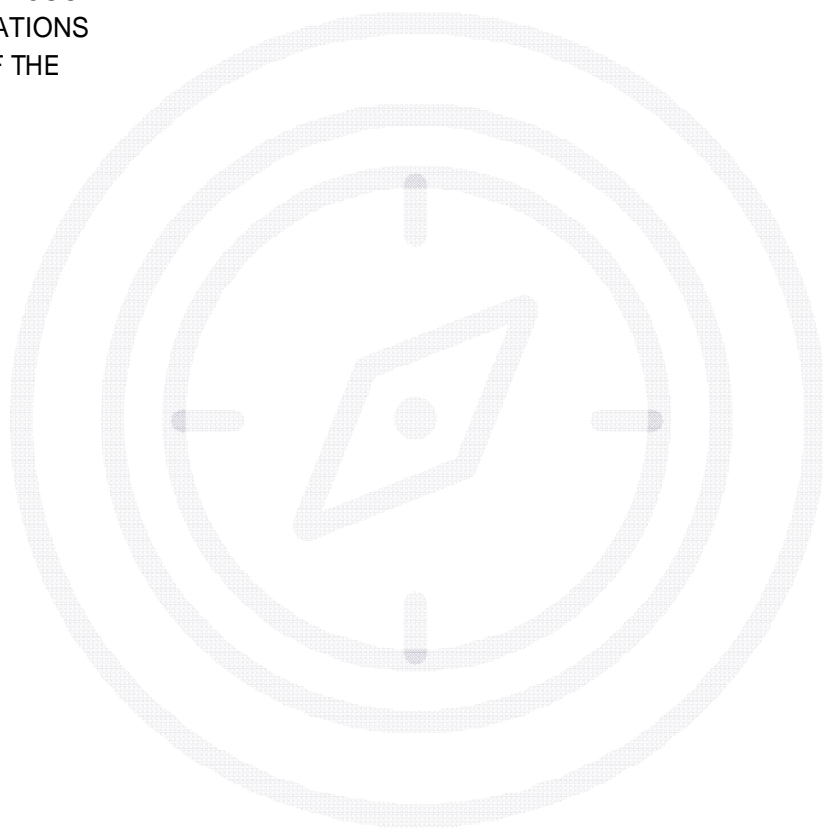


annual report 2020-2021

CRA IS THE REFLECTION OF INDIA'S DIVERSITY,
WITH A HUMONGOUS LISTENER BASE THAT THE
COMMUNITY RADIO STATIONS ENJOY, THROUGH
THE OVER 300 COMMUNITY RADIO STATIONS
SPREAD ACROSS ALL THE STATES OF THE
COUNTRY.



a brief introduction

The pandemic has caused losses beyond imagination, highlighting the dire need to unlearn and re-learn; re-imagine and re-think; and act and apply like never before.

The Community Radio Association India (CRA) strives to serve its mission of reducing inequalities and enhancing equity by building resilience to crisis in communities; timely dissemination of sensitive Risk Communication and Community Engagement (RCCE), during the pandemic has played a vital role in the same.

CRA has also, alongside, supported different state and central governments, multi-lateral agencies and NGOs, amongst others, with campaigns targeted at enhancing engagement with the community, which is essential to mitigate large-scale challenges.

The above has been, in addition, to different thematic areas approved by the Ministry of I&B, Govt. of India, facilitating engagement with a wide array of demography.



the role

Community Radio (CR) Stations serve an extensive and kaleidoscopic listener base with over 300 CR stations across the country. There has been, in fact, an upsurge in listenership due to lockdowns imposed because of the pandemic.

CRA strives to build a healthy environment in which community broadcasting can thrive; enhance capability and sustainability of stations; and encourage community radio viability and growth.

Key roles:

Provide a diverse range of viewpoints that enrich the social and cultural platforms and contribute to public interest outcomes.

Promote the identities of local communities and contribute to social changes.

Provide opportunities for participation in free-to-air public broadcasting and content production.

Contribute to media diversity.

Generate a high level of local content, and provide a unique range of services and programmes.

Rise to the occasion, including contribution in disaster risk reduction.



our strengths

The strength of CRA lies in its network of experienced radio practitioners, who manifest the mandate of the community radio: to reach out to the hard-to-reach populations and bring the unheard voices to the fore in an inclusive and sustainable manner. This organization is a true reflection of India's diversity. It is the only network in this sector, which is not only democratic, but also allows space for dissent, reflecting the heterogeneous character of the communities served, amounting to over 5 million people.

Community Radio Association represents functional, vibrant and operating Community Radio Stations in India and has regional governing body members, five zonal chapters and is in the process of forming state chapters.

Led by functioning and sustainable radio stations, CRA brings to the fore the best of practices and provides a platform to share the experiences of a very diverse community.

The organization brings with it grassroots experience and success stories from the ground. It is best equipped to convince those in any doubt and to mobilize groups of people, NGOs and others representing the diversity of the country to set up community radios, and providing a platform to share voices of people in media dark and hard to reach areas.



how we do what we do?

Care is taken to disseminate key messages that are subject specific and sensitive, in the language and dialect easily understood, and that the local community can relate to and appreciate in order to encourage better acceptability.

The messages are broadcasted in formats that have wide popularity in the community like interviews with local experts/doctors, drama, songs, storytelling et cetera to secure enhanced listenership and percolation in the community.

The over 300 CR stations have aired over 15,881 hours of different programmes across the year, of which over 15,000 hours of audio programmes have been on COVID-19.

Programme dissemination has been in the following languages and dialects across the year:

Languages:

Bengali, English, Gujarati, Hindi, Konkani, Malayalam, Marathi, Nepali, Odia, Punjabi, Tamil, Urdu.

Dialects:

Angika, Awadhi, Beary, Bhojpuri, BrajBhasa, Bundeli, Garhwali, Haryanvi, Kangri, Khortha, Kokborok, Kurux, Koshali, Magahi, Mewati, Mitei Lol, Paniya, Rajasthani, Sambalpur, Santhali, Trichi and Tulu.



our valuable listeners

The regular listeners (around 3,00,000) contributed immensely to the development of audio message content, across the year.

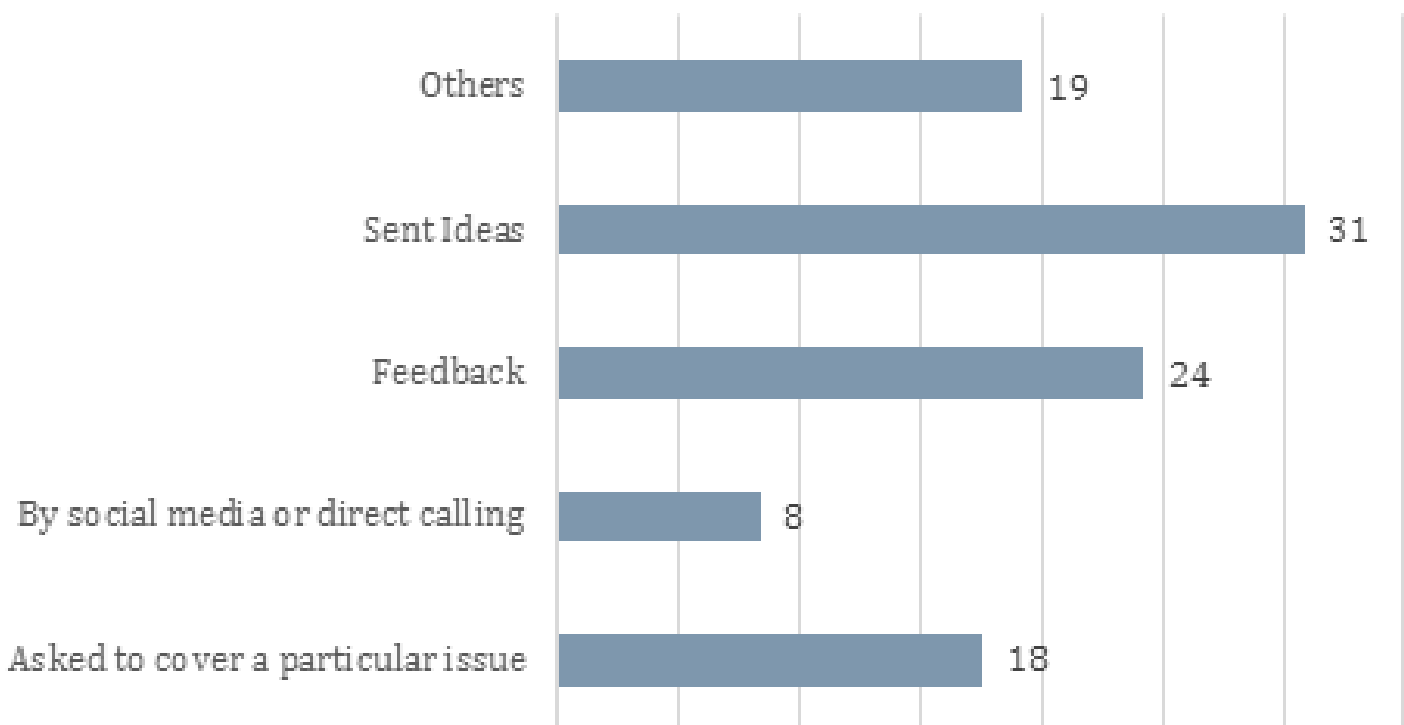
All radio content developed by CRA is tested in the community. Although the testing of radio programmes were, chiefly, through messages on social media, live programmes, narrow casting (limited), amongst others, via phone calls was pre-dominant.

The programme testing was done mostly with the rural/local community.

An overwhelming number of listeners, across the country, called CR stations to know more about the different aspects broadcasted during the year, and an overwhelming number of listeners messaged regarding the different audio programmes broadcasted. An average of about 66% of the callers, as recorded, were women.

The CR stations have covered an overwhelming number of thematic areas during the year. Local experts, academicians, doctors, educationists, social development experts, folk artistes and others have been roped-in to disseminate key messages on different areas including mother and child health, routine immunization, nutrition, take home ration, education, engaging children at home, mental health and so on.

How did the listeners contribute (in %)



new board

EC Meetings (virtual):

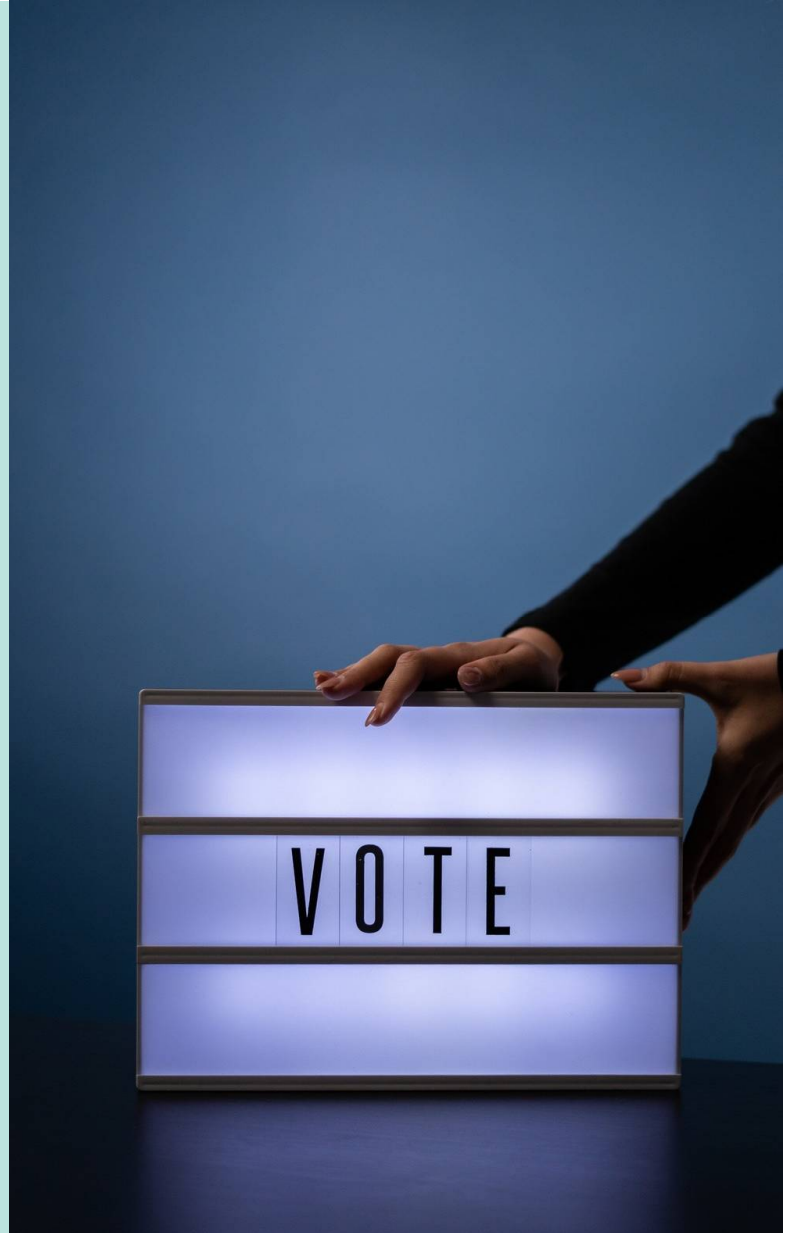
09th April 2020
21st April 2020
31st May 2020
17th June 2020
20th July 2020
19th August 2020
07th April 2021

GB Meeting:

One GB Meeting was held on 30th January 2020 at Siasat Conference Hall, Hyderabad.

CRA Election:

Subsequent to the GB meeting, elections were held and results declared; this was followed by handing-over of charges to the newly elected body.



our leadership

CRA provides effective leadership, and advocacy guidance for the community and its members. As a Community Radio Station member, one can access support, expertise and services to obtain help, and evolve into an effective voice of the CR movement in India.

Being a democratic platform, we are open to suggestions, discussions and debates on issues that affect the stakeholders of the CR Movement.

Individual members of CRA have worked in various capacities as facilitators, mentors, and trainers for other organizations involved in the CR Sector. namely IIMC, CEMCA, Ministry of Science and Technology, CDAC, NSDC, UNICEF, UNESCO, FTII et cetera.

The present Executive Members assumed charge on 15th January 2021:

- Dr. B.S. Panwar, President
- Jayesh Joshi, Secretary General
- Priti Mohan Bhombe, Treasurer

The preceding Executive Members, who held office, covering Financial Years 2018- 2019 and 2019-2020 were:

- N.A. Shah Ansari, President
- Man Mohan Singh, Secretary General
- M.S.H. Beg, Treasurer



task forces and other tools

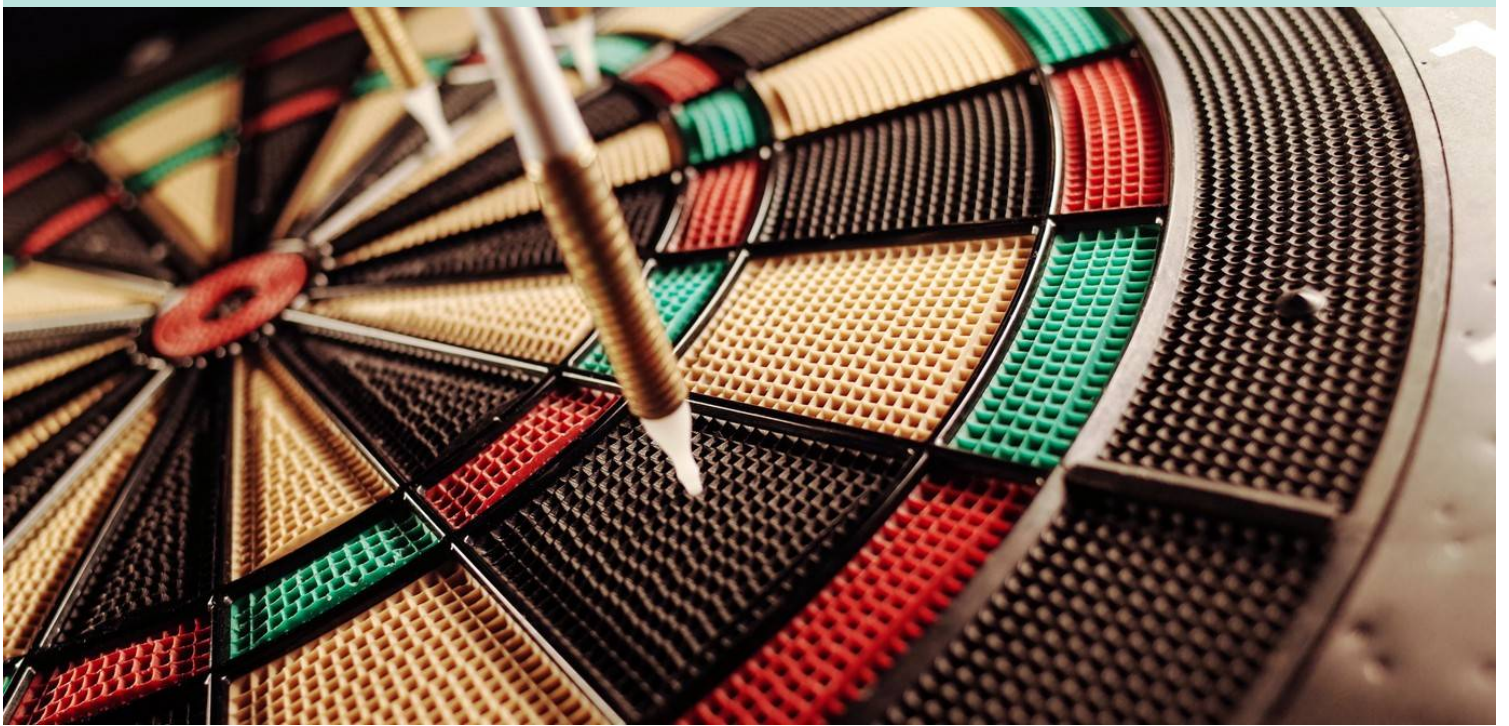
Formation of New Task Forces

To make the CRA's activity more participatory and transparent, the following Task Force Committees were formed:

- Ethics Committee
- Project Committee
- Communication & Publication
- Local Coordination
- Media & Public Relations
- Election Committee
- Technical Committee
- Program Designing Committee, led by Dr. Sumedha Singh
- Policy Management Committee, led by Sandeep Kulshreshtha
- Financial Management Committee, led by Dr. Priti Bhombe

CRA REGISTERS:

- Cash Book Register
- Call Register
- CRA Membership Register
- Attendance Register
- Dispatch Register
- Stock & Asset Register



highlights

Mission Corona Project (UNICEF): a series on COVID-19 specific information, and sensitive Risk Communication and Community Engagement (RCCE) was broadcasted through Community Radio Stations (CRS) during the pandemic. The project is being implemented with 124 Community Radio Stations across the nation.

'Paheli Pahelwan': BBC Media Action supported airing of four 'Paheli Pahelwan" audio interstitials, on 30 Community Radio Stations, across 8 states of India.

CDAC: This project was implemented along with 115 CRSs. Each station was awarded a contract of Rs. 28,000/-

COVID-19 S&D Prevention Campaigns (UNICEF): a series was broadcasted on COVID-19 S&D Prevention Campaigns and COVID-19 Vaccination (myths and misconception: FAQs). The project is being implemented with 60 Community Radio Stations across the nation.

Room to Read: a radio series on girl-child education was initiated with 55 Community Radio Stations in 6 states of India.

CRA has been continuously working with DAVP, attending meetings and assisting stations with empanelment, payments/pending bills, and campaigns **besides working with WPC regularly on the renewal of the Wireless Operating License (WOL),** related online payment issues, and associated challenges with user ids and passwords, amongst other challenges.

CRA has also actively followed-up with the **Ministry of Telecommunications for the renewal of the licenses of its member stations.** It has been a very time-consuming effort, but many stations have received their renewal letters after the efforts were made.

The much awaited website of CRA has been launched. Members are now able to upload programmes and audio files on the website: **www.craindia.in** A **quarterly newsletter** is published by Community Radio Association too, a soft copy of which can be downloaded from **www.craindia.in.** **CRSs were also connected** with MSMEs, NSDC & Ministry of Health, amongst others, to secure support for various initiatives.

To communicate efficiently with members, a dedicated **Whatsapp Group** has also been created.



fundraising

Received INR 3, 24, 00 (Three Lakh Twenty Four thousand) as membership fee for the FY 2019-20.

Mission Corona Project: INR 67,42,000 (Sixty Seven Lakh Forty Two Thousand) from UNICEF.

'Paheli Pahelwan' Project: INR 3,50,000 (Three Lakh Fifty Thousand) from BBC Media Action.

Room to Read Project: INR 11, 13,712 (Eleven Lakh Thirteen Thousand Seven Hundred Twelve) from Ibroad7 Communication (P) Limited.

STAFF SALARY, RENTALS AND PROFESSIONAL FEES PAYMENTS: All payments are being made on time and no pendings exist.

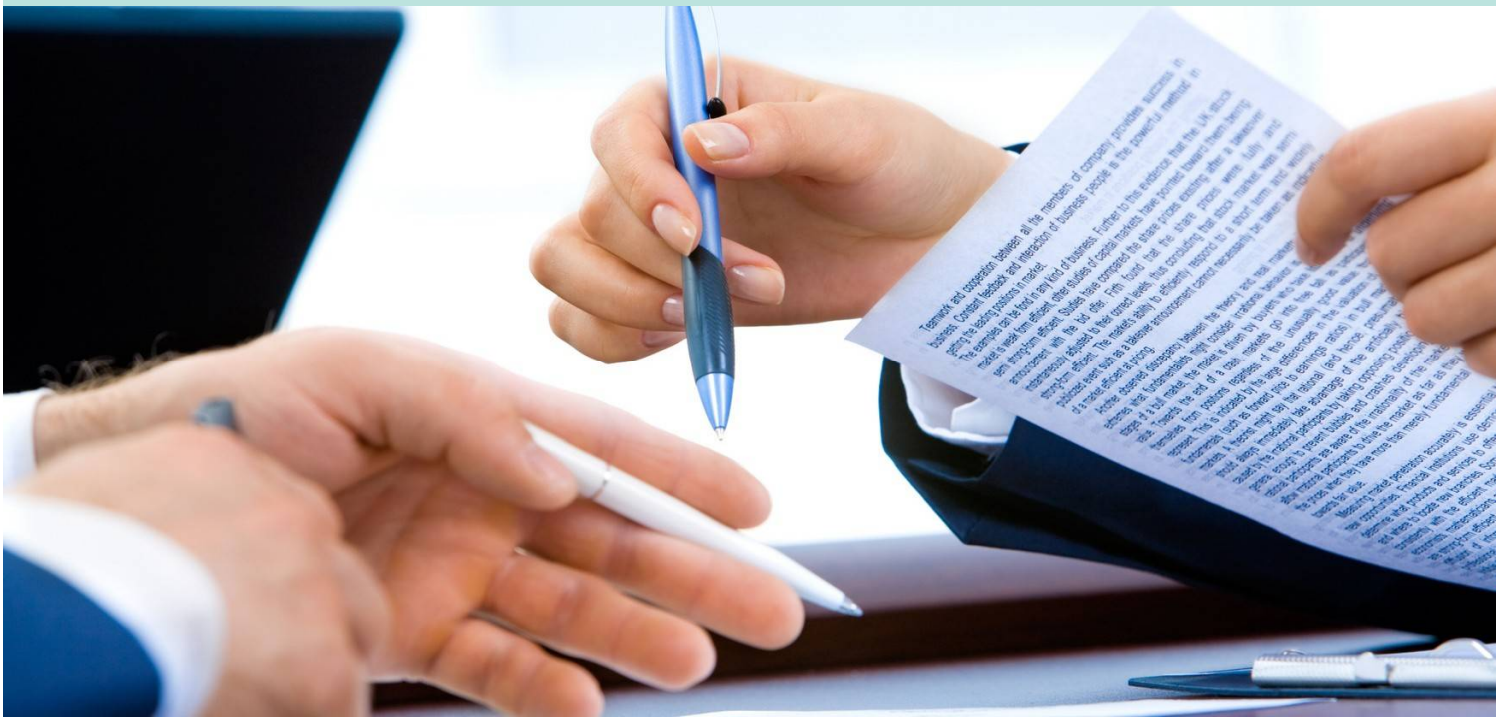
Digital signatures of all CRA board members have been registered for timely submission of Income Tax reports, online.

CRA continues to support CRSs, irrespective of membership, through regular communications, personal interactions and via phone by sharing updates and resources. 144 members are fully paid voting members of CRA (as of March 31st 2021).



in the pipeline

- CRA submitted a project in the Ministry of I&B to organize awareness generation workshops for new and upcoming Community Radios Stations (CRSs), and capacity building workshops for old ones.
- Immediately after taking charge, the board met the Joint Secretary MIB and Additional Director (CR), MIB to discuss the challenges faced by CRSs like non-availability of advertisements from the Bureau of Community Outreach (previously known as DAVP), empanelment with BOC, signing of GOPA, renewal of license (WOL), empanelment of radio equipment vendors and other related issues. The MIB officials assured us of getting these grievances addressed in the near future.
- Proposals to the Chief Election Commissioner, Election Commission of India; and the State Election Commissioners of five states, Kerala, Tamil Nadu, Puducherry, West Bengal and Assam, were submitted; the request was to provide financial help for the organization of orientation workshops for CRSs, in the five states, with the objective of creating awareness about participation in elections. Regular follow-ups are being conducted with the ECI and the VPs/JSs/EC members of the respective states. Our proposal is being considered favourably.
- The fresh UNICEF campaign for creating awareness about vaccination was coordinated by Mr Jayesh Joshi, Secretary General, CRA and was launched on February 22, 2021 and benefit is provided to maximum number of 60 CRs. The amount of Rs 50,000/- is being provided to each station.



in the pipeline

- A new UNICEF campaign, for creating awareness about vaccination, was coordinated by Mr. Jayesh Joshi, Secretary General, CRA and was launched on February 22nd, 2021; a maximum number of 60 CRSs will benefit from this. An amount of INR 50,000/- is being provided to each station.
- Since Maharashtra saw a rise in COVID-19 cases, Mr Sachin, Vice President (Western Region), coordinated with UNICEF to formulate a fresh media strategy to control the spread, via generation of awareness, through CRSs in Maharashtra.
- The board also met the Director, CEMCA and requested her to organize an orientation workshop on the subject of "Documentation & Report Writing". CEMCA has agreed for the same, targeting all CRSs, in batches of 100 stations, across April, May and June, 2021.
- Proposals, aimed at securing projects for CRSs, were dispatched to the Ministry of Agriculture and Ministry of Health.



we are in the news!

रेडियो स्टेशन वक्त की आवाज ने शुरू किया जन जागरूक कार्यक्रम मिशन कोरोना

शिवली(कानपुर देहात)। कम्युनिटी रेडियो एशोसिएशन व यूनीसेफ के सहयोग से सामुदायिक रेडियो वक्त की आवाज 91७2 एफएम जन जागरूक कार्यक्रम मिशन कोरोना का प्रसारण शुरू किया है। यह कार्यक्रम सप्ताह में तीन दिन सोमवार को सुबह 8७3 बजे गुरुवार 12७4 बजे के साथ साथ शनिवार को 8७3 बजे प्रसारित किया जाएगा। सामुदायिक रेडियो स्टेशन वक्त की आवाज द्वारा प्रसारित मिशन कोरोना कार्यक्रम के माध्यम से श्रोतागण जानेंगे की कोविड 19 क्या है ट्रिपल लेयर युक्त मास्क क्यों जरूरी है होम क्वारन्टीन का उद्देश्य क्या है हाथों



को बार.बार क्यों धोना चाहिए। (सोशल डिस्टेंसिंग क्यों जरूरी है। इसी के साथ बुजुर्गों का ध्यान रखना भी क्यों आवश्यक है

स्तनपान कराने वाली माताएं क्या क्या सावधानी बरतें। समुचित भोजन और रोजाना की जीवन शैली से संबंधित बाते मिशन कोरोना कार्यक्रम में शामिल की जाएगी। हम रोजाना जाने अनजाने में कितनी वस्तुओं को स्पर्श करते हैं और बिना हाथ धुले भोजन या अन्य कोई खाने वाली वस्तु खा लेते हैं और इसके बाद हम कोरोना वायरस के जाल में खुद को जकड़ हुआ महसूस करने लगते हैं तो इन्ही सब बातों का ध्यान रखते हुए 91७2 एफएम सामुदायिक रेडियो वक्त की आवाज से रोजाना सुनिए कार्यक्रम मिशन कोरोना और खुद स्वस्थ रहे और दूसरों को भी स्वस्थ रखे।

आदित्य सचान ने बताया कि सैपल जांच के लिए माती मुख्यालय भेजे गये हैं।

वक्त की आवाज से गुंजेगा कोरोना से बचाव का संदेश

संवाद सूत्र, शिवली (कानपुर देहात): सामुदायिक रेडियो स्टेशन वक्त की आवाज द्वारा लोगों को मिशन कोरोना कार्यक्रम के माध्यम से मास्क लगाने तथा शारीरिक दूरी क्यों जरूरी है? के संबंध में सोमवार से जागरूक किए जाने का शुभारंभ किया जाएगा।

● सोमवार से प्रसारण का होगा शुभारंभ

लोगों को जागरूक करने के उद्देश्य से सैरी दरियाव गांव सभा में स्थित रेडियो स्टेशन वक्त की आवाज द्वारा मिशन कोरोना कार्यक्रम का सोमवार से शुभारंभ किया जाएगा। लोगों को कोविड-19 क्या है? ट्रिपल लेयर मास्क क्यों जरूरी है? होम क्वारन्टीन का उद्देश्य क्या है? हाथों को क्यों बराबर धोना है, शारीरिक दूरी क्यों जरूरी है? तथा बुजुर्गों का ध्यान क्यों रखना है? बच्चों को स्तनपान कराने वाली माताएं क्या सावधानी बरतें?, उचित भोजन और रोजाना की जीवनशैली से संबंधित बाते मिशन कोरोना कार्यक्रम के माध्यम से लोगों को बताई जाएगी। रेडियो की को-ऑर्डिनेटर राधा मुख्तार व आरजे तनी खंडेद ने बताया कि सोमवार को सुबह 8:30 बजे, गुरुवार को दोपहर 12:40 बजे तथा

जोशांदा संख्या 16 डिजाइन मिलते-जु अपराध की अनुरोध है वालजीवन द्वारा निर्मित तथा सभी की नीचे दी

सर्वी-जुफ़ाम.

सुबह काफ़ी गर्म

जोशी चीफ़

विद्युत सुनि

आवृत्ति

सुरक्षा

we are in the news!

કૃષિ વિજ્ઞાન કેન્દ્ર દ્વારા સંચાલીત લોકવાણી ૯૦.૪ એફ.એમ.રેડિયો કીવીડ-૧૯ લોકડાઉન દરમ્યાન ૧૨ કલાક અવિરત સેવાઓ કાર્યરત

જુલાઈ ૨૮ રોજ કૃષિ વિજ્ઞાન કેન્દ્ર અંબુજા વિમેન કોર્પોરેશન, અંબુજાનગર દ્વારા લોકવાણી રેડિયો જે ૭૦૦૦ સ્થાનમાંથી કાર્યરત છે. જેમાં કોવીડ-૧૯ના લોકડાઉન દરમ્યાન લોકવાણી રેડિયો સવારે ૮:૦૦ વાગ્યાથી સાંજે ૮:૦૦ વાગ્યા સુધી પ્રસારણ અવિરત ચાલુ છે. જેમાં લોકડાઉનના સમયમાં સતત કોરોના વાપરક થી બચવા માટેની તકેદારી તથા સુરક્ષા સહી પગલાઓ લેવાની અભિતિ, આરોગ્ય સેતુ એપ વિષેની માહિતી, સોશયલ પ્રિટર્સીંગ, ચાક, સેનેટાઈઝર નો ઉપયોગ, દેશમાં લોકડાઉન દરમ્યાન ચાલુ પડેલા કૃષિ

વિજ્ઞાનની માહિતી તથા સુવચન અને પ્રસારણમાંથી પ્રકાશ જાહેર કરવા દ્વારા રેડિયો સાથે કોરોના સહી તથા પ્રધાનમંત્રી દ્વારા કરેલ મન ક્ષેત્ર, કોરોના વોરીયસ જેવા વિવિધ વિષયો વિષે માહિતી પ્રસારણ કરવામાં આવે છે. કોરોનાની માહિતી સાથે ખેતી, પશુપાલન, જાતીય, મન્ય વિજ્ઞાન, જમીન વિજ્ઞાન તથા જુદા વિજ્ઞાન સહી ચાલુ મગ દરમ્યાન કરવાના સહી કાર્યો વિષે માહિતી આપવામાં આવે છે. ખેતીમાં કપાસ તથા મગનીના વાવેતરની તિથરી, પશુપાલનમાં રસીકરણ તથા ખેતીના વ્યવસ્થાપન, ઓમ્યા

U.T. Administration of Dadra & Nagar Haveli and Daman & Diu
Public Works Department, WD-II, Diu
No. Tender Notice No.07/2020-2021 dated: 27/05/2020

e-Tender Notice

The Executive Engineer, Public Works Department, Work Division II, Diu invites tenders from eligible contractors/parties to participate in the following tenders:

Selection of Empanelled and other Architectural Firms for Providing Comprehensive Architectural & Interior Consultancy services for the work of "Interior Furnishing work for Model Building and Faculty Housing at Education Hub Kevdi, Diu (WB Cell)

The last date for submission of bids: 04.06.2020 at 10.00 hrs.

For further details and downloading of tender document please visit our www.diu.gov.in and <https://e-bidders.gov.in>.

Sd/-
Executive Engineer
PWD, WD-II, Diu

કચ્છી પુસ્તકલિખિત શ્રદ્ધાંજલિ

અમક કચ્છમાં જિવિત જીવે અભિનંદ છે. પશુ અમકની સારા સારી દુલ દુલ છે. સુખી તથા શાંત છે. તમારે અમકની સાથે છે. અમકની સાથે પાકેલી કામગીરી કામ ચાલુ રહેશે.

અમક તમારા જિવિત અમકને સહી સહી છે ૫ વર્ષના.

૨૫. દેવજીભાઈ
ભીરજીભાઈ ભીરજીભાઈ
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90.8 RADIO SALESIAN
Present's **MISSION CORONA**
A SERIES OF RADIO PROGRAMME

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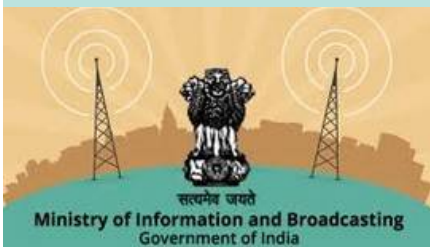
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