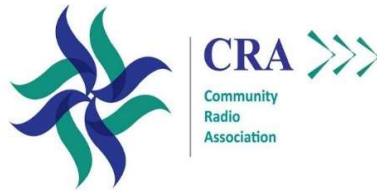


# Annual Report 2016-17 and 2017-18



Community Radio Association is a platform of functional and upcoming CR stations in India. Our membership is open to CR Activists, professionals, Community members as well as students who subscribe to the aims and objectives of the Association.

As a Ministry of Information & Broadcasting (Government of India) recognized, not-for-profit cultural organization, the Community Radio Association of India (CRA) strengthen 'community broadcasting by building stations' capability and by creating a healthy environment for these sectors to thrive and succeed. Community Radio Stations members are actively broadcasting nationwide that play a vital role in providing a voice to communities.

These community broadcasting stations:

1. Provide a diverse range of viewpoints that enrich the social and cultural platforms and contribute to public interest outcomes.
2. Promote the identities of local communities and contribute to social changes.
3. Provide opportunities for participation in free-to-air public broadcasting and content production.
4. Contribute to media diversity.
5. Generate a high level of local content.
6. Provide a unique range of services and programs.

The strength of CRA is 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, non-discriminatory and sustainable manner. This organization is a true reflection of India's diversity, the multitude of languages and dialects, the varied topography and history. It is the only network in this sector, which is totally democratic and allows space for dissent, reflecting the heterogeneous character of their communities amounting to over 5 million people.

Community Radio Association represents 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 practices and provides a platform to share the experiences of a very diverse community. CRA 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 the voices for the people in media dark and hard to reach areas.

We pleased to inform that CRA provides leadership, advocacy guidance and community to its members. As a Community Radio Stations member, you can access support, expertise and services to help you we wish all you to evolve into an effective voice of CR Movement in India. Add you voice to the voice of CRA. Being a democratic platform, we are open to suggestions/discussions and debates on issues that affect the stakeholders of CR Movement. Individual members of CRA have worked in various capacities as facilitators, mentors, trainers for other organizations involved in the CR Sector namely, IIMC, CEMCA, Ministry of Science and Technology, CDAC, NSDC, UNICEF, UNESCO, FTII etc.

The present Executive Members Board assumed charge on 19 March 2016:

- Prof. Ashok Singh Sunhal, President
- Prof. Jayanth N. Pethkar, Secretary General
- Ms Pooja Murada, Treasurer

The preceding Executive Members, who held the office covering Financial Years 2014-2015 and 2015-2016 are.

- President - Prof. Kandrapa Das / Dr. Amol Goje
- Secretary General - Ms. Archana Kapoor / Mr. Brahm Prakash
- Ms Salila Bhansali, Treasurer

## **OUR STRATEGIC PRIORITIES**

The Community Radio Association work falls into three key areas:

1. Supportive Environment – build a healthy environment in which community broadcasting can thrive.
2. Capability and Sustainability of Stations – grow the capability and sustainability of stations.
3. Community Radio Viability and Growth – strengthen the Community capacity building programs to provide leadership.

We are pleased to present the Community Radio Association of India's latest Annual Review and share some highlights for the 2016-17 and 2017-18.

## **GOVERNMENT OF INDIA MINISTRY OF INFO. & BROADCASTING C. R. AWARENESS WORKSHOPS:**

- CRA successfully organized three Ministry of Information and Broadcasting, Government of India Community Radio (CR) Awareness Workshops at Bhopal, Jammu and Raipur. Participants were given a walkthrough of the community radio, its policy guidelines and provisions, technical requirements and understanding of communities and listeners for the purpose of engaging them with the Radio. The CRA has issued press notes, organized press meets during the awareness workshops to build visibility of the sector in the country. The print, visual and audio media gave good coverage to our work during these workshops.

### **1. Community Radio Awareness Workshop, Bhopal**

The Bhopal three-day Community Radio (CR) Awareness Workshop was organized for about 40 participants from across Madhya Pradesh and Maharashtra in collaboration with local partners Azad Hind Radio and Radio Popcorn from October 3rd to 5th, 2016.

### **2. Community Radio Awareness Workshop, Jammu**

The Jammu two-days Community Radio (CR) Awareness Workshop was organized for about 40 participants from across Punjab, Haryana, Uttarakhand and J&K in collaboration with local partner Sharda Radio from November 24th to 25th, 2016.

### **3. Community Radio Workshop, Raipur**

The Raipur two-days Community Radio (CR) Awareness Workshop was organized for about 40 participants from across Chhattisgarh, Odisha and Jharkhand from January 18th to 19th, 2017.

## **DEPARTMENT OF SCIENCE & TECHNOLOGY (DST-NCSTC) SCIENCE FOR WOMEN HEALTH AND NUTRITION PROJECT.**

- CRA had been entrusted of National Council of Science and Technology Communication (NCSTC), Department of Science and Technology, Government of India to conduct Baseline Study, Capacity Building and Content Development Workshops for the DST Project for Community Radio Stations - HAMARA MSPICM CR Himachal Pradesh, Jyotirgmaya CR Chandigarh, Lalit Lokvani CR, Uttar Pradesh, Radio Luit Assam and Radio Mewat Haryana. CRA has compiled and submitted final completion report to DST for each involved Station. The associated payments to Project Expert and Coordinators involved in the project have been made.

### **CRA MEMBERSHIP:**

- CRA continues to support community radio stations irrespective of membership through regular communications, personal interactions and via phone by sharing of news, information and resources. CRA has One hundred two (102) member CR Stations. Forty Sixty (60) members are fully paid voting members of CRA till date. Four (4) to Five(5) are likely to become members shortly.

### **CONFERENCES / SEMINARS:**

- CRA represented community radio members, shared their achievements and concerns in different symposiums, meetings and conferences including the national consultation on community media by UNESCO, World Radio Day, Stakeholders meet at UNESCO. Supported and attended meeting organized at JIMS, New Delhi, National Conference at Odhisa (Bhubaneswar) etc.

#### **INTERACTIONS AND ADVOCACY WITH MINISTRIES:**

- CRA has been invited for the screening committees for new license holders, GOPA issues, and also for the other stakeholder meetings with the Ministry of Information & Broadcasting which were regularly attended by the governing board members at different occasions to put forth the interest of the sector within the Ministry.
- CRA has been continuously working with DAVP by attending monthly meetings and assisting Stations on empanelment, payments, pending bills issue, campaign and submissions of the bills. The radio stations are receiving regular campaigns and the same is being supported by CRA Office through its Noida Office.
- CRA has worked with WPC regularly on the Wireless Operating License (WOL) renewal license issues, WOL online Payment issues, User Id and Password issues of various Radio stations. Governing board at different occasions has put forth the interest of the sector within the Ministry.

#### **FUND RAISING:**

- UNICEF Full on Nikki Project: Raised Rs. 31,75,000 from UNICEF to broadcast a series on adolescents youth called "Full On Nikki". The project is shared with 24 Community Radios in Hindi speaking belt. Payments for First and Second Quarters have been made to Twenty Four Participating Community Radio Stations in Hindi language belt in Eight States. Final Report is under submission to UNICEF; balance payment shall be made to the respective CRs on receipt of funds from UNICEF.
- CDAC VIKASPEDIA: The Project is shared with 25 Community radio station conveyed to Ministry of Electronics and Information Technology (MeitY), CDAC Hyderabad in respect of Vikaspedia project. Each Station was awarded a contract of Rs. 40,000.
- Tapping New Financial Resources: Provided linkage of CRs with Ascend Media Pvt. Ltd to get support from them to pitch at different Govt. Departments which do not use the DAVP Chanel for issuing their advertisements.

#### **PROPOSAL PREPARED ACTION AWAITED:**

- NABARD: One year duration Financial Literacy Awareness programme for 6 Community Radio Stations in state of Rajasthan through Alwar Central Cooperative Bank and forwarded by District Magistrate & Collector, District Alwar has been sent to NABARD Head office. Once cleared then each broadcasting Station will be awarded a contract of Rs. 1,56,000.
- The UNION: Submitted a proposal for over 3,00,00,000 to The Union, for promoting the cause of TB through all community radios in the country.

#### **PROPOSAL UNDER CONSIDERATION /PREPARATION:**

- UNICEF Nutrition and Child Marriage Campaign: Talks with UNICEF are in process to involve around 50-60 Community Radio Stations to make programmes on UNICEF Nutrition and Child Marriage campaign. This campaign is regularly followed with UNICEF, New Delhi. The UNICEF asked CRA to submit a detailed proposal at the earliest.

#### **COMMUNICATIONS:**

- To communicate quickly with the members, a dedicated Whatsapp Group was created and has been very successful in becoming a platform in bridging the inter Station communications by providing specialized, up to date information. Facebook is also being posted. Some issues exist with the CRA Website and need have been felt to move the website server to NCR from Coimbatore.

#### **EC MEETING:**

One EC Meeting was held on 18th January 2017, Raipur on the sidelines of Community Radio Awareness Workshop. No additional meeting could take place due to non-occurrence of National or Regional Sammelans as the National or Regional Sammelans give an opportunity for CRA members to meet and discuss issues pertaining to CR Sector.

#### **TAN NUMBER FOR CRA:**

- CRA has obtained TAN No., now TDS are being deducted for consultants etc who fall under the criteria.

#### **DIGITAL SIGNATURES**

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

#### **STTAFF SALARY, RENTALS AND PROFESSIONAL FEES PAYMENTS**

- All payments are being made in time and no pendency exists. Monthly payments to staff, rent, Accountant and to CAs in Delhi and Hyderabad has been made.

#### **ANNEXURES**

1. Audit Report for 2015 -16
2. Balance Sheet 2015 - 16
3. Income Tax Return - Financial Year 2015-16/Assessment Year 2016-17
4. Audit Report for 2016-17
5. Balance Sheet 2016 - 17
6. Income Tax Returns - Financial Year 2016-17/Assessment Year 2017-18