



Functioning Community Radio Stations in Karnataka

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ABSTRACT

In Indian context the Community Radio has greater possibilities of creating impact on society. India being a country of villages and the rural people being dominantly engaged in different categories of employment, find it convenient to listen to the radio for both information and entertainment. Such a need can be effectively satisfied by the Community

Radio stations.

Our study has focussed in understanding how many Community Radio stations are functioning in Karnataka state.

This kind of research may help research students as well as general public to know about the Community Radio stations in Karnataka.

KEYWORDS : Community Radio, launched, Karnataka

Introduction:

Many of the philosophers defined Community Radio as 'the voices of voiceless'. Generally as a tool for development, it is the mouthpiece of common people. Community Radio consists of three main aspects. They are non-profit making, community ownership and control and community participation.

As all of us know that Radio is a affordable medium in terms of production, management and also for reception. Radio reaches the community who live in the areas with no phones and electricity. People who can not able to read or to write can also listen radio. Famous philosopher Tabing, Louie in his book "How to Do Community Radio: A primer for Community Radio operators" defines Community Radio station as 'one that is operated in the community, for the community, about the community and by the community.' (Pavarala, Malik, 2007)

The sociological meaning of community is different and specific. Bogardus defines that community is a social group with some degree of 'we-feeling' and living in given area.

Radio is a very intimate and modest medium which appeals to everyone and is available to all of us. It comes by the radiation and detection of signals propagated through space as electromagnetic waves to convey information. The radiation signals are called radio waves and these are detected by the receiving sets.

Methodology:

This paper is based on secondary data. The secondary sources such as books and reports which reveal about the respective regions of the community. The study will help in understanding the Community Radio and its intention.

The first community based radio set up in Asia was the Philippines, as part of the Tambuli Community radio project of UNESCO in 90s. (Pavarala, Malik, 2007)

In India the history of Community Radio is very interesting and exciting. Because in 1996 September Bangalore (Karnataka) based communication campaign group called VOICES started convening gathering of radio broadcasters, policy planners, media professionals and nonprofit associations to study how Community Radio could be relevant to India. A declaration calling for the establishment of community broadcasting was signed. Thus spirited campaign by academicians, organizations and individuals for Community Radio got strengthened from 2001 onwards.

As a result number of workshops, seminars and communications are held demanding Community Radio, opened new doors for the Community Radio movement. In 2003 onwards government has given licences to established educational institutions for operating Com-

munity Radio. In 2006 Central Government extended the policy and started to give licences to non-governmental organizations.

In India for the first time Non-Governmental Organization based Community Radio started in Karnataka. VOICES/ MYRADA started an audio production centre NammaDhwani (our voices) in 2001 at Boodikote in Kolar district of Karnataka. And have been cablecasting programmes made by rural men and women. Nammadhvani 90.4 MHz received broadcasting licence in the month of December 2008. This Community Radio station covers around 12,872 families in 152 villages belonging to the Bangarpet and Malur hobalies of Kolar district. Its signal reaches about 10 kilometers radius and covers population of 51,000. The programme is broadcast for 8 hours every day. It gives information on wide and varied topics which are relevant to the community. The locally selected staff members of the radio station develop the content that is based on the need and feed back by the community. Nammadhvani Community Radio station 90.4 MHz includes significant number of non-literates. Hence it broadcasts information regarding formation of co-operatives, health programmes, awareness programmes. At the same time it informs the Self Help groups about the method of book keeping, basic concepts of training, government schemes of various department etc. This station broadcasts upto 8 hours programme per day.

Krushi Community Radio 90.4 MHz set-up by the University of Agriculture Sciences, Dharwad district on 17.05.2007. The idea behind this Community Radio station to reach the farmers to promote agriculture. The main focus is on agricultural broadcast for progressive farmers on the latest agricultural technologies. This Community Radio broadcast programmes on climate conditions, weather and marketing advices, success stories of farmers, women and youth. Farmers and their family members are involving in the Community Radio programmes. This station broadcasts upto 6 hours programme per day

Radio Active 90.4 MHz Community Radio station is launched by Jain University on 25.06.2007 in Central Bangalore. It is a platform for heterogeneous communities. It broadcasts programmes on gender and sexuality, women's physical and mental health, women and children, waste management, animal rights, food security, disability, domestic workers, women and transgenders. It get small amount of fund from conducting some project works. It broadcasts 16 hours programmes per day.

Radio Manipal 90.4 MHz is launched on 12.09.2008 at Manipal Institute of Communication. The main focus is on students, local agriculturists, and fishing community. This station broadcasts daily 4-5 hours programmes on health education, entrepreneurship, self sustenance in agriculture and other allied activities.

St. Aloysius College Mangalore launched Radio Sarang 107.8 MHz

Community Radio station on 23.09.2009 with a dream of providing an opportunity to local talents as well as students. It gives importance to local culture and languages. It broadcasts 17 hours daily. Radio Sarang became a platform to the talented people from marginalized community. This Community Radio station promotes local culture and helps to preserve in the society. It consists more than 3000 listeners.

Radio Siddhartha 90.8 MHz is the Community Radio station of Sri Siddhartha Centre for Media Studies (SSCMS) in Tumkur district. It is launched on 16.01.2009 and the main goal of the Radio Siddhartha is to provide education to the rural, urban masses through inspiring and awareness programmes related to agriculture, health, education, culture, entertainment and so on. This Community Radio has given a platform to the marginalized sections of the society, and to the rural and urban masses to voice their feelings and emotions. It benefits students as well as general public. It broadcasts 9 hours per day. Programme Committee comprises different sections of the society. They are rural folk, slum dwellers, the labour class, social workers, HIV affected persons, artists, educationists, science activists and members of NGOs in and around the district.

Figure:1. Community Radio outdoor recording



Antarvani 90.8 MHz is launched on 23.09.2009 by Sri Sharanabaveshwar Vidya Vardhak Sangha in Gulberga district. The signature programme of Antarvani Community Radio is educational, cultural, literary, devotional as well as spiritual theme. Antarvani broadcasts varieties of programmes like social, religious, cultural agricultural, health and hygiene. The main aim is to educate and enrich the people educationally, culturally and spiritually. It covers 20 kilometers area. It is providing equal opportunities for different sections of the society. It broadcasts 9 hours daily.

Ramana Dhvani 90.4 MHz launched on 05.10. 2008 by Sri Ramana Maharshi Academy for the blind in J.P Nagar, Bangalore. The main objective of Ramana Dhvani community Radio is to empower woman living below poverty line and girls with disability. It broadcasts programmes related to health, education and empowerment. It broadcasts daily 8 hours.

Radio Universal 106.8 MHz is launched on 1.12.2010 by Universal college in Vijayanagar, Bangalore. This Community Radio focuses on women and empowerment, health and hygiene, education and skills, community and its needs. It broadcasts 6 hours daily.

Neladani 90.8 MHz launched by Divyjayothi Vidyakendra working for the livelihood and training for rural masses on 03.09.2011 in Nela-mangala Taluk. Neladani Community Radio focuses mainly on youths and farmers. It broadcasts daily 8 hours programmes on agricultural, educational, legal awareness and youth oriented programmes.

Janadhwani 90.8 MHz launched on 24.2.2012 by Swami Vivekananda Youth movement in H.D.Kote Taluk. The main objective of Janadhwani Community Radio is to improve the quality of life. It broadcasts programme related to health, women, agriculture, youths etc. It broadcasts 12 hours daily.

Sarathi Jhalak 90.4 MHz Community Radio launched on

23.08.2012 in Anugondanahalli of Hosakote taluk by N.G.O Sarathi. Community Radio Sarathi aiming towards the upliftment of the rural women through its various programmes related to women, health, social, legal, education and so on. It broadcasts 12 hours daily.

KLE Dhvani 90.4 MHz Community Radio station is launched on 21.01.2013 by B.V Bhoomaraddi college of Engineering and Technology in Hubli. This Community Radio targets senior citizens, youths, women, children, homemakers, road side vendors. It is available on air for 8 hours.

Venudhwani 90.4 MHz Community Radio launched on 02.05.2015 by KLE University in Belagavi district. The main intention of Venudhwani Community Radio is to provide voice to the voiceless. It focuses on health, education, culture, folk, women empowerment and youths. It broadcasts 12 hours daily.

Ninaada 90.4 MHz Community Radio station is launched on 16.01.2016 by Sri Dharmasthala Manjunatheshwara College in Ujire, Belthangady taluk. The main aim of this Community Radio is to reach the students as well as rural people and their culture. It broadcasts programmes related to education, health, culture, agriculture, women and children information and so on. It is available on air for 2 hours.

Nammoora Banuli 90.4 MHz Community Radio station launched on 18.05.2016 by the N.G.O. Women's Welfare Society in Yellapur village of Hukkeri taluk. It is creating awareness about education for girls, health care, agriculture and horticulture among the villagers. It broadcasts two hours daily.

Conclusion and suggestions:

The review of literature has shown that there has been no research work done so far regarding this subject. So this kind of research may help research students as well as general public to know about the Community Radio stations in Karnataka. Such a study will really strengthen the Community Radio stations to be active agents in social progress as well as in the socio-cultural development. This study may show an opening to many educational institutes, N.G.Os, Agricultural Universities and Krushi Vigyan Kendras to start their own Community Radio stations. Central and State governments have to give more advertisement and sponsored programmes and thereby financial support in order to strengthen the Community Radio stations.

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