



## Community Participation and its Effectiveness in The Creation of Programming/Content by Community Radios in Kongu Region

### KEYWORDS

Community radio, Campus community radio, Participatory Communication, capacity building, content creation

### Dr.S.Nandakumar

Associate Professor, Department of Journalism and Mass Communication, Periyar University, Salem, Tamilnadu, India.

### G.Sridharraj

Research Scholar, Department of Journalism and Mass Communication, Periyar University, Salem, Tamilnadu, India.

### ABSTRACT

*Radio is one of the easily accessible mass media by all sections of the people particularly the grass roots. The medium has wide reach both simultaneously and instantaneously. The operational technology is also very easy to handle even by laymen without much training requirement. The concept of radio evolved as community Radio (CR) and Campus Community Radio recently. Community radio is both a process and product. Community radio is "Voice for Voiceless" (Mary Myers, 2011) "by the people and of the people" run by and for the community providing opportunity to and representation from different socio, economic, and cultural backgrounds. K.C. Siva Balan & Selvin Jebaraj Norman, 2012, point out that 'The modern concept of development gives emphasis not only to human and social but also economic development. Empowering the grassroots and their capacity building are major concerns in the process of development. CR acts as civic voice of the local communities with their active participatory communication. Programming pattern and content in Public/community owned radio stations can play a vital role in empowering marginalised poor people, accelerating their growth and enhancing their problem solving capacity and increase their stakes in accountability to expedite development process. This study attempts to analyse the programming pattern campus community radio, community participation in its content creation and development particularly in the western districts of Tamil Nadu (Kongu region). Seven community radio stations in three districts (Coimbatore, Erode, and Namakkal) have been taken for the study. Qualitative observational method, Focus group discussions and in-depth interview were employed to collect data. This is expected to throw open some interesting findings on functionality of campus Community radios, participation and effectiveness of programmes made by and for the local communities.*

### Introduction

Radio is one of the easily accessible mass media by all sections of the people particularly the grass roots. The medium has wide reach both simultaneously and instantaneously. The operational technology is also very easy to handle even by laymen without much training requirement. (Pavarala, Vinod 2003: 2166) points out that, Radio is a cheap medium, with comparatively straightforward technology, and more suitable for illiterate and peasant communities and societies characterised by oral and folks traditions. Community radio stations play a crucial part of the media landscape in several countries. Particularly in India the concept of radio evolved as community Radio (CR) and Campus Community Radio recently. They create up one part of a three-tier system of radio, the opposite components being public and commercial radio. Community radio is "Voice for Voiceless" (Mary Myers, 2011) "by the people and of the people" run by and for the community providing opportunity to and representation from different socio, economic, and cultural backgrounds.

Community radios found out to provide a platform for communities to speak between themselves and with their governments while not interference. In some ways the arena entrenches the democratic method during which freedom of communication and speech plays a central role (Franz Kruger, Romanus Monji & Mike Smurthwaite, 2013).

Community radio is both a process and product. In India, the concept of community radio started in 1990's. Indian apex judicial body the Supreme Court of India had given a historical verdict in February 1995, 'that the air waves are the public property'. Based on the direction, Indian airwaves have freed from government control and thrown

open to private Commercial FM and Communities and educational institutions to start new FM radio channels. Anna University, Chennai started community radio called 'Anna FM' the channel was on air from Feb.1, 2004 Education and Multimedia Research Centre (EMRC). A decade old campus community radio 'Anna FM' is the first campus community radio own by an educational institution operationalised by Education and Multi-media Research Centre (EMRC). The government of India has also extended its policy on 16 November 2006, that NGO's and other civil society organisations can also own and operate community radio stations (Saad Ullah Khan, 2010).

According to Ministry of Information & Broadcasting website, there are 161 community radio channels are operational in India, from 2004 to 2013. In Tamil Nadu, 25 community radio stations are functioning, out of which 23 stations are owned by Universities and colleges (www.mib.nic.in). Government of India has allocated 100 crores rupees to project fitting of five hundred community radio stations in 12th five year (Times of India, February 12, 2013). Also the Union Government may open up a new platform for community radios to introduce news bulletins in consultation with ministries of defence and home affairs (Ek Duniya Anek Awaaz, January 6, 2014).

Campus community radio is conjointly referred as faculty radio, university radio or students' radio could be a style of station that's run by the students or any educational institutions like colleges and schools (www.ncra.ca). Marginalised members of the communities can also be participated directly in the radio programmes.

The south down state of Tamilnadu consists of 32 districts

(www.tn.gov.in). About 9 districts (Nilgiri, Coimbatore, Thiruppur, Erode, Karur, Namakkal, Salem, Dharmapuri, Krishnagiri) are falls under Kongu region i.e., Western parts of Tamil Nadu (www.kongusms.com). In Tamil Nadu, there are 26 operational community radios, in which 24 stations are from educational institutions.

#### Operational community radio stations in Tamil Nadu (district wise)

S.No	STATION NAME	DISTRICT
1	Anna CRS	Chennai
2	Lovola CRS	
3	MOP CRS	
4	Kalpakkam CRS	Kancheepuram
5	SRMCR	
6	PARD Vanoli	Madurai
7	Kalanjiam Sumuga Vanoli	
8	Shyamalavani	
9	Vavalaga vanoli	
10	Holv Cross Community Radio	Tiruchirapalli
11	Periyar Kural FM	Thanjavur
12	Mugil CR -	Erode
13	Kongu CR	Nilgiri
14	Radio Kothagiri	
15	Nila CR	Puducherry
16	Honey CR	
17	Puduvaiyani	Thiruchendur
18	Sivanthi CR	
19	PSG CRS	Coimbatore
20	TNAU CRS	Namakkal
21	Rathinavani CR	
22	KSR CR	Karur
23	PGP Radio	
24	SSMCR	Dindigul
25	MKC CR	
26	PASUMAI CR	

#### Review of Literature

According to Syed S. Kazi (2007), Government is to precisely monitor the development of communities and individuals. They must gain their knowledge in programme content by sharing and getting information from community radio where life becomes easier to control on the way.

Usharani Narayana (2012) concludes that community radio stations have barriers of reaching its audience when compared to commercial FM stations of its wide covering radius rather than 10 - 15 kms reach of community radio stations. The station doesn't bring out the new concepts of programmes rather they follow the same style of All India Radio and they have not depend on the communities for storytelling. Government development programmes and awareness issues are created good to its audience. But there is no adequate number of measures in policy making.

Pitabas Pradhan (2011) reveals that revenue is important in community radio, without revenue stations could not able to reach its audience. Creative process is important in programme production so that stations can increase the community participation and also access to media. If we want changes in development then community radio should maintained properly in its concept.

According to Rajesh Das (2011), the government policies and technological terminologies should be explained to the community people. Community members should be involved in radio programme production techniques. Union Government and international agencies should take measures on message designing if the community radio centre is located at the remote corner of the village for audio communication.

According to Archana R Singh (2010), Students community of the school enjoys the radio experience through their voice. At the same time radio station doesn't concentrate

on content generation rather than to understand that community involvement is enough for a station. No effort is being made for resource generation from the community and hence the radio remains the property of the school and not of the listeners.

Dhanraj A. Patil (2010) argues that Community Radio promotes the awareness of issues, participation in developed programmes, protecting cultural diversity of communities it happens when state shows a more liberal political ideology and commitment to make India a developed country in 21st century.

Radhakrishnan Nair (2007) concludes Community Radio should increase their broadcast timings and also they should understand the needs of the community listeners. Quantity and quality programmes are done both to the communities and adolescents.

Community radio is "Voice for Voiceless" (Mary Myers, 2011) "by the people and of the people" run by and for the community providing opportunity to and representation from different socio, economic, and cultural backgrounds. K.C. Siva Balan & Selvin Jebaraj Norman, 2012, point out that 'The modern concept of development gives emphasis not only to human and social but also economic development. CR acts as civic voice of the local communities with their active participatory communication. Programming pattern and content in Public/community owned radio stations can play a vital role in empowering marginalised poor people, accelerating their growth and enhancing their problem solving capacity and increase their stakes in accountability to expedite development process.

#### Research Design

The study is focus to analyse the programming pattern of campus community radio, community participation in its content creation and development particularly in the western districts of Tamil Nadu (Kongu region). Seven community radio stations in three districts (Coimbatore, Erode, and Namakkal) have been taken for the study.

#### Objectives of the study

- To study the role of community radio in Kongu region for the development of individuals, Communities and society.
- To evaluate content of the programmes.
- To investigate participation of community members in content creations and focussing towards the community.
- To analyse the adverse effect of cost effectiveness of the programme production.

#### Research Methodology

Qualitative analysis, Observational methodology has been employed in this study. Observation is a systematic process of recording behavioural patterns of people, objects and occurrences as they happen (www.cengage.com). No questions or communication is needed with the people. Observation studies gather a wide variety of information about behaviour. Observational methods serve a formulated research purpose.

Researcher has physically visited seven Campus community radio stations in Kongu region, collected programme content, observed and analysed the programme production and involvement of communities.

**Research Questions**

Research questions are formulated to analyse the above said objectives.

**RQ1:**

Does Community Radio station programmes are mainly concerned about their Community?

**RQ2:**

What type of role plays by the CR in Kongu region?

**RQ3:**

Does Communities enthusiastic to take part in programme production?

**RQ4:**

Does broadcast timing really benefits the community listeners? RQ5: Does the cost play an obstacle to the community radio stations?

**Community Radio stations in Kongu Region Coimbatore district**

Coimbatore district is the heart part of the Kongu region. Coimbatore is densely populated area with the population of 29, 16,620. Coimbatore, is one of the most industrialized cities in Tamil Nadu, known as the textile capital of South India or the Manchester of the South, the city is situated on the banks of the river Noyyal. (<http://coimbatore.nic.in/>).

In Coimbatore district, three campus community radio stations are operationalised namely PSG Community Radio, Rathinavani Community Radio and Tamil Nadu Agricultural University (TNAU) Community Radio.

**PSG Community Radio (107.8 FM)** beaming its signals from December 14, 2007. Every day programmes are on air 8 hours in two time slots viz., morning slot (6 a.m to 10 a.m) and evening slot is from 6 p.m to 10 p.m.). In general, duration of the programme is 15 mts to 60 mts. Programmes like Magaleer Neram (Ladies Time) and Talent Platform last for 15 minutes each, Arul Neram (Graceful moment) and Ulla- Manjari (Browse Inflorescence)

which are evening programmes from 6-7 p.m and 9-10 p.m respectively. Nammai Chutri (Around Us) is a talk programme that keeps the listeners updated the latest happenings in the city. PSG radio has a wide target audience between the ages of 6 to 60. The programmes are educational and community oriented. The web version of PSG Community radio can also be accessed for the benefit of the local community as well others all over the world. More than 20 prominent Students and local community members make frequent appearances and participation in the programmes. Ulla Manjari (Browse Inflorescence) programme is based on spiritual talk it covers the age group from 25- 60. The programme broadcast daily from 9- 10 PM. The reach of the programme earned thousand of regular listeners.

**TNAU Community Radio (107.4 FM)** (owned by Tamilnadu Agricultural University) started on December 17, 2010. The station broadcast programmes in two time slots (10 a.m to 1 p.m) and evening slot repeats the morning broadcast from (2 p.m to 5 p.m). The programmes contain treasure troves of information regarding agriculture and community development in nut shells. Equal weight age is given to the community oriented programmes and

agriculture based ones. Farmers are given eco- friendly and feasible solutions to control pest and disease related problems and also updates include weather forecasts and market prices. The majority of the programmes named after highlighting success stories of farmers. Farmers are given due recognition by these programmes, especially individuals who have won state and national awards, Production technologies and strategies discussed at length. The programmes aim at increasing a basic level of awareness among local farmers and communities regarding food and nutritional security and how their contributions can change. They have exciting features such as on line phone-in programmes.

**Rathinavani Community Radio (90.8 FM)** started on May 17<sup>th</sup>, 2013. Programmes are broadcast from (8 to 10 a.m) and there is a repeat of the same programmes in the evening from (5 to 7 p.m). Programmes like Vazhikatti (Guide-post) special programmes for students' education and career development. Nalamaai Vaazha (Live better) health programme, Mazhalaiyar Neram (Nursery Time) a children based programme are the main theme and programme pattern of community radio station. Rathinavani focuses on the student community participation and the programmes are structured according to their needs. Also the station concentrate programme for local communities who are working Small Industry Development Corporation (SIDCO). The Community radio addresses issues relating to health, worker rights of local communities, target to students, workers, ladies and children communities living in and around SIDCO and

**Erode District**

The total population of Erode district is about 20, 16,582 Erode District in Tamil Nadu State is very important market centre for Turmeric. Erode is well known for marketing of textile products of Handloom, Power loom and Readymade Garments. ([www.erode.tn.nic.in](http://www.erode.tn.nic.in)).

Erode district has two community radio stations. KONGU Community Radio, Mughil Community Radio. In recent past, Mughil community radio off the air of its programmes. Kongu Community Radio has been on air at 90.4 MHz from 7th August 2005. This is the second community radio to have launched in Tamil Nadu. The Campus community radio broadcast programmes ten hours every day. The morning time slot duration is two and half an hour (7.30 a.m to 10.00 a.m) and after noon time slot last seven and half hours from 12 p.m to 7.30 p.m. The main aim of the station is to bring out the participatory communication, social development and also to empower the illiterates by focussing on them. Programmes like Aanmiga Chinthanaigal (Spiritual Thoughts), Namakkana Thagavalgal (Information About us), Thannambikkai Valarppom (Promote self-confidence), Sugadhara Vizhipunarvu (Health Awareness), Samuga Poruppugal (Social Responsibilities) and Mangaiyar Nalam (women Health) are the regular programmes of this station. They also broadcast programmes on lectures, seminars, conferences, skit, drama, debates, songs, discussions, interviews, and special topics related to community development, health care, social awareness, etc are being broadcasting in local language for the benefit of the student community. At least 50 % of the programmes will be from the local community members. Namakkal District

Namakkal District is a newly formed from Salem District a decade ago, the total population of Namakkal district is about 17, 21,179. Namakkal is famous for poultry farm

and lorry body building business. This city is one of the largest producers of Egg in the world. Hence it is called as 'Egg City'. The district is also famous for education. (<http://www.namakkal.tn.nic.in/>).

PGP College of Arts & Science started PGP Community Radio service from 6<sup>th</sup> June 2010. The programmes are on air in 90.8 MHz frequency daily from (11 am to 7 pm). The station is operated by single station manager, where no staff works for the programme production. PGP CR programmes are not scheduled according to the time. No particular time is allocated for each programme, major editing is not done on the programme. PGP CR is situated in rural area, they broadcast educational programmes for only one hour and they are not concentrating on counselling programmes to the students. No field work and participation of the respondents has been done for the programme design. Students eagerly come with an idea and they cover some local issues in the surrounding about 10 to 20%. They concentrate on social awareness like breast feeding day, Aids awareness etc. College strength goes around 2000 students in that only 4 to 5 students eagerly work on it. It seems the limited students have the knowledge about the campus community radio. They don't do any audience survey to get any feedback from the listeners. While having a direct conversation, the station manager informed that finance is essential to run the station and needs the help of a government. He added that it is difficult to have a live programme because of the time schedule.

KSR Community Radio started broadcasting service from 15th July 2010 in 90.4 MHz frequency from Thiruchengode. KSR CR programmes are on air for 8 hours daily from (6.00 a.m to 9.00 a.m), (12.00 p.m to 2.00 p.m) and (5.00 p.m to 8.00 p.m). It covers about 8,000 listeners in 15 k.m radius. KSR CR doesn't have any repeated programmes and the programme contents are educational programmes, Public awareness, Book reviews etc. This helps all the illiterate as well by providing information regarding historical events, Mahabharata etc. But they don't allocate any particular time to broadcast a particular programme they are forced to listen the whole day to find their own programme. This reaches the students very well and they do help in broadcasting the programmes. They get feedback from their Students to analyse and not from the community. Faculty problems are on the adverse side otherwise the programmes can be broadcasted 10 hours a day. They depend mainly on the advertisement which can be broadcasted 5 minutes in an hour of broadcasting a programme. Here also no basic survey has been done on the programmes and also there is no interaction with community members.

SSM Community Radio had its advent from 13th of February, 2012. SSM CR is available on 90.8 MHz. and its transmission covers a radius of 20- 25 Kms. Programmes are available from (6 a.m to 12 p.m). The same programmes are repeated from (3 p.m to 9 p.m). Three staff is for Programmes. Namma Ooru (Our Place), Ariya Thagaval (Information), Unnal Mudiyum (You Can) and Tholil Valarchi (Business Development) are the signature programmes of this station. The students, teachers and local communities are actively taking part in the conceptualization and conducting programmes. A minimum of 5 - 10 students feature every day in the radio programmes. To state a few drawbacks, there is no adequate funding because of which the quality of the programmes has to be compromised upon. Top resource people agree to accept

invitations only if the remuneration is satisfactory. Hence this narrows down their options to volunteers who agree to do it for little or no payment. They aim at having programmes that are informative and educational in nature. The number of listeners was higher during the period of frequent power cuts. Almost 45% of the population tuned into these programmes because all other forms of entertainment came to stand still. The percentage of listeners has nosedived to 25% and is likely to drop further. They intend to rely on advertisements for further funding with the hope of being able to sustain.

### Discussion & Interpretation

#### EQ1: Does Community Radio station programmes are mainly concerned about their community?

Community radios at these three districts have been serving their communities from 2005. In Tamilnadu after launching of Anna FM the second community radio has been commenced by the Kongu Community radio (January 2005) in Erode District. In 2011, Radio Listenership Survey was conducted by Kongu community radio, an average of 32 people out of every 100 in the target audience listen to these programmes regularly. At least 50 % of the programmes will be from the local community members. But the stations like PGP CR, KSR CR, and SSM CR are the radios which are in the rural regions don't cover their audience frequently because of the adequate power cut and staffs involvement. The stations in the urban areas like PSG CR and TNAU CR (Coimbatore) has concerned about their community development were Rathinavani is newly bloomed radio station in Coimbatore.

While interviewing with station heads the stations has a wide variety of programmes covering all ages of people. Programmes like UzhavumThozhilum(KSR CR), Mahabharata (KSR CR), Kadhaikul Kadhai(PGP CR), Aria Thagavalkal(KSR CR), Unnal Mudiyum (SSM CR), Namma ooru(SSM CR), Arivom Aanmigam (PGP CR), Dinam oru thagaval(KONGU CR), Thannambikkai Thalirgal(PGP CR), Ariviyal Paarvai(KONGU CR), Vizhipunarvu(KONGU CR), Nammai Chutri(PSG CR), magaleer neram(PSG CR), success stories of the farmers(TNAU CR), Farmers view(TNAU CR), and also the 7 stations does programmes on health awareness like blood camp, Aids awareness. Basically the study examines the campus community radio, programmes are also made to student community like Ariviyal Paarvai, Thannambikkai Thalirgal, Dinam oru thagaval etc. According to the researcher the stations like PGP CR, KSR CR, Rathinavani CR, and SSM CR doesn't concentrate on the target audience the stations mostly concentrate on revenue generation for their sustainability rather they lack in programme content and production.

#### EQ2: What type of role plays by the CR in Kongu region?

While analyse programme pattern of 7 CR stations in Kongu region, the majority of the stations have concentrated and created contents of social awareness programmes. For example awareness programmes like Aids, Polio,( PSG CR, KSR CR, SSM CR) and Health etc. Nadesan bala (Station head rathinavani), explains that social programmes are easy to produce rather than other programmes. Palanisamy (Station head, TNAU) explains that kongu region is mostly depending on agriculture and Industries, the stations should follow the farmers' mindset and every station should give separate timings for agricultural programmes. Zaheer Hussain, Sankar, and Arun (Station heads of SSM CR, KSR CR, and PGP CR) concede that the number of listeners was higher

during the period of frequent power cuts. Almost 45% of the population tuned into these programs because all other forms of entertainment came to stand still. The percentage of listeners has nosedived to 25% and is likely to drop further.

### **RQ3: Does Communities enthusiastic to take part in programme production?**

Chandrasekhar (Station head, PSG CR) opined that students are more enthusiastic to take part in CR programmes, because the station is situated in the campus. The community members and volunteers also extend their cooperation for the programme production. But when compared to the student community the community members are less in detail. According to the station head Zaher Hussain, Sankar, and Arun (SSM CR, KSR CR, PGP CR) in a college around 2000 students only 4 to 5 students eagerly work on it because the students are not aware of the community radio. They lack in the knowledge of it. According to Archana R Singh (2010) her findings are similar to the study; Students community of the school enjoys the radio experience through their voice. Radio station doesn't concentrate on content generation they understand that community involvement is enough for a station. But stations heads and the staffs doesn't do any field work regarding the listenership and gathering data's like problems, cultural identity, community talents, etc.

### **RQ4: Does broadcast timing really benefits the community listeners?**

The broadcasting timings of the radios are mostly same, they get on to the air by 6a.m and continuously they broadcast it for 4 to 5 hours a day. The stations also repeats their morning schedule of the programs, which mostly starts at 4 PM and ends up at 8 PM. PGP CR has 4 hours of broadcasting in morning and repeatedly 4 hours in evening. KSR CR doesn't follow any timing they broadcast for 9 hours a day. SSM CR has 12 hours of broadcast timings. PSG CR has an 8 hours broadcast a day. TNAU has 6 hours of broadcasting. Rathinavani has 4 hours of broadcasting. When comparing to this there is a slight difference between every radio stations. When interviewing with nadeshan bala (Station head, Rathinavani) he agrees that they doesn't rely on broadcasting timings the programmes are broadcasted continuously till it gets over. The study of Radhakrishnan Nair (2007) also concludes that Community Radio should increase their broadcast timings and also they should understand the needs of the community listeners. Quantity and quality programmes are done both to the communities and adolescents. These radio stations has a good sensible volunteer supports however but station should apportion allocate a daily routine timings or a weekly programmes to them.

### **RQ5: Does the cost play an obstacle to the community radio stations?**

Chandrasekar, PSG station head reveals that Campus Community Radio in Coimbatore, Erode and Namakkal districts serves to the ethnic group of people. The rural areas like Namakkal and Erode incorporates a sensible transmittal covering and it has a good transmitting covering range than the urban community radios. In coimbatore campus community radios are facing coverage interruptions due to sky high buildings and other high power signals. Most of the Campus Community Radio stations heads plays a dual role both in academics and stations. This has diluted the programme content and functionality of the stations. Some Community Radio stations merely started to publicize their college activities. Generally, community radios

are least interest to involve students and local communities in programme content creations including sound recording, editing, and mixing etc., because adequate funds are not generated through campus community radio stations. The management of the educational institutions are not willing to invest money for the smooth function of the community radio. Out of 7 radio stations 4 radio stations (SSM CR, KSR CR, PGP CR and Rathinavani CR) are mainly concerned on revenue generation from advertisements. Pitabas Pradhan (2011) reveals that revenue is important for community radio, without revenue stations could not able to reach its audience. The study by Usha Rani (2012) concludes the community radio has a very less reach among its listeners when compared to commercial stations.

### **CONCLUSION**

Community Radio promotes the awareness among marginalised Voice for Voice less communities on various social issues through their participation in programmes and its content creations. Community radio protecting cultural diversity of communities, when state shows more liberal political ideology and commitment to make national as a developed country in 21st century.

It is observed that communities should be involved to feel that, their radio station. Their voice (opinion) should be heard by their communities'. The Station management should also encourage local communities and give top priority in the programme content production. Creative process is important in programme production so that stations can increase the community participation and also access to media.

The CR station management did not make any efforts to generate revenue and other resources from the community so that radio remains the property of the concerned educational campuses and not for the listeners or local communities. The campus community radio managers should bridge the gap between educational campus and local communities. Community members should be involved in radio programme production techniques. Also CR manager should create awareness among communities, that CR is for them and involve them in programme productions of community radios on voluntarily basis.

Government also should make a new policy for the revenue generation. This revenue will be utilised to make different patterns of programmes and sustainability of the community radio stations.

Majority of the CR stations doesn't concentrate on content generation and to involve local communities' involvement is enough for a station. Also CR stations are not following proper time schedule for their programmes. This will lose the interest of the regular audience.

The station should concentrate on new concepts of programmes utilising local talents rather they follow the same old pattern of programmes. Community radio should fulfil the needs of the target audience. If, we want changes in the national development then community radio should properly maintained in its concept.



## REFERENCE

- Archana R Singh (2010). Community Participation on Campus Radio: A Case Study of Vivek High School 90.4 FM. Retrieved from <http://www.caluniv.ac.in/Global%20mdia%20journal/Article-june2010/a%20r%20singh%20-invited.pdf> | CEMCA-unicef Report, (2012). Abiding Voices: Sustainability of Community Radio in India. Retrieved from <http://cemca.org.in/publicationhome/abiding-voicessustainability-Community-radio-india> | Community Radio Forum, retrieved from <http://www.communityradioindia.org/> | Dhanraj A. Patil (April, 2010). International Journal of Rural Studies (vol. 17 no. 1 April, | 2010). Retrieved from <http://www.vri-online.org.uk/ijrs/April2010/a-voice-for-the-voiceless.pdf> | Franz Krüger, Romanus Monji & Mike Smurthwaite. (2013) the healthy community radio | stations. osisa: wits radio academy. Retrieved from [http://www.childrensradiofoundation.org/wpcontent/uploads/2013/09/healthy\\_radio\\_station\\_final\\_for\\_print.pdf](http://www.childrensradiofoundation.org/wpcontent/uploads/2013/09/healthy_radio_station_final_for_print.pdf) | [http://articles.timesofindia.indiatimes.com/2013-02-12/india/37058252\\_1\\_provision-for-emergency-grant-key-proposals-and-initiatives-community-radio-stations](http://articles.timesofindia.indiatimes.com/2013-02-12/india/37058252_1_provision-for-emergency-grant-key-proposals-and-initiatives-community-radio-stations) | <http://www.psgtech.edu/psgcrs/about.html> | <http://www.agritech.tnau.ac.in/> | <http://www.psgtech.edu/psgcrs/> | [http://www.agritech.tnau.ac.in/comm\\_e\\_radio.html](http://www.agritech.tnau.ac.in/comm_e_radio.html) | <http://www.thehindu.com/news/cities/Coimbatore/rathinavani-community-radio-takes-off/article4727234.ece> | <http://www.kongu.ac.in/kongucrs/about.php> | <http://www.communityvoices.in/directory/community-media-profile/1384/> | <http://www.ncra.ca/> | <http://www.pgpcolleges.com/pgpEngg/fmradio.html> | [http://www.erode.tn.nic.in/dist\\_profile\\_201112.pdf](http://www.erode.tn.nic.in/dist_profile_201112.pdf) | <http://www.namakkal.tn.nic.in/profile.html> | [http://coimbatore.nic.in/coimbatore\\_district\\_administration](http://coimbatore.nic.in/coimbatore_district_administration) | Mary Myers (2011). Voices from villages: Community Radio in the developing world. Center for international media assistance. Retrieved from <http://cima.ned.org/publications/voices-villages-community-radio-developing-world> | Ministry of Information & Broadcasting (<http://mib.nic.in/linksthrd.asp>) | Pavarala, Vinod 2003: 2166 building solidarities a case study of community radio in Jharkhand. Retrieved from <http://communityradioindia.org/cr%20resources/VPavarala-jharkhand.pdf> | Pitabas Pradhan (2011). Community Radio as an Alternative Tier of Broadcasting - The challenges and Prospects in India. Media Watch (Vol. 2 No. 1 January-June 2011). Retrieved from <http://www.mediawatchglobal.com/wp-content/uploads/2012/05/January-June-2011.pdf> | Rajesh Das (2011). Scope of Revitalizing Rural Development through Community Radio | Retrieved from <http://www.caluniv.ac.in/Global%20mdia%20journal/Article-june2010/r%20das%20-bu.pdf> | Saad Ullah Khan (2010). Role of Community Radio in rural development. Retrieved from | Aligarh Muslim University, website: [http://www.caluniv.ac.in/Global%20mdia%20journal/student\\_research-june2010/s%20u%20khan%20-amu.pdf](http://www.caluniv.ac.in/Global%20mdia%20journal/student_research-june2010/s%20u%20khan%20-amu.pdf) | Syed S. Kazi (2007). Sustaining Community Radio initiatives in India: Challenges at the grassroots. Retrieved from <http://www.communityradio.in/pdf/sustaining-community-radio-initiatives-in-india-paper.pdf> | Usharani Narayana (2012). Community radio in India: A critique of broadcast policy JMSD, | (July-Sept.2013/56). Retrieved from <http://eprints.uni-mysore.ac.in/16044/1/Community%20Radio%20in%20India.pdf> |