ORIGINAL RESEARCH PAPER

IMPORTANCE OF REGIONAL LANGUAGES IN COMMUNITY RADIO STATIONS

Ms. Akansha Arora* | Research Scholar,Swami Vivekanand Subharti University at Meerut. *Corresponding Author

Dr. Neeraj Karan Singh | Dean of Journalism and Mass Communication Department, Swami Vivekanand Subharti University, Meerut.

ABSTRACT

Community is the place where everyone shares the same basic values and interests and discusses the community development in their common language. In their particular language, they can easily connect with community people. Community Radio Station gives a platform to Community People come out from their house & communicates to the community people in their language from which they feel connected. This research paper discusses the importance of regional language in Community Radio Station.

INTRODUCTION-

Community radio services are bringing small communities together through their participation reflecting their day-to-day development problems. The beauty of community radio is that it is well adapted to the needs and interests of particular communities and there is thus a huge variety and diversity. In India due to diversity in the country, **Community Radio Concept was adopted by small communities or regions for their development.**

Community radio reaches the community and tries to cover all the local issues in their own local languages. Through this Community people easily connected with the presenter of CRS. Community Radio presents the programs in their particular language from which people feel free to talk about community issues.

They are the presenter of the program in which they discuss with experts about the problems they are facing in daily routine life. The presenter of the program also entertains the community by playing folk songs of that community. It facilitates dialogue within the community; while on a national level it encourages diversity, creativity, and citizens' participation in democratic processes.

It is the cheapest medium which is easily affordable for everyone being the third tier and closest to the community people.

Community Radio initiatives around the society and other parts of the nation are giving poor people a platform where they can raise their voice, enabling them to take initiative for their change such as advocating for their rights or promoting social learning and dialogue.

For many remote communities, radio remains the most easily accessible and available technological medium.

Ultimately CRS is going to strengthen democratic institutions and practices giving common people access to information to make them informed citizens and also encourage peoples' social rights like Right to Information.

Community Radio movement started in the 1960s and the 1970s in western countries, it reached the developing countries only in the 1980s and the 1990s.In India, the campaign to legitimize community radio began in the mid-1900s, soon after the Supreme Court of India decreed in 1995 that "airwaves are public property." All India Radio is the state monopoly broadcasting organization in India. It's centralized broadcasting and bureaucratic approach prevents people's large-scale participation in broadcasting. The Chanda and Verghese inquiry committees had suggested the introduction of local radio stations with an enlarged participatory approach all over India. However, the Government of India decided to start local radio stations during the sixth five-year plan only. Therefore, in some places, local stations were started on an experimental basis. Community Radio is a new concept in broadcasting in India. **Each of the stations serves a small area, providing utility services reaching right into the heart of the community which uses the microphone to reflect and enrich its life and artistic expression.** The first experiment in local/community radio was conducted in Nagercoil, Tamil Nadu. The experiment was launched on October 30, 1984.

The main objective of this station is to support the development of the socio-economic and cultural objectives of the local people. Besides providing information, education, and entertainment this local radio station disseminates information relating to government policies and programs broadly and motivates the people to participate in the national undertaking for integrated development of the country. Other experiments have been carried out in rural areas of Bangalore, Karnataka and Hyderabad, Andhra Pradesh.

Several NGOs use local radio to further their development activities. Chetana (Kolkata) and Ravi Bharati (Patna), for instance, record their programs on adult education, in the field and using local talents.

The government announced the Community Radio Policy to support and promote the setting up Community Radio Station in India, all the voluntary groups conjoined together for designate Community Radio Forum (CRF) of the country. The campaign 'VOICES' is held in 1966 at Bangalore based on the Communication campaign group. In this Campaign Radio broadcaster, policy planners, media professionals, and not-for-profit associations congregate together to study how community radio could be relevant to India and to deliberate on policies appropriate for such an action. A Declaration calling for the establishment of community broadcasting was signed. A suggestion from that AIR local station should allocate regular airtime for communicating broadcasting was put forward. A request was also made grant licenses to NGOs and other non- profit making groups for running community radio stations. Subsequently, UNESCO made available a portable production and transmission "briefcase radio station" kit to VOICES to do experimental broadcasts of programs for a hands-on learning experience towards the objective of setting up an independently-run community radio station.

By early 2003, the government of India released the first set of community radio guidelines but restricted eligibility to educational institutions only. Marginalized and voiceless communities continued to remain outside the ambit of the then released community radio policy guidelines. Deccan Development Society (DDS), an NGO organized a workshop in Hyderabad sponsored by United Nations Educational, Scientific, and Cultural Organisation (UNESCO) in 2000 urged the government to allocate space for community radio. Representations were made by voluntary organizations, academicians and individuals to the Ministry of Information and Broadcasting (MIB) which led the MIB to organize a workshop supported by UNDP and UNESCO in 2004 to work out a framework for community radio in India.

On 16 November 2006, the Government of India implemented a new community radio policy which allowed the agricultural universities, educational institutions, and civil society institutions to own and operate a community radio station. First NGO operated community Radio was the Sangham Radio, licensed to Deccan Development Society, in Pastapur village, Medak district, Andhra Pradesh. Currently, there are around 196 Community Radio stations in India.

Community Radio allows women of that community to make themselves an independent woman. Community radio is a platform for empowering women and for the upliftment of women. It is necessary to give assess to women's ownership over the content production process, the effectiveness of community radio projects in enabling women to take control over personal and collective choices throughout their life, and whether this opportunity is equally available to all women, including those who are more affected by discriminatory gender norms.

Community Radio in India has many advantages over All India Radio and Private FM. Programs nearly always in the local languages deal with local issues involving ordinary people so that villagers and town folk understand what they are about. Just hearing themselves on the radio is an empowering experience for many of the marginalized sections in society. In India farmers, tribals and women identify strongly with community radio. In the local communities of farmers, fisher folk, medical/legal experts, students, workers contribute regularly to this radio. As such health and hygiene, feedback about agriculture issues, road safety, water conservation, rainwater harvesting, folk culture, and life, as well as entertainment by residents and students is the trademark of this radio.

Eligibility Criteria for setting up Community Radio Stations there are some guidelines which are given by Govt. of India which are as follows.
- It should be explicitly constituted as a 'non-profit' organization and should have been a proper record of at least 3 years of service to the local community.
- It should be for a specific well-defined community in which Programmes for broadcast should be relevant to the educational, developmental, social, and cultural needs of the community.
- It must be a Legal Entity i.e. it should be registered (under the registration of Societies Act or any other such act relevant to the purpose).
- The community Radio station would include civil society and voluntary organizations, State Agriculture Universities (SAUs), ICRA Institution, Krishi Vigyan Kendras, Registered Societies, and Autonomous Bodies and Public Trusts registered under Societies Act or any other such act relevant for the purpose. Registration at the time of application should at least be three years old.
- The Grant Permission Agreement period shall be for five years an applicant shall be given a guarantee on-time otherwise Govt free to cancel the license.

- In Community Radio Stations they broadcast the content based on health, education, development, agriculture, social welfare, community development, and cultural programs. But mainly their emphasis on local community needs.
- In Community Radio station at last 50% of content shall be generated with the participation of the local community, for which station has been set up.
- Programs should preferably be in the local language and dialect (s)
- The presenter of the program should take care of the words or integrity of personal beliefs.
- The CRS license thus is given by the government entitled them to operate a 100-watt (Effective Radiated Power) radio station, with a coverage area of approximately a 12-km radius. Maximum antenna height of 30 meters is allowed.
- The Permission Holder is required to follow the all rules & regulations otherwise Govt shall have the right to revoke the license.
- After getting GOPA (Ground of Permission Agreement) they must apply for Wireless operating Licence (WOL). When you get this done you must research on community need which we call as
1. Communication needs assessment (CNA) Building community capacity in taking up innovative media.
2. Studio and Equipment Installation
a) Durable equipment which stands in local condition l i k e dust or tough condition
b) If our equipment fails then also we able to do works
c) Efficient and small budgets

Importance Of Language In CRS
The significant development in radio broadcasting all over the world is the concept of Community radio. It has come to be known as the 'narrowcasting' as opposed to 'broadcasting'. The introduction of the community radio is a target not only in reaching out to the remotest area but also persuading the citizen to share in the vision and enthusiasm of development.

In India, this concept can be effectively harnessed keeping in view the variety in the region, background, culture, language, education, and economic status. Community radio stations communicate in their regional language to understand, project, and reflect the needs, desires, problems, joys, and sorrows of a society confined within a limited area. For example, the need to construct a new road, remove dirty water, put down gang warfare or whatever problem is being faced by the people in a specific area, could be solved within a meaningful way, Fruitful discussions could be held by the affected people with area development workers, local authorities and voluntary agencies. Similar background of, the people facilitate problem-solving, and imparting instructions on various development related issues.

That can be solved in their particular language so that community people can easily understand the message & immediately respond also.

The mainstream media is unable to organize the true information needs of the community, as it is primarily market-driven and run with profit-maximizing motive. Hence, alternative media comes, which has to have space in terms of localization of content, participation, and involvement of the community in their language. Community radio stations are expected to produce at least 50% of their programs locally, as far as possible in local languages or dialects. Community Radio can play a significant and effective role in the development of Economic and Social growth. Community Radio is a platform for bringing advancement in a transparent manner and with good governance.

CONCLUSION-
The ultimate aim of all community broadcasting training is to

convey art and crafts for effective communication of ideas and interactions with their particular regional languages from the Community feel connected.

Setting up successful community radios can help to empower and give a voice to the people of India, and in turn, strengthen the system of belief of democracy. The purpose of community radio, a community is defined as a non-sectarian group of individuals who are traditionally bound and share a common socio-economic and cultural interest. CRS utility-oriented and reaches right into the heart of the community it is meant to serve.

REFERENCES
1. http://communityradio.in/
2. https://www.researchgate.net/publication/ 260366109_COMMUNITY_ RADIO_PROSPECTS_AND_CHALLENGES_Study_on_Listeners_Perception_ and_Penetration_of_PSG_Community_Radio_COMMUNITY_RADIO_PR OSP ECTS_AND_CHALLENGES_Study_on_Listeners_Perception_and_Penetratio n_of_
3. https://muep.mau.se/bitstream/handle/2043/18567/Radelius-E-DP14.pdf?sequence=2
4. Policy Guidelines for Setting up Community Radio Stations in India, 2006
5. https://mib.gov.in/sites/default/files/c1_0.pdf
6. https://www.mib.gov.in/broadcasting/policy-guidelines-setting-community-radio-stations-india-updated-dated-04122006-0
7. http://communityradio.in/pdf/community-radio-policies-power-and-possibilities-paper.pdf
8. http://www.iipa.org.in/New%20Folder/12-Moina.pdf
9. http://erepository.uonbi.ac.ke/bitstream/handle/11295/76953/ Anduvate_The%20Place%20of%20Community%20Radio%20in%20Rural %20Development%20in%20Kenya%20Case%20Study%20of%20Sauti%20 FM%20in%20Rarieda%2C%20Siaya%20County..pdf?sequence=4&isAllow ed=y
10. http://www.comminit.com/media-development/content/community-radio-india-study
11. https://books.google.co.in/books? hl=en&lr=&id=9wrp PKH c0sk C&oi= fnd&pg=PA55&dq=research+paper+on+power+of+media+in+community +radio&ots=G0XQK3FJxF&sig=P-0h3zmr-MRPH 6qm 93v Yt BCliRo#v=onepage&q=research%20paper%20on%20power%20of%20me dia%20in%20community%20radio&f=false
12. http://esolz.net/mass-media-plays-a-crucial-role-in-influencing-peoples-mind/
13. https://www.omicsonline.org/open-access/the-role-of-community-radio-in-empowering-women-in-india-2165-7912-5-245.php?aid=40288
14. https://shodhganga.inflibnet.ac.in/ bitstream/ 10603/103515/ 10/11_chapter%202.pdf
15. https://www.ijhsss.com/files/S-Tarafdar_063ip8mp.pdf
16. Role of CR in Rural Development https:// www. academia. edu/ 32688115/ ROLE OF COMMUNITY_RADIO_IN_RURAL_DEVELOPMENT
17. Make a Successful CR in India http://communityradio.in/pdf/make-a-successful-community-radio-in-india.pdf
18. Building Solidarities: A Case of Community Radio in Jharkhand https://www.researchgate.net/publication/259501331_Building_Solidaritie s_A_Case_of_Community_Radio_in_Jharkhand
19. http://communityradio.in/