



NEWSLETTER

WORLD RADIO DAY & 2005 CONVENTION ANNIVERSARY SPECIAL



Event -1

COMMUNITY RADIO WORKSHOP

IMC MANUU presents an One-Day Workshop on "**Strengthening Community Voices: Best Practices, Challenges, and Innovations in Community Radio Management and Content Production**"

Date: January 23, 2025 from 10:30 AM onwards

Venue: IMC Auditorium, MANUU Campus, Hyderabad



Celebrating
#20th anniversary of the 2005 Convention
#WorldRadioDay2025



About the Workshop

Community radio represents a vital platform for empowering marginalized communities, promoting grassroots participation, and celebrating the rich diversity of cultural expressions. With its unique capacity to provide a voice to the voiceless and foster local development, community radio embodies the principles enshrined in UNESCO's 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. In alignment with this vision, the Instructional Media Centre (IMC), MANUU, is organizing a one-day workshop titled "Strengthening Community Voices: Best Practices, Challenges, and Innovations in Community Radio Management and Content Production."

AIMS AND OBJECTIVES OF THE WORKSHOP

This workshop aims to bring together community radio veterans, practitioners, and aspiring media professionals to exchange ideas, share experiences, and explore the innovative pathways for strengthening community radio in India. The event will serve as a platform for capacity building, addressing challenges, and fostering innovations in the field of community radio management and content production.

OBJECTIVES

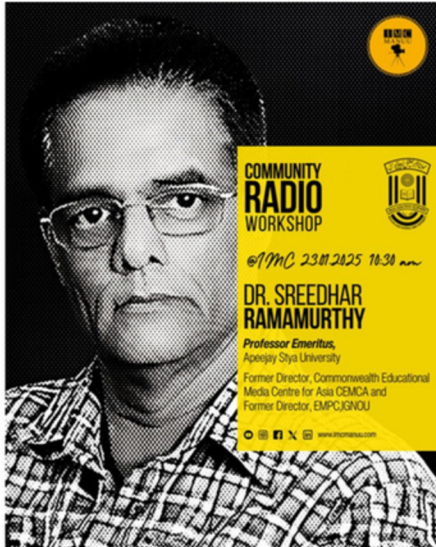
1. To highlight best practices in the management and content production of community radio stations, with a focus on inclusivity and cultural diversity.
2. To address the challenges faced by community radio stations in India, including sustainability, community engagement, and regulatory frameworks.
3. To explore innovative approaches and technologies for enhancing the reach, relevance, and impact of community radio.
4. To align the objectives of community radio with the principles of UNESCO's 2005 Convention, particularly in promoting local voices and fostering cultural expressions.



THEMES

- **Broadcasting for Vulnerable Groups and Envisioning the future of Radio**
- **Monitoring and Evaluation of Community Radio Impact**
- **Technical Aspects of Running a Community Radio Station**
- **Policy and Regulatory Framework for Community Radio in India**
- **Sustainable Community Radio: Revenue Models and Fundraising**
- **Ethical Guidelines and Dos & Don'ts for Community Radio Practitioners**

EXPERT SPEAKERS

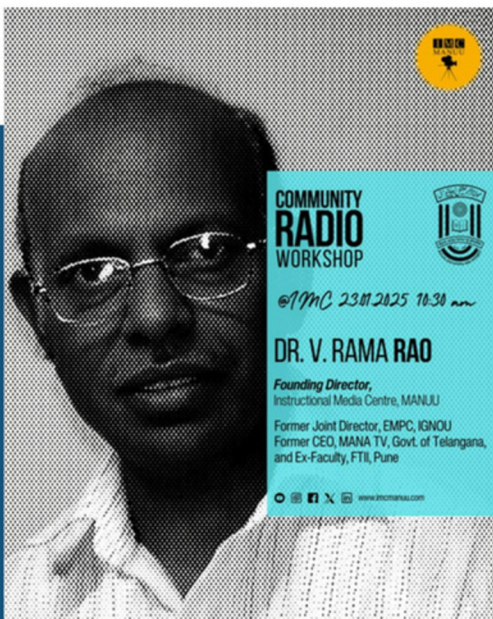


DR. R. SREEDHER

Professor Emeritus Apeejay Stya University,
Former Director Commonwealth Educational
Media Centre for Asia (CEMCA)
Former Director EMPC, IGNOU
Former Director DD/AIR Bhopal

PROF. VINOD PAVARALA

Senior Professor
Department of Communication, and
UNESCO Chair on Community Media
University of Hyderabad



DR. V. RAMA RAO

Former Faculty FTII, Pune
Former Joint Director EMPC, IGNOU
Former CEO MANATV
Government of Telangana
Founding Director IMC, MANUU

EXPERT SPEAKERS



MR. AMIT DWIVEDI

Project Director
Community Radio Stations
Ministry of Information & Broadcasting
Government of India



EXPECTED OUTCOMES

1. Enhanced understanding of best practices and innovative strategies in community radio management and content creation.
2. Identification of actionable solutions to overcome challenges faced by community radio stations.
3. Strengthened capacity of participants to promote diversity and inclusivity through community radio.
4. Development of a roadmap for integrating community radio initiatives with the principles of the UNESCO 2005 Convention.

WORKSHOP SCHEDULE

January 23, 2025 | IMC Preview Theatre | 10:30 AM

INAUGURAL SESSION **10:30 AM to 11 AM**

Session I – 11:15 AM to 12:00 PM **Dr. Sreedher Ramamurthy**

Broadcasting for Vulnerable Groups and Envisioning the future of Radio.

- Empowering Marginalized Communities Through Community Radio.
- Engaging youth, women, and underrepresented groups in program production.
- Inclusive broadcasting.
- Participatory programming techniques.

Session II – 12:15 PM to 1:30 PM **Prof. Vinod Pavarala**

Monitoring and Evaluation of Community Radio Impact

- Tools for assessing audience engagement and the social impact of broadcasts.
- Feedback mechanisms for improving programming.

LUNCH BREAK

Session III – 3:00 PM to 3:45 PM **Dr. V. Rama Rao**

Technical Aspects of Running a Community Radio Station

- Basics of equipment setup, maintenance, and troubleshooting.
- Innovations in digital broadcasting for small-scale stations.

Session IV – 4:00 PM to 4:45 PM **Mr. Amit Dwivedi**

Policy and Regulatory Framework for Community Radio in India

- Understanding licensing, operational guidelines, and compliance requirements.

Session V – 4:45 PM to 5:30 PM **Dr. Sreedher Ramamurthy**

Sustainable Community Radio: Revenue Models and Fundraisin

- Strategies for financial sustainability while maintaining a non-commercial ethos.
- Crowdsourcing and crowdfunding of CRS
- Examples of successful community radio stations' funding models.

Session VI – 5:30 PM to 6:00 PM **Prof. Vinod Pavarala**

Ethical Guidelines and Dos & Don'ts for Community Radio Practitioners.

- Maintaining neutrality, addressing misinformation, and avoiding copyright violations.

TARGET AUDIENCE



The workshop will benefit:

- Community radio practitioners and managers.
- Media professionals and educators.
- Researchers and students in communication and media studies.
- Representatives from NGOs and community-based organizations.
- Policy makers and government officials involved in community media

CONCLUSION

By fostering dialogue and collaboration among community radio stakeholders, this workshop aims to contribute to the growth and sustainability of community radio as a medium of empowerment and cultural celebration. Participants will leave with valuable insights, practical tools, and a renewed commitment to strengthening community voices through this vibrant platform.



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Director, IMC, MANUU

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Dr. Md. Imtiyaz Alam

Research Officer, IMC, MANUU

TEAM IMC

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Md. Shakeel Ahmad, Engineer Gr - I

Md. Aamir Badr, Producer - I

Omar Azmi, Producer - I

Obaidullah Raihan, Cameraperson

Shaik Rahimuddin, Cameraperson

Mohd. Gulam Ahmed, Graphic Artist

Dr. Mir Hashmath Ali, Production Assistant

Dr. Mohd. Abdul Muneer, Production Assistant

M. Mohammed Ghouse, Production Assistant

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Mahammed Gayasuddin, Technical Assistant

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