

# HISTORIC AND CONTRIBUTORY ROLE OF COMMUNITY RADIO IN SOCIAL CHANGE IN THE SOCIETY

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**Abstract :** The community radio has a rich historic past and played a contributory role in social change in the different strata of society. The role of a community radio, which has contributed significantly either owned or operated by a community has given an outstanding contribution to form a factor as catalyst with the participatory approach through people's views which is very essential for bringing a social change in the society. A community radio which acts a strong platform and paved the way to for identify and analyze the various problematic areas and their addressing feasible solutions, meaning thereby determine the development parameters, indeed meet the needs of the people. Open access to the complaints receive from the audience can pressurize the local authorities to follow the practices of the good governance and constant vigil, cost-effective and easier to install and operate the community radio get the desired objectives of the social change in the society. The community radio acts as a coordinator and also be the interface between the poor communities and the Internet.

**Keywords:** Community radio, social change, community media, broadcasting good governance; active people participation.

**1.0 Introduction:** With the advent of the society, the community radio with reflects it's traced back to the period of the mid-1990s, when a judgment of the honorable Supreme Court that said "airwaves are public property". In the year 1996, VOICES, a NGO, relating to development communications, located in the Bangalore city, was organized a conference of the stakeholders of the community radio. A declaration for the establishment of a third tier of broadcasting, it was signed the broadcasting community. Subsequently, the Calls were also made for granting the licenses to the NGOs and other non-profit groups to operate the Community Radio Stations. The UNESCO facilitated a transmission and portable production "briefcase radio station kit" to VOICES to broadcast on the experimental basis and receive the hands-on experience in establishing an "independently-run community radio station". In period of the early 2003, the Government of India had released the initial set of the guidelines of the community radio, but there was restricted the educational institutions for eligibility only. Finally, on 16th of the November 2006, when government executed new Guidelines on the Community Radio which provide permission to the NGOs, agricultural and the educational institutions and to own and Government of the Andhra Pradesh provided the guidelines which require the stations for the community radio to produce the stations for operation for the community radio. The first station of the community-based radio was licensed to an NGO, which was established on October 15, 2008 by the "Deccan Development Society", located at the Pastapur village, of the Medak district in the Telangana state. In this context, there was at least half of their programmes were meant for local residents in their local dialect or language. The main focus was given on the developmental programming. As on dated 31/05/ 2019, the "Ministry of Broadcasting and Information has enlisted 251 the Operational Community

Radio stations, located at various cities and towns in India. In its blog entitled 'Community Radio — Aiding India's Rural Development' dated on 1/11/19, the Confederation of Indian Industries (CII) says that the Community radios have been proved conducive to assisted the disenfranchised, airing their concerns and the challenges. It was also included the concept of the viewing the rural development not merely in terms of the economic growth but also in terms of the spiritual, social, and moral view point too. Its role includes alleviation of poverty, removal of the mass illiteracy and the addressing the unemployment problem. Community radio acts as a centripetal force to bind together all the development aspects, including achieving the desired results through common communication channel" (N.Johanson & Rajadural, 2020).

There are numerous of the constraints to make use of the "communication technology" to assist the poor segment of the society to ameliorate their socio-economic conditions which lies in a dearth of the "political will" and the formulated the public policies which often are not responded significantly by the people of and its significant contribution to a social changes, take place during different successive periods and acts as catalyst factor for the socio-economic development of the people. This significant role can be justified by citing the example of the broadcasting of the radio which acts as a good breaker of the isolation and now overcoming on the problem of illiteracy, particularly in the rural areas and it is relatively very cheaper and the effective electronic media to receive and broadcast. Despite there are over two billions radio receivers which are used by the people all over the world; out of this figure there are more than the 20,000 radio stations, where the radio which have not been utilized by the people in a systematic way to help to take as a "preventive measures" on the steady growing poverty, in the rural and the urban areas which affecting the people's health, particularly on the people of the developing and the under developed countries of the World. Now, keeping in view this steady deteriorating situation, it becomes imperative to take an active people participation at different fronts of the development sector which is now extensively recognized since the period of the late 1970s (Colin & Sonia, 2002). In India, the earlier efforts for rural development through community radio which was established in the year 1956 by the Govt. of India for the villagers, twice a week. Subsequently, in the year 1975 and 1976, the efforts were extended and covered additional 2400 villages in the Arunachal Pradesh State, Bihar, Karnatka, Odisha and Madhaya Pradesh with over 500 the TV installations in the urban and the rural areas. The focus was on the primary level education. Subsequently, the coverage was extended to other areas like agriculture, health services and the family welfare areas. The third initiative was mainly focus on the rural development activities on various development aspects in the year 2002. On dated 1/02/2004 first Community Radio was began which was known as "Anna, F.M started for rendering the services for the rural areas. Subsequently, there were 17 campus stations, emerged in the different parts of the country which include the IGNOU, Jamia Miliya Islamia University, Anna Malai University and Pune University. It also includes the national institutions like National Institute of Mass communication, FTII and SRFTI. In the subsequent period, the historic campaign to "Legitimize Community Radio" in the country was established during 1990s across the country. After the SC judgment in February, 1995 which state that, "Airways are the public property". This concept of the Government of India which was passed as inspiration to the group in different parts of the country and the result oriented outcome was the community radio with only the educational institutions, which were the campus based stations.

According to the police of community radio the FM Radio, the licenses to the registered societies, NGOs, Voluntary Organizations, and the public trusts; under this society Act, but under this protocol, which were put a ban on individual political parties and their associated parties from applying. There were over 4000 licenses across the different states of the country. In the recent years, the latest guide lines were issued in the year 2002, and there were 104 applications for the licenses which were received by the Ministry of Information & Broadcasting and only 50 applications were approved for this task. On the dated November 1, 2009, there were 47 "operational community radio" in the country. And subsequently, in the year 2013, the numerical strength of the community radio was reached at the 161 stations for the operational community in the different towns and the cities of the country. Presently, there are 338 numbers of community radios which are operating till November 2022 in the country. The main activities of this community radio are engaged in highlight the socio-economic, cultural and the health issues of the people. The other areas are water and sanitation and the disaster and its management issues in more strategically and effectively (Changhi & Sethi, 2017).

It is only through the process communication in which the people enter into the dialogues by exchanging the views

on the different socio-economic and the cultural issues in accordance with the changing scenario. With an extensive discussion with the people which are intended to take an active participation and resolved for themselves on changes which are to be taken place and affect their lives in an effective ways. However, 'Community Radio' term which is often taken lightly and not been considered as a main focus and in execute them accordingly. The different modes of media, and in particularly the radio, acts as a strong platform for exchanging the views of the people through which the people can be defined who they are, what they are willing to get, and how to get it, simultaneously, build a long term sustainability to address the crucial problems in the ways which may lead to sustainable development and expected social transformation. With regarding to other forms of the disseminate the community radio programmes which are a non-profit service which are rendered by the community radio, managed and owned by a specific community, mainly by developing a trust based foundation and its process of the operations which is mainly rely on the resources of the community. All these programmes, which are based on the audiences 's accessibility and an active participation and by reflecting the special interests in accordance with their specific needs (Rachna Saini, 2013).

Even after ten years its operating of the Community Radio in the country which has drawn a scant attention towards the advanced research areas. There more than 200 stations of the community radio in the India, which shows a vast scope for advanced research and development areas. The community radio is characterized with the distinct tier of the programme broadcasting which has been retrospect is be traced in the past period of the mid-1990s, when in the initial stage the community radio was relatively multi-faceted and has a "locational advantageous" position within the framework of the broad discursive building – both related to ancient historic past of the colonial period and the neo-liberalization period of 1990s" The policy formulation and its implementation; is closely related to an actively participatory development paradigm which is now tend to shift gradually. It is expected to pave the way for taking an active participation of the radio programme broadcasting and towards achieving the desired and specific targeted goals? This is mainly not so clear, except from the broad about "empowerment" and "generalization" of an uniformly generalized the 'community'. All these conceptions are further explored in the different viewpoints to draw the inferences at the priorities of the critical research to explore the additional venues in the "community radio" in the coming years in the country (Bhat, Ramnath 2020).

Community radio: As a catalytic for Change in the globalization period: It has always been much debatable on the topic of the impact on the cultural traits of a place, the steady growing business across the world and the media outcome with its well-attempted and standardized – if not the blue print of the entertainment but one thing is quite obvious that they never respond in accordance with the socio-economic conditions which need of the future development of the countries wherever they reach, let alone those of disadvantageous people, belonged to down trodden communities which are living in the different strata of society. Hence, the community and the globalized media are not supposed to each other, but they should be complimentary to each other. The former provides, most of the irrelevant material for the entertainment, whereas, subsequent, deals with the local issues in the native which is aimed at focus on the cultural and the socio-economic development in the rural and the urban society. The functions of community radio: As an instrument of the development Keeping in the historic past which comprised of over 50 years when first community radio was began with Miners' Radios in Bolivia, which was expected to pave the way for cultivate the ameliorated working conditions for the tin relating miners. The prevailing poverty and the steady increasing social injustice among the people, led to motivated for taking the effective initiative in this regard. It was the first on record case of the radio broadcasting; where the media was used by this segment of society to make improvement in terms of their socio economic status. Since the period of the early 1980s, the "Community Radio" was actively promoted by the UNSCO; as a significant agent for the development and the change. The activities in the large numbers of the countries have also been supported in terms of aid and financing the development projects by the "Danish Agency for Development Assistance" The various functional areas of the 'community radio' and the development sector which are discussed as follows:

- In order to promote the civil society and the good governance by having a constant vigil and playing a community role of watchdog so that the local authorities and the local leaders may become more conscious of their individual and the collective public responsibilities. The disadvantageous and the oppressed often have no alternative to lodge complain when the authorities take the undue advantages of them, but the community radio facilitate them a medium to air their views on their grievances for their rights. There are some of their functional areas of the community radio which include the sharing of the mutual

understanding and the information and innovation; providing a voice to the voiceless people, particularly, to the youth and the women in some societies; and facilitate them by rendering the some of the a social service as an alternative of the telephone so that the a good governance may be cultivated in accordance with the changing development scenario in the society. Now, it becomes imperative to have a constant vigil by taking help from the community radio to become the voice of the people (Patil, 2010).

- In order to promote the local identity, characteristics and the cultural traits by focusing mainly on the local contents. How is human past in terms of their cultural traits is correlated with the present culture of the society and what will be the likely changes will be taken place in the future too. Like life itself, there is infinity cultural variability and steady evolving during the across the periods. The culture of the Community is also an artistic expression which is expressed through local music, poetry, dance, drama and theatre of a particular region. Local performers are supposed to be encouraged to go on air uninhibited in accordance with the 'professional standards' they may might have acquired from the media of the mainstream. Culture is also language including the regional dialect of the community (Bhathla, Chetna, 2016).
- To create a diversity in the opinions and the voices on the air through their active participation from all the segments of the society. There are some of the discords which are existed in all communities, but the acknowledgements are very essential to mollify the conflicting situation in the democratic system derived communities. Community radio is aimed at all the sides of a unbiased and healthy discussion so that the community radio may contribute significantly to aware the people in accordance with changing scenario of the development in an area.
- To encourage an ingenious dialogue and developing the process of the democratic systems by facilitating an effective platform for an extensive debate on the crucial matters and the decision making on the significant issues of the community. Thus, the core of the democratic process which enables the people to be heard and make themselves also to be heard the Community radio has led to forum for forming a happen. With the process of the decentralization in the numerous of the countries which are to be taken a judicious decision-making on the crucial matters. The community radio gains more importance to communicate the people at the grass root level – as portrayed by the programming of the community radio. The local self-governments and the private institutions have played a very significant role in formulating the policy makers and made possible to design the development plan in accordance with prevailing local conditions to meet the requirements of the people (MIB, 2017).
- In order to promote the rate of the social change and development in the society, particularly for the disadvantageous segment of the society. The individual level perceptions in accordance with their situation, but what it is required for development and the change which is a 'collective perception' of the factual condition at the grass root level local and find out an alternatives to make an improvement on it. This "collective perception" can only be achieved through internal discussions to analyze the specific problematic areas and identify the feasible solutions, and mobilize the right and the suitable people or groups to address the problem through Community radio which is one of the effective platforms for this internal discussion.
- The formulation of the Public policies and the legislation:

There are numerous of the governments, which used to take censure against any mode of the system of the broadcasting and they have often failed to control and shown considerable change during the current years; particularly among the African states, where it was experienced in a conference which was held in the year 1993 in Bamako. In this conference, there were large numbers of countries which have recognized the contributory role of the community radio and projected its potential and legislated by the majority of the delegates, participated in this conference to achieve the desired results. As a result, the stations of the Community Radio which have now aggravated situations in India too. On the other hand, there are several of the regions of the world, where the community radio is affected badly by the current legislation is inconstant, non-existent, or primarily hostile and it can be elaborated with citing the example of the Legislation of the Asian Broadcasting countries which has been observed that it has led relegated the African and the Latin American countries. There are numerous of cases, when the a suitable legislation was considerably inclined towards the community radio, but even then the government did not want to issue the employed delaying tactics and the licenses for a long time, caving in only when the station was

declared that it was going broad caste for license or no license. In case of the license was at last issued with its large numbers of its conditions which put a considerable limit to duration of the broadcast which goes one to two hours of the programmes on this community radio. Subsequently, the government felt delightful with the achieved the results which was extended to get the desired results in accordance with the prevailing local conditions of the habitants (MIB, 2017).

## **2.0 Conclusions:**

The community radio has been playing a vital role in the changing scenario of development in the country. However, there are some the communities which have managed for some of the significant change and the initiatives, taken for development as the result of a thorough this debate and the discussion on various pressing problems on the broadcast by their owned radio station. In the capacity of an outsider they may face any dualism, but in terms of the existing poverty and witnessed against the traditional people's apathy they justify that the community radio has a vast potential with its full energy to pave the way for change in communities. At present, the community radio is media, which either managed by own or by any commercial organization. It is therefore, the focus of the objectives of the community radio is to fulfill merely to their vested interests rather than vigil the development scenario at the various levels. Considering the denial of broadcast the contents of its own with a disguised fear of its misuse for fulfill their political and economic purposes. Further, the denial of the platforms may prone to produce an unbalance position in the planning process and its execution of the development policies at various levels. In order to address the problematic areas of the development sector, a bottom up to down up approach was adopted to get the desired results. This approach is applied to execute the various development programmes at various administrative hierarchies and tend to profess to promote in a sustainable ways, but there are significant numbers of the people who remained unattended or the people are little bit benefitted until the voice of the people is taken in to consideration. It is therefore, it becomes imperative to take some of the effective measures by the careful and the balanced planning with active people participation which are to be motivated by the community radio to get the desired objectives of the development scenario in the country.

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