



Building Communities through Media

Kalanjiam Community Radio Experience



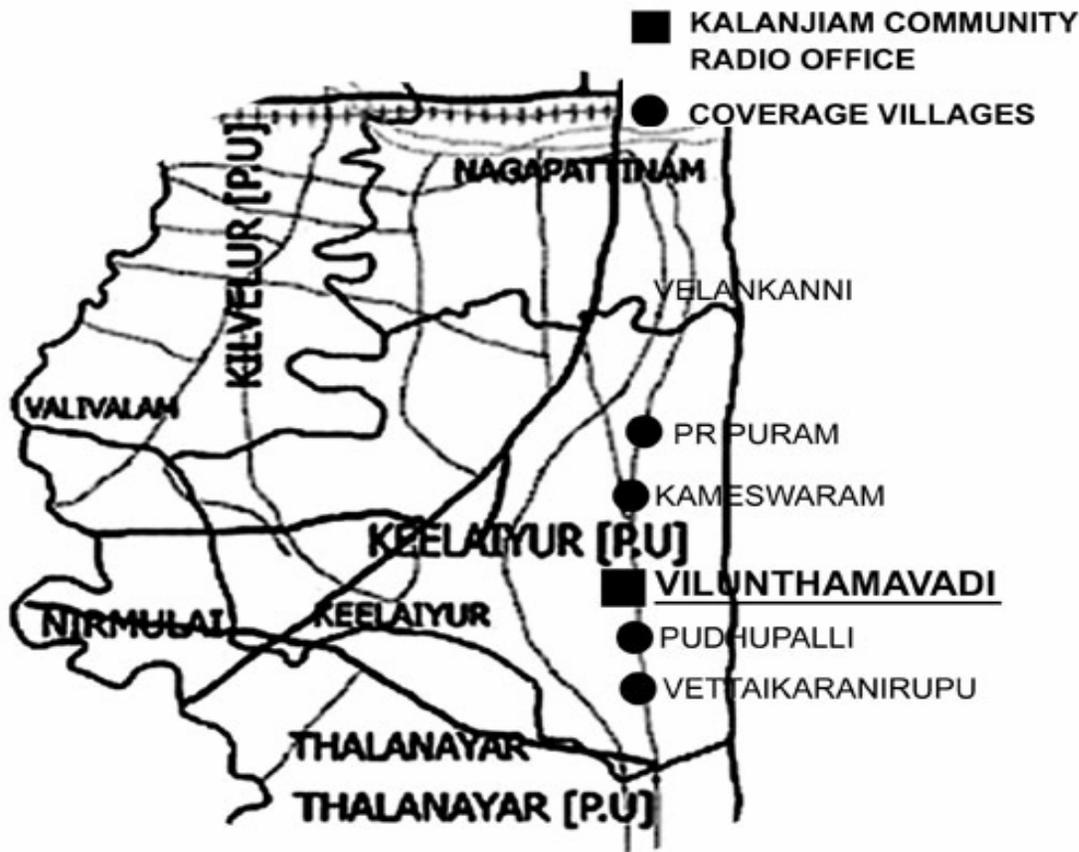
Centre for Development Communication
DHAN Foundation

Kalanjiam Community Radio has been established to

- **Use information and communication as a tool for change**
- **Enable the coastal communities to get prepared for managing disasters and strengthen their livelihoods to cope up with such disasters.**
- **Build skills of the community to prepare and disseminate audio programmes on the areas concerning their socio-economic and cultural development.**
- **Aid in preservation of local wisdom & traditional knowledge**



Kalanjiam Community Radio Coverage Villages



Location Vizhunthamavadi

Block Keelaiyur

District Nagapattinam

State Tamil Nadu

Partners in the Process

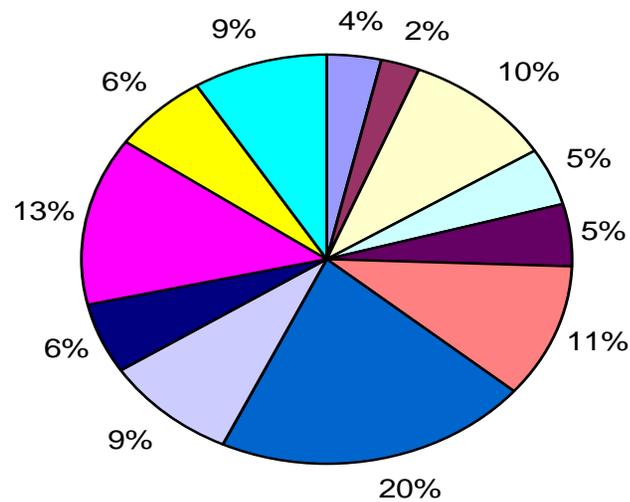
- **Owned by:** Communities in Keelaiyur block of Nagapattinam District, Tamil Nadu
- **Facilitated by:** DHAN Foundation's Centre for Development Communication
- **Resource support by:** United Nations Development Programme
- **Technical support by:** VOICES, Bangalore

Programme Production (January - June 2007)

Sl. No	Type of Programme	Duration (Seconds)	Minutes
1	Tirukkural	4445	74:05
2	Local information	3029	50:29
3	Agriculture	12051	201:51
4	Fishing	5616	94:36
5	Livelihoods Best Practices	5997	108:57
6	Women & SHG	13002	217:42
7	Children Educational & Entertainment	25217	421:77
8	Traditional Health Practices	10854	181:54
9	Local Leadership	6733	112:13
10	Awareness on development issues	16419	273:39
11	Government Programmes	7736	129:56
12	Local culture and Songs	10818	181:18
Total		121,917	2,032.35

Programme Production

Fig1 Areas of Programme Production



- Tirukkural
- Local information
- Agriculture
- Fishing
- Livelihoods Best Practices
- Women & SHG
- Children Educational & Entertainment
- Traditional Health Practices
- Local Leadership
- Awareness on development issues
- Government Programmes
- Local culture and Songs

Reach

- **2000 Minutes of Audio Programme produced and disseminated**
- **Dissemination through Karaikal FM on weekly basis for 15 minutes**
- **Narrow casting through ICT Kiosks (could reach 500 House holds) in five villages**
- **1800 SHG Members through cassette player every fortnight**
- **Once obtained license can reach 25-30 villages within a permitted coverage**

Daily Programme Schedule

- **Signature tune**
- **Thirukural**
- **Traditional / local best practices**
- **Folk tales**
- **Local Events**
- **Day's Focus**
 - **Restored livelihoods – success stories**
 - **Story from the Farm**
 - **Story from the Shore**
 - **Self Help Groups & leadership**
 - **Our Panchayat**
 - **Children's programme**
- **Folk Songs**
- **Awareness Songs**
- **Signature Tune**

Daily 30 - 45 minutes Programme, evening @ 5 PM

Glimpses of Programming

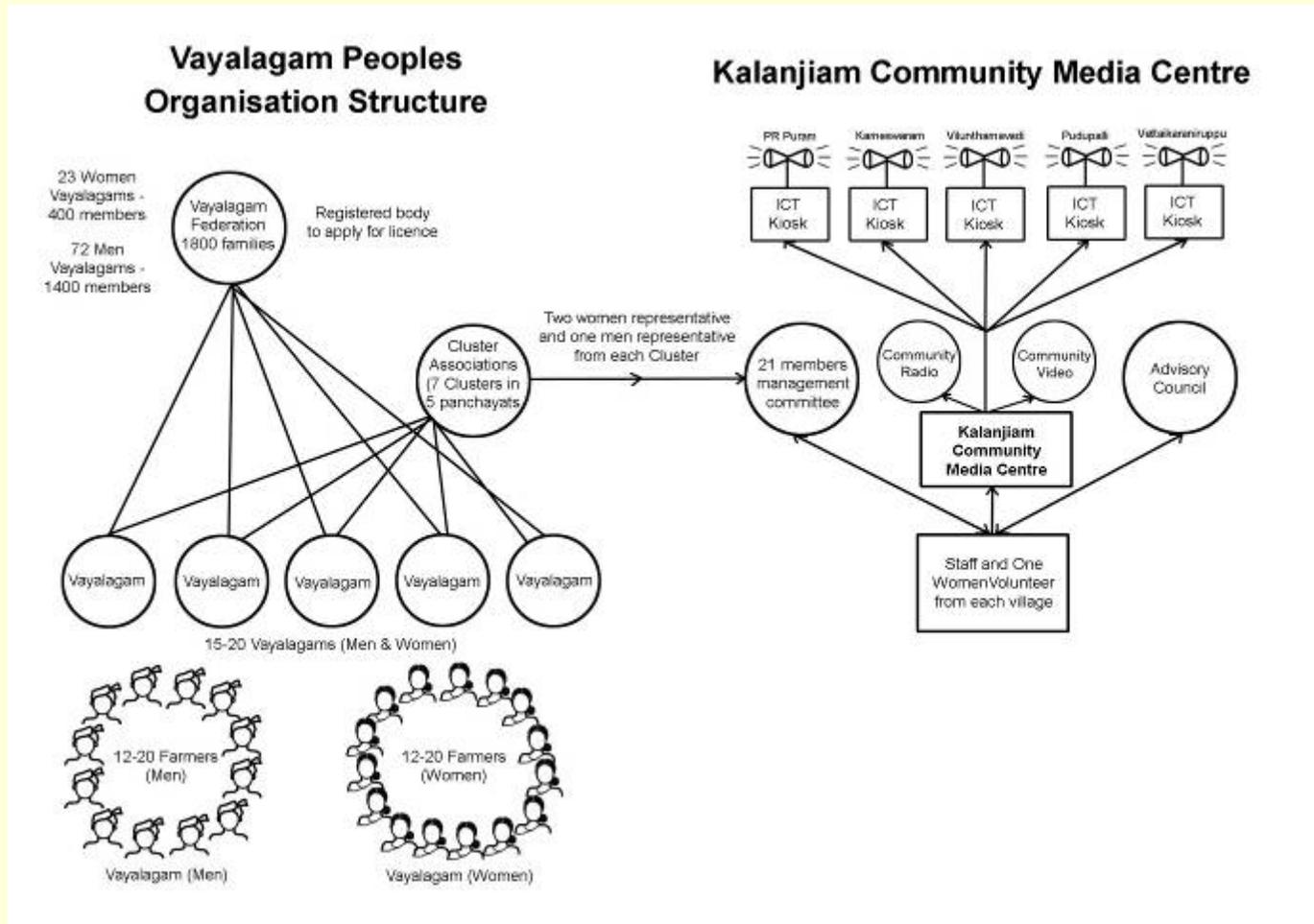


Glimpses of Programming



Governance

21 members Board of Governance drawn from the Peoples Organisations promoted in the Keelaiyur block, two third of the members are women



Governance

Board members meet once in a month to

- **Give guidance for evolving content for production**
- **Review and monitor the functions of the staff**
- **Review and monitor the physical and financial performance**
- **Facilitate participation of fellow community members**
- **Resolve conflicts / issues in the above areas**

Role of Volunteers

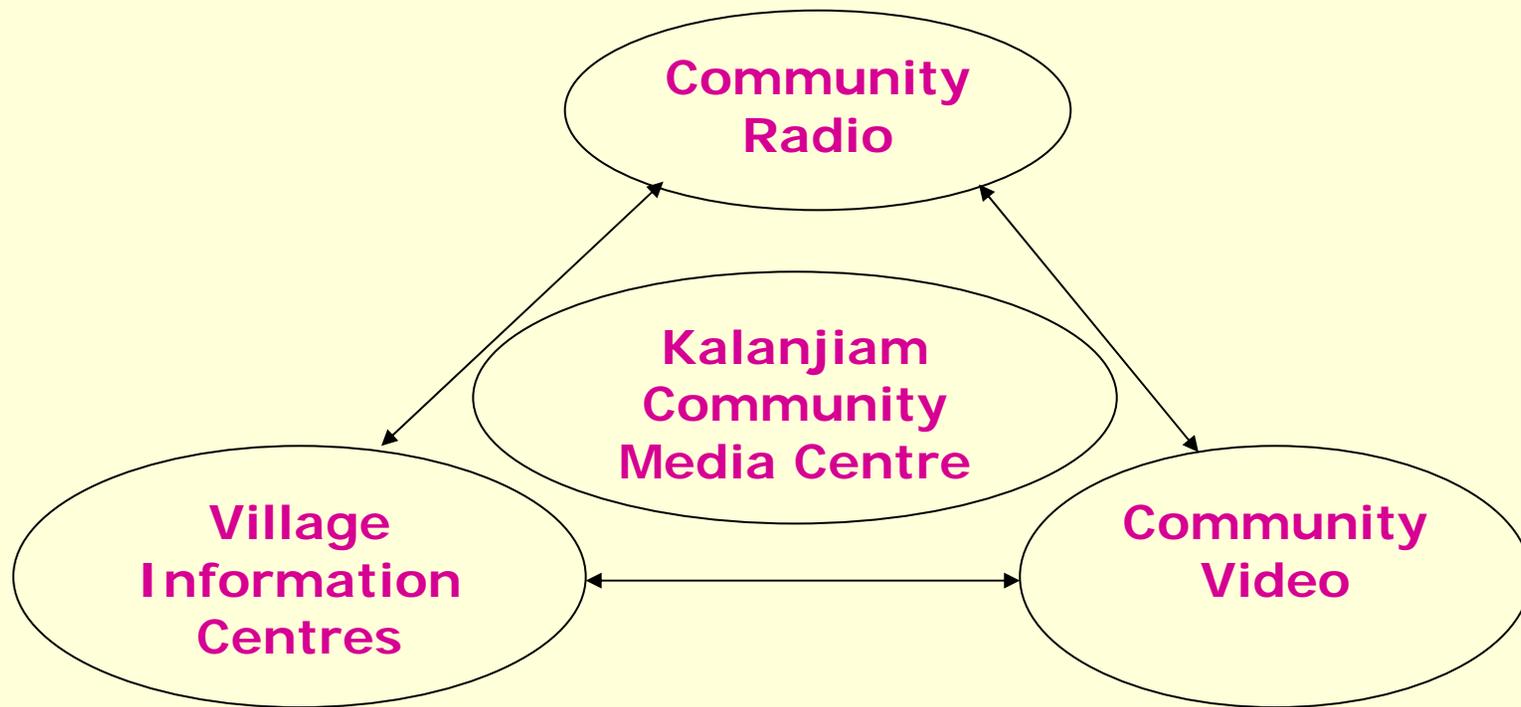
Volunteers work with the community to

- **Explore content along with them**
- **Facilitate them to identify local talents and resources**
- **Ensure their participation**
- **Produce programmes**
- **Collect feedback & follow-up them**

Learnings so far

- **Organised social infrastructure lays the foundation for Community Radio.**
- **Narrowcasting has several limitations with respect to reach and coverage of listeners.**
- **Involving local government officials for content and programming is very difficult due to lack of clarity.**
- **Response from children and elders were overwhelming for programming.**

Emerging Kalanjiam Community Media Centre



Way forward

- **Working towards setting up systems for disaster mitigation and management.**
- **Transition into mixed media model of ICT based radio and video, the Kalanjiam Samuga Vanoli is taking shape of a Community Multi Media Centre.**
- **Enabling the community, especially women to own and manage Kalanjiam Community Media Centre to address various socio, economic and development issues concerning them.**
- **Attain financial sustainability in a phased manner.**

THANK YOU