File No. U/13/2/2020-PMU/CRS

Government of India
Ministry of Information & Broadcasting
Community Radio Station Cell
Rm. No. 116, "A" Wing Shastri Bhawan New Delhi 110001

Dated: 30th November, 2021

Guidelines for implementation of the Scheme "Supporting Community Radio Movement in India"

The Government of India has approved a Central Sector Scheme namely "Supporting Community Radio Movement in India" for a period from 2021-22 to 2025-26 with an outlay of Rs. 50 Crores (Rs. 50 Crores only). This document outlines guidelines and discusses about the basic principles/primary objectives of each activity of the Central Sector Scheme Namely "Supporting Community Radio Movement in India".

1. Background

Community radio is the third-tier broadcasting along with public (AIR) and private radio (FM) broadcasting. These are low power FM stations having maximum Effective Radiated Power (ERP) of 100 Watts, expected to focus on local issues and are owned and managed by a community for the benefit of the community. The outreach of the station is approx. 10-15 Kms radius. These stations are most effective in times of natural calamity/ disaster, etc. To meet the objectives of strengthening of the Community Radio sector, the Government of India has approved a Central Sector Scheme namely "Supporting Community Radio Movement in India" for a period of 5 years i.e. from 2021-2026.

The mandate of the proposed scheme is to strengthen new and existing CR Stations with resources, capacity and technology, to promote growth of CRS, especially in remote and rural areas and to promote socio-economic and cultural development of communities as CRS is a powerful medium for social mobilization.

Objectives of the scheme are:

a) To strengthen new and existing Community Radio Stations (CRS) with resources, capacity and technology so that they could provide access and voice to marginalized communities;
b) To promote growth of CRS, especially in remote and rural areas, so that people living in these areas could have access to a meaningful medium of broadcast;
c) To promote socio-economic and cultural development of communities as CRS is a powerful

medium for social mobilization;

d) To promote growth of CRS in coastal, disaster prone, North-Eastern Region and aspirational districts.

The various activities have been proposed under the scheme to achieve the following: -

i) to create awareness about the scheme by holding workshops to encourage more and more organizations to apply for setting up of CRS and greater reach of Community Radio Stations in media dark areas.

ii) To create capacity building of the prospective applicants.

iii) To strengthen both new and existing CRS with resources, capacity and technology, thereby increasing number and effectiveness of operational CRS.

iv) Handholding of CRS.

2. **Total Proposed outlay of the scheme (component wise and year wise)**

(Rs. In Crores)

Sl. No.	Activity/Component	Proposed Expenditure					
		2021-22	2022-23	2023-24	2024-25	2025-26	Total
1	Grants for new Community Radio Stations(CRSs); Grants for renewal/ replacement of equipment for existing CRSs; and Emergency Grants for CRS	2.19	2.54	5.00	8.00	10.00	**27.73**
2	Capacity building of operational CRSs, LOI Holders and Community Radio awareness workshops through Webinars (27 webinars per year)	0.60	0.60	0.60	1.00	1.00	**3.80**
3	20 Regional Sammelans @ 4 regional Sammelans per year	0.20	0.20	0.40	0.80	0.80	**2.40**
4	Annual publication of CRS Compendium	0.06	0.06	0.10	0.10	0.10	**0.42**
5	National Community Radio Awards	0.05	0.05	0.10	0.10	0.15	**0.45**

6	1 Study in the areas on CRS to assess reach and effectiveness of CRS	0.00	0.25	0.05	0.00	0.00	**0.30**
7	Support for Content Creation	0.20	0.50	2.00	2.00	4.00	**8.70**
8	Capacity Building of CRSs through Community Media Empowerment center at IIMC	0.20	0.20	0.60	0.60	0.60	**2.20**
9	Online portal and content sharing platform	0.01	0.11	0.30	0.30	0.37	**1.09**
10	PMU for implementation of Scheme	0.22	0.24	0.30	0.33	0.36	**1.45**
	Total	**3.73**	**4.75**	**9.45**	**13.23**	**17.38**	**48.54**
11	Admin expenses @ 3% per year of the proposed expenditure	0.11	0.14	0.28	0.40	0.52	**1.46**
	Grand Total	**3.84**	**4.89**	**9.73**	**13.63**	**17.90**	**50.00**

3. **Activities covered under the scheme:**

Following activities are covered under the scheme:

S. No.	Activities
A	Grants for new CRSs; grants for renewal/ replacement of equipment for existing CRSs; and Emergency Grants
B	Capacity building of operational CRSs, LOI Holders and Community Radio awareness workshops through Webinars (27 webinars per year)
C	Regional Sammelans @ 4 regional Sammelans per year
D	Annual publication of CRS Compendium
E	Presentation of National CR Awards
F	Study in the areas of CRS to assess reach and effectiveness of CRS
G	Support for Content Creation
H	Capacity Building of CRSs through Community Media Empowerment center at IIMC
I	Online portal and content sharing platform

A. Grants for new CRSs; grants for renewal/ replacement of equipment for existing CRSs; and Emergency Grants

i) **Grants for newly operational CRS:** The Community Radio Stations license holder shall be given a one-time financial assistance for Rs. 10.00 Lakh after operationalizing the CRS for three months. In respect of CRSs located in North Eastern Regions, one-time financial assistance will be given for Rs. 12.00 Lakh after operationalizing the CRS for three months. Any station which has become operational since 1st April 2021 is eligible for this category of grants. The CRS would be eligible for grant for renewal/ replacement of equipment only after a period of five years from the date of issue of five years from the date of issue of grant. CRS can apply for grants in the Proforma given in **Annexure-I**.

ii) **Grants for renewal/replacement of equipment for existing CRSs:** The operational Community Radio Stations can apply for grants for renewal/ replacement of CRS equipment as per the listed equipment. The ceiling of grants will be 75 % of the purchase cost of equipment up-to Rs. 7.50 lakhs only. For North-East region, the grant would be 90 % per cent of the purchase of equipment up-to Rs. 7.50 lakhs. The Community Radio stations will be eligible for grant for renewal/ replacement of equipment once in a period of 5 years. However, stations can apply for grant for different equipment at any time during currency of the scheme. Station would be required to send the proposal in the prescribed Proforma along with requisite documents. CRS can apply for grants in the Proforma given in **Annexure-II**.

iii) **Emergency grants:** A provision for financial assistance has been made for 100 % of the Capital cost of equipment subject to a ceiling of Rs. 10.00 Lakhs per CRS towards damage of CR station due to any natural calamities such as floods, cyclone etc. Emergency Grants will be provided to CRS in extreme emergency situations only like natural calamities, lightning, cyclone, etc. to cover damages caused to CR Stations. Station would be required send the proposal in the prescribed Proforma along with requisite documents as per **Annexure-III.** The CRS can include the cost of the insurance of equipment within the grants of Rs. 10 lakhs.

General Terms & conditions for release of grants

a) Grants for newly operational station shall be released after issue of certificate, from the Head of Station of local All India Radio Station/ Doordarshan Kendra or any officer deputed by the Ministry, regarding operationalization of the CRS.

b) In case of Grants for renewal/replacement of equipment by existing CRSs, field visit of the CR station will be done by local All India Radio/Doordarshan or a person/officer deputed by the Ministry. The inspecting officers will submit the reports

to the Ministry in the format prescribed by the Ministry. Field Visit Format is at **Annexure: IV**

c) In case of emergency grants, damages will be certified by nearest All India Radio/Doordarshan station or any organization/person authorized by the Ministry to do so and a report will be submitted to the Ministry.

d) It will be mandatory that any station applying for grant/s should be registered on the NGO Darpan Portal of NITI Aayog and have obtained unique ID Number.

e) For Renewal/replacement of equipment by existing CRSs and under Emergency Grants, the grants will be provided only for equipment listed by the Ministry. The maximum quantity of each equipment to be considered for grant has also been specified. List of equipment shortlisted for grants are at **Annexure-V.**

f) Stations which have already received grant under the scheme will not be eligible to re-apply for the equipment already supported, unless they have not completed the cool off period for 5 years as per the scheme.

g) All grantees have to go through a cool-off Period of 5 years before they can re-apply for same equipment. However such grantees can apply for other equipment, subject to Utilization Certificate of pervious grants used for the purpose.

h) The nature of grants is on reimbursement basis. No advance will be given.

B. Capacity building of operational CRSs, LOI Holders and Community Radio awareness workshops through Webinars:

Capacity Building is a vital activity for the sector. It is envisaged that through capacity building, the existing CRSs, GOPA holders and LOI holders would be in a better position to decide about purchase of equipment, setting up of infrastructure, content production, community engagement and Sustainability etc. This will lead to increase in rate of operationalization of CRS.

The procedure for capacity building of community radio stations i.e. mode of providing training and content module etc. was discussed with the stakeholders. Several consultations were held with stakeholders on this issue. A training needs assessment (TNA) was also carried out by circulating a questionnaire among operational CRS to design the training module. Based on TNA and discussions it was envisaged that capacity building on 5 themes would cover most of the aspects of CRS. These 5 themes are sustainability (technical, financial and content), content creation, CR policy guidelines, code of ethics and operation and maintenance.

Community Radio awareness workshops are also proposed to be organized to create awareness amongst CR prospective applicants about Community Radio Policy and Community Radio Support Scheme. Participants of these workshops are NGOs/Trusts, Educational Institutions and Krishi Vigyan Kendras. Local administration, media etc. officials from different government departments are also proposed to be invited in the workshops.

C. Regional Sammelans of operational CRSs

Regional Sammelans envision to bring more cohesion between Community Radio Stations operating in a region. The Regional Sammelans are expected:

a) To bring regional community radio operators on a single platform to exchange their experience of working with the communities, challenges faced impact of Community Radio and ideas & innovations that have helped in sustaining their initiative.

b) To provide a common platform to community radio volunteers to share their experience of working with community radio and provide them sense of ownership. To encourage good practices by facilitating greater interaction and mutual engagement among the practitioners.

c) To facilitate the community radio operators in establishing a healthy peer network.

d) To impress upon the community radio operators about the grass root level necessities. To exchange information on content sharing platforms.

Regional Sammelans are three-day events and two representatives from each operational Community Radio Station of the selected region are invited to participate. Regional Sammelans are centered on thematic area every year with respect to community radio sector in India. Regional Sammelans have a slightly different format and are usually organized in better parallel and breakout sessions. This allows better interaction between Community Radios – though certain respondents of the review are of the view that the regions should be split further, now that the number of radio stations have gone up. Community radio stations interviewed indicated that a lot of issues that were not discussed during National Sammelans were discussed in Regional Sammelans, apart from regional level familiarity. Sessions are also stated to be more productive with good exchanges between participants.

Each year, the number of Regional Sammelans will be 4 and these can be organized tentatively in – North East, West, Central and South regions.

D. Annual Publication of CRS Compendium

The compendium provides a consolidated database of operational stations indicating contact details of their operators (founding/ sponsoring agencies, NGOs and nodal persons),

thematic focus, broadcasting timings and hours, names of key partners. This is an interesting tool for advertisers and independent content producers who may wish to have their products, services and/or content exhibited on the radio stations.

E. National Community Radio Awards

Ministry had instituted National Community Radio (CR) Awards in the year 2011-12 to encourage innovation and healthy competition amongst Community Radio Stations (CRSs), as Community Radio Stations are very useful in spreading the awareness about various welfare schemes of the Government, to its listener through their active participation in media dark areas.

Prestige of the Community Radio Awards:

- The awards are given by the Hon'ble Minister of Information & Broadcasting and therefore carry high prestige among the Community Radios as well as general media.
- The prestige of the awards is further raised as the awards are organized along with the National Community Radio Sammelan with the awardees being honored in front of the other stakeholders and participants in the Community Radio sector.
- The award function is covered widely by the media.
- The awards and the awardees also find mention in the regional print, electronic and social media which raises the prestige associated with the award.
- Awards act as an incentive for promoting competition among the CRS.

F. Study in the areas of CRS to assess reach and effectiveness

Community Radio Stations are spread over across the country. Their reach is in urban, semi-urban, hilly and coastal areas and remotest part of the country. Since they are connected with their local community and has been working on local development therefore, their role in the overall development of the local community has been recognized at various platforms. It is envisaged that a comprehensive nation vide study will determine the effectiveness and use of CRSs. There has been demand from the sector as well that a nationwide study with large sample size will help the sector to learn and promote their CRSs to other Ministries and agencies in turn to bring financial sustainability for the station and its utility. Guidelines to conduct study in the areas of CRS are enclosed as an **Annexure- VI.**

G. Support for content creation

Community Radios are playing very important role in current crisis arose due to COVID-19 Pandemic. These stations are broadcasting credible information received from various Government web sites such as Ministry of Health and Welfare, PIB and other Government sources, in local languages/dialects. The Community Radio stations are also coordinating with local authorities and disseminating information to public on various aspects such as do's and

don't in the current situation. Various Ministries/Departments has been using CRSs at the time of Corona to broadcast content on various Corona related issues.

However, financial sustainability has been a major issue for the Community Radio Stations. For running a Community Radio Station, the organization is required to arrange fund on its own. During the situation arising out of COVID-19 Pandemic, the stations are finding it more difficulties to raise funds at the local level to enabling them to continue their broadcasting. Therefore, there is a need to provide financial support to CRSs for content creation and dissemination. As per Policy Guidelines, a minimum of 50% of all content generated and broadcast by the CRS should be created by the local community centric. Guidelines for providing support for content-creation are enclosed and as an **Annexure- VII**.

H. Capacity Building of CRSs through Community Media Empowerment Centre at IIMC

Community Media Empowerment Centre was inaugurated in the month of March 2017 with the aim to provide training and capacity building of LoI Holder/GoPA Holders and organization to desires to set up Community Radio Station. Community Media Empowerment Centre can provide such training. Applicants at IIMC will also get hands on exposure as IIMC has CR station as well. Therefore, strengthening of the center is required so that a continuous training programme can be run. Detailed proposals will be invited from IIMC on training and capacity building of CRSs through Community Media Empowerment Centre.

I. Online portal and content sharing platform

CRSs are generating huge amount of content on daily basis, which is extremely valuable to the local community. The content is in the nature of information and education. Community Radio Stations are producing programmes in regional languages and local dialects concerning all aspects of development, i.e. women empowerment, social justice, literacy, nutrition, health, RTI etc. In addition to this, a large number of community radio stations are also generating content relating to local folk music, art and culture, thereby acting as a repository of the local cultural heritage.

It is therefore, felt necessary that such valuable content is not allowed to be lost but compiled and put up at a common platform so that it could be used by other stations, individuals and organizations for the purpose of transformation. Thus, it will serve not only the purpose of learning from each other but would also help to create repository of local language programmes on various important aspects of development communication.

This can be tapped at any point of time for conducting research, formulating new policies and programmes etc. In short, the content being generated by Community Radio could be an important and invaluable inventory in the field of Development Communication.

4. Implementation of the Scheme's Various Activities

Scheme will be implemented by the PMU in the Ministry. PMU will administer the grant making process and will be responsible for:

a) Setting up and maintaining of a transparent and accountable administration system;

b) Announcing and publicizing the Scheme;

c) Drafting and documenting operating procedures for the Scheme;

d) Implement the recommendations of various committees;

e) Tracking progress of grants and managing the progress reports;

f) Undertaking field visits for inspection of purchased equipment and for various other activities;

g) Visits stations to check whether stations are broadcasting as per CRS policy guidelines;

h) Close interactions with different organizations of the ministry and other ministries to make the community radio stations more relevant;

i) Monitoring and evaluation activities; and

j) Any other tasks assigned by the Ministry.

5. Other terms and conditions of the Scheme:

a) The assets will be held in the premises and books of accounts of the grantee. The maintenance of such assets will be done by concerned CR station. Physical assets acquired wholly or substantially through grant shall not be disposed off/declared obsolete and unserviceable or condemned before 5 years of purchase. The transmitter shall be disposed off by grantee as per procedure laid down by WPC-Wing of Department of Telecommunication.

b) Applicant will maintain transparent and auditable financial records of the grant and furnish Utilization Certificate as per laid down rules.

c) Applicant will maintain and keep record of Utilization Certificate of purchased equipment.

d) Failure to comply with the grant regulations specified, or with other reporting or procedural process prescribed, may invite punitive clauses which may escalate up to full revocation of the grant, and recovery of funds disbursed as part of the grant, or assets created out of the grant.

e) Conditions which may invite application of such punitive clauses may include (but are not limited to):

- The grant not being used for the specific purposes it was granted for;
- The non-maintenance of appropriate financial records or documentation;

f) Punitive actions may include blacklisting by the CRS; the recommendation to various Ministries of the Government of India and other donor agencies for such blacklisting; and the initiation of legal action in order to force grant compliance or asset/funds recovery.

Application for Release of Grant for new Community Radio Stations under the Scheme "Supporting Community Radio Movement in India"

The Secretary,
Ministry of Information & Broadcasting 'A' Wing, Shastri Bhawan,
New Delhi – 110 001

Subject: Application for release of grant for new Community Radio Station.

Sir/Madam,

I/we hereby submit following details to release grant for Community Radio Station under the scheme "Supporting Community Radio Movement in India".

1. Name of the Institution/Organisation:

2. Name of Community Radio Station:

3. Date of operationalisation of station:
(*Enclose a copy of Wireless Operating License*)
4. Complete Address of location of Community Radio Station:
Address Line 1 …………………………………
Line 2 …………………………………………
City ……………………………………………
State ……………………………………………
Pin Code ……………………………………….
Tel. No.……………………………, Mob ....,
E-Mail ……………….

5. Address for Correspondence:

Address Line 1 …………………………………
Line 2 …………………………………………
City ……………………………………………
State ……………………………………………
Pin Code ……………………………………….
Tel. No. ……………………………, Mob ....,
E-Mail …………………….

6.   Name of the Head/contact person of the Institution/organisation/CRS:

7.   Unique I.D. No. of NGO Darpan Portal of NITI Aayog
     (for NGO/Society/Trusts/Voluntary organisations)
     (In case you do not have unique ID, please register on NGO Darpan Portal of NITI Aayog at: http://ngo.india.gov.in/auth/default.php)

8.   Total cost of equipment purchased and installed:

9.   Details of Applicant's Bank Account for transfer of grant:

     i)   Name of account holder   : ---------------------------------
     ii) Name & address of Bank   : ---------------------------------
     iii) Account No   : ---------------------------------
     iv) IFSC Code   : ---------------------------------

     (Pl. attached a copy of the original cancelled cheque of the account).

Signature of Authorized Signatory

10. Declaration:

I hereby undertake that the information provided in the application and annexures is true to the best of my knowledge. I understand that if at any time any averments made or information furnished for obtaining the grant is found incorrect, the grant provided on the basis of this application shall be liable to be recovered.

Signature of Authorized Signatory

(Name & Designation)
Date:
Place:
Office
Seal

Check list of documents to be attached with application:

i)   Latest copy of Wireless Operating License/Bharat Kosh receipt for renewal of WoL

ii) Recording of programmes in MP 3 format of content broadcasts by CRS in last 3 months
iii) No duplicate of grant certificate
iv) PAN card of the CR license holding organization
v) Utilization Certificate, certified by the Chartered Accountant

FORMAT OF NO DUPLICATION OF GRANTS

[On the letter head of the Organization]
No Duplication of grant Certificate

This is to certify that (Name of the organization):………………………………..
having registered office at
(Address):……………………………………………………………………
…………………………………………………………………..has not
obtained grants for the same equipment in the last ....year (s) from any other Ministry
or Department of the Government of India or State Government.
Signature:

Name of the Authorized Signatory:
Designation: Contact details (including E-mail):

Date:
Place:

Application for Release of Grant for renewal/replacement of Equipment for Community Radio Station under the Scheme "Supporting Community Radio Movement in India"

The Secretary,
Ministry of Information & Broadcasting 'A' Wing, Shastri Bhawan,
New Delhi – 110 001

Subject: Application for release of grant for purchasing equipment for Community Radio Station.

Sir/Madam,

I/we hereby submit following details to release grant for purchased equipment for Community Radio Station under the scheme "Supporting Community Radio Movement in India".

1.   Name of the Institution/Organisation:

2.   Name of Community Radio Station:

3.   Date of operationalisation of station:
4.   Complete Address of location of Community Radio Station:
Address Line 1 ……………………………………
Line 2 ……………………………………………
City ………………………………………………
State ………………………………………………
Pin Code ………………………………………….
Tel. No.…………………………, Mob ....,
E-Mail ……………….

5.   Address for Correspondence:

Address Line 1 …………………………………
Line 2 ……………………………………………
City ………………………………………………
State ………………………………………………
Pin Code ………………………………………….
Tel. No. …………………………, Mob ....,

E-Mail ……………………….

6.   Name of the Head/contact person of the Institution/organisation/CRS:

7.   Unique I.D. No. of NGO Darpan Portal of NITI Aayog

(for NGO/Society/Trusts/Voluntary organisations)

(In case you do not have unique ID, please register on NGO Darpan Portal ofNITI Aayog at:
http://ngo.india.gov.in/auth/default.php

8.   Details of equipment purchased and installed:

(Please fill up the details in prescribed format enclosed with this proforma)

9.   Total cost of the equipment purchased and installed:

10.   Details of Applicant's Bank Account in which grant is to be transferred:
      i)   Name of account holder   : ----------------------------------
      ii)   Name & address of Bank   : ----------------------------------
      iii)   Account No   : ----------------------------------
      iv)   IFSC Code   : ----------------------------------

(Pl. attached a copy of the original cancelled cheque of the account).

Signature of Authorized Signatory

11.   Declaration:

I hereby undertake that the information provided in the application and annexures is true to the best of my knowledge. I understand that if at any time any averments made or information furnished for obtaining the grant is found incorrect, the grant provided on the basis of this application shall be liable to be recovered.

Signature of Authorized Signatory

(Name & Designation)
Date:
Place:
Office Seal

Check list of documents to be attached with application:

a. Details of equipment purchased and installed in an enclosed format
b. Latest copy of Wireless Operating License/Bharat Kosh receipt for renewal of WoL
c. Original invoice (s) of equipment purchased and installed
d. No duplicate of grant certificate
e. PAN card of the organization
f. Utilization Certificate certified by the Chartered Accountant

FORMAT OF NO DUPLICATION OF GRANTS

[On the letter head of the Organization]
No Duplication of grant Certificate

This is to certify that (Name of the organization):…………………………………..

having   registered   office   at
(Address):………………………………………………………………………………
………………………………………………………………………..has   not
obtained grants for the same equipment in the last ....year (s) from any other Ministry
or Department of the Government of India or State Government.
Signature:

Name of the Authorized Signatory:Designation:
Contact details (including E-mail):

Date: Place:

Details of equipment for which grants for renewal/ replacement of equipment sought
Name of the CR Station:

SL	Equipment	Make/ Model	Qty	Serial No. of Equipment	Price without GST	GST	Total Price	Name of the Vendor with GST No.
1	50 W FM (CRS) Transmitter							
2	Self-Supported Transmission tower/ Guyed wire Transmission tower/ Concrete Transmission tower upto 30 meter							
3	2 bay, vertically polarized (Omni Directional) VHF Transmitting Antenna							
4	Low loss RF Cable							
5	Off Air Monitoring set up/Logger							
6	Monitor, 50 W							
7	On-air broadcast console							
8	Dynamic cardioids/condenser Microphones							
9	Portable solid state field recorders							
10	Headphones							
11	Personal computers (one with on air recording/ automation software)							

12	Sound card with differential input							
13	3 KVA UPS							
14	Phone in equipment							
15	3 KVA generator set/Solar Power Generator							
16	Split air conditioners, 1 ton to 2 ton							
17	Audio Processor							
18.	50 Watts Dummy Load, matching transmitter Specifications							
19.	Studio set-up							
20	Acoustic treatment/internal work							
	Total							

Application for Release of Emergency Grant for Community Radio Station under the Scheme "Supporting Community Radio Movement in India"

The Secretary,
Ministry of Information & Broadcasting'A' Wing, Shastri Bhawan,
New Delhi – 110 001

Subject: Application for release of Emergency grants for Community Radio Station.

Sir/Madam,

I/we hereby submit following details under Emergency Grants for Community Radio Station under the scheme "Supporting Community Radio Movement in India".

1.   Name of the Institution/Organisation:

2.   Name of Community Radio Station:

3.   Date of operationalisation of station:
4.   Complete Address of location of Community Radio Station:
Address Line 1 ………………………………
Line 2 …………………………………………
City …………………………………………
State …………………………………………
Pin Code …………………………………….
Tel. No.……………………, Mob ....,
E-Mail ……………….

5.   Address for Correspondence:

Address Line 1 …………………………………
Line 2 …………………………………………
City …………………………………………
State …………………………………………
Pin Code …………………………………….
Tel. No. …………………………, Mob ....,
E-Mail ……………………….

6.   Name of the Head/contact person of the Institution/organisation/CRS:

7.   Unique I.D. No. of NGO Darpan Portal of NITI Aayog

(for NGO/Society/Trusts/Voluntary organisations)

(In case you do not have unique ID, please register on NGO Darpan Portal of NITI Aayog at:

http://ngo.india.gov.in/auth/default.php

8.   Details of equipment purchased and installed:

(Please fill up the details in prescribed format)

9.   Total cost of equipment purchased and installed:

10.   Provide detailed reason for applying under Emergency Grants:

11.   Details of Bank Account in which grant is to be transferred:

i)   Name of account holder: --------------------------------
ii)   Name & address of Bank: --------------------------------
iii)   Account No: --------------------------------
iv)   IFSC Code: --------------------------------

(Pl. attached a copy of the original cancelled cheque of the account).

Signature of Authorized Signatory

12.   Declaration:

I hereby undertake that the information provided in the application and annexures is true to the best of my knowledge. I understand that if at any time any averments made or information furnished for obtaining the grant is found incorrect, the grant provided on the basis of this application shall be liable to be recovered.

Signature of Authorized Signatory

(Name & Designation)
Date:
Place:
Office Seal

Check list of documents to be attached with application:

a. Details of equipment purchased and installed as per enclosed format
b. Latest copy of Wireless Operating License/Bharat Kosh receipt for renewal of WoL
c. Original invoice (s) of equipment purchased and installed
d. No duplicate grant certificate
e. PAN card of the organization/CR station

FORMAT OF NO DUPLICATION OF GRANTS

[On the letterhead of the Organization]
No Duplication of Grant Certificate

This is to certify that (Name of the organization):………………………………..
having   registered   office   at
(Address):…………………………………………………………………
…………………………………………………………………..has   not
obtained grants for the same equipment in the last ....year (s) from any other Ministry
or Department of the Government of India or State Government.
Signature:

Name of the Authorized Signatory:Designation:
Contact details (including E-mail):

Date: Place:

Details of equipment for which grants for renewal/ replacement of equipment sought

Name of the CR Station:

Sl.	Equipment	Make/ Model	Qty	Serial No. of Equipment	Price without GST	GST	Total Price	Name of the Vendor with GST No.
1	50 W FM (CRS) Transmitter							
2	Self-Supported Transmission tower/ Guyed wire Transmission tower/ Concrete Transmission tower upto 30 meter							
3	2 bay, vertically polarized (Omni Directional) VHF Transmitting Antenna							
4	Low loss RF Cable							
5	Off Air Monitoring set up/Logger							
6	Monitor, 50 W							
7	On-air broadcast console							
8	Dynamic cardioids/condenser Microphones							
9	Portable solid state field recorders							
10	Headphones							

11	Personal computers (one with on air recording/ automation software)						
12	Sound card with differential input						
13	3 KVA UPS						
14	Phone in equipment						
15	3 KVA generator set/Solar Power Generator						
16	Split air conditioners, 1 ton to 2 ton						
17	Audio Processor						
18.	50 Watts Dummy Load, matching transmitter Specifications						
19.	Studio set-up						
20	Acoustic treatment/internal work						
	Total						

Performa for field inspection of Community Radio Station for the purpose of Release of grant for equipment

1.   Name of Visiting officer:

Telephone/mobile No: …………………………………..

E-mail:………………………………….

2.   Designation:…………………………………………..
3.   Name and address of Department to which officer belongs:
Address Line 1 …………………………………
Line 2 …………………………………………
City ……………………………………………
State …………………………………………
Pin Code ………………………………………….
4.   Name and address of Community Radio Station visited:
Address Line 1 …………………………………
Line 2 …………………………………………
City ……………………………………………
State …………………………………………
Pin Code ………………………………………….

5.   Date of visit of station:

6.   Details of equipment installed in stations: (in the format annexed)

7.   Total cost of installed equipment:

8.   Over all status/condition of station:

9.   Other information, if any:

Signature of the visiting officer
(Name and Designation)
Date: Place:

PHYSICAL VERIFICATION OF EQUIPMENT PURCHASED BY GRANTEE CRS

Name of the Station Visited:

<div align="right">

Date of visit:

</div>

	Equipment	Make/ Model	Qty	Serial No. of Equipment	Name of the Vendor	Remarks/ Verifications (If Any)
1	50 W FM (CRS) Transmitter					
2	Self-Supported Transmission tower/ Guyed wire Transmission tower/ Concrete Transmission tower upto 30 meter					
3	2 bay, vertically polarized (Omni Directional) VHF Transmitting Antenna					
4	Low loss RF Cable					
5	Off Air Monitoring set up/Logger					
6	Monitor, 50 W					
7	On-air broadcast console					
8	Dynamic cardioids/condenser Microphones					
9	Portable solid state field recorders					
10	Headphones					
11	Personal computers (one with on air recording/ automation software)					

12	Sound card with differential input					
13	3 KVA UPS					
14	Phone in equipment					
15	3 KVA generator set/Solar Power Generator					
16	Split air conditioners, 1 ton to 2 ton					
17	Audio Processor					
18	50 Watts Dummy Load, matching transmitter Specifications					
19	Studio set-up					
20	Acoustic treatment/internal work					

Signature & Date of the Visiting Officer

List of CRS equipment with their quantity for which grants will be provided

S.N.	Name of equipment	Permissible Unit
1	50 W FM (CRS) Transmitter	2 (Single or 1+1 configuration with rack)
2	Self-Supported Transmission tower/ Guyed wire Transmission tower/ Concrete Transmission tower upto 30 meter	01
3	2 bay, vertically polarized (Omni Directional) VHF Transmitting Antenna	01
4	Low loss RF Cable	01
5	Off Air Monitoring set up/Logger	01
6	Monitor, 50 W	01
7	On-air broadcast console	02
8	Dynamic cardioids/condenser Microphones	06
9	Portable solid state field recorders	08
10	Headphones	08
11	Personal computers (one with on air recording/automation software)	05
12	Sound card with differential input	05
13	3 KVA UPS	01
14	Phone in equipment	01
15	3 KVA generator set/Solar Power Generator	01
16	Split air conditioners, 1 ton to 2 ton	02
17	Audio Processor	01
18	50 Watts Dummy Load, matching transmitter Specifications	01
19	Studio set-up	02
20	Acoustic treatment/internal work	(as per actual subject To ceiling of grants)

Study to assess reach and effectiveness of Community Radio Stations in India

Study Objectives:

- To generate reliable estimates for measuring the listenership and reach of Community Radio Stations (CRSs) in the country;

- To study the socio demographic profile of the listeners for assessing the target segments that these radio stations are catering to;

- To examine the behavior of community towards CRS and to identify the determinants of listenership of CRS programmes and to assess the acceptability of community participation in furthering the benefits of CRS;

- To assess the effectiveness of CRS in promoting local talents and culture;

- To estimate the role of CRS in providing tangible and intangible, direct and indirect benefits to the community.

Research Framework

Presently, there are a total of 337 Community Radio Stations (CRSs) operational across the country. Out of which, 144 CRSs are being run by Educational Institutions, 171 by Non-Governmental Organizations and 22 by Krishi Vigyan Kendras.

In this study around 20 percent stations across category (Education, NGO and Agriculture) would be covered with fair representation of all zones of the country i.e. (East, West, North, South, North East and Central).

The ultimate beneficiaries would also be selected on the basis of cluster sampling. Cluster may be a village in rural area or mohalla in an urban area. It is planned to cover at least 10 clusters from each of the selected CRS. For each selected CRS, while selecting clusters the distance to CRS will be considered such that 5 clusters would be chosen from the nearest areas of CRS and the remaining 5 clusters from the distant areas of CRS. In the subsequent stage, 20 households (beneficiaries) from each selected cluster would be chosen randomly. From the analysis point of view and to differentiate between CRS listeners and non- listeners would be identified as 'experiment group'.

Work Plan and Activity Time Schedule

The Activity time schedule as planned would be required around 1 year, which is calculated

from the date of signing of the contract. All the required works pertaining to the study would be covered under seven phases as mentioned below:

Phase-1: Preparatory Phase: In this phase, preparatory works like review of literature would be undertaken to develop an in-depth understanding about CRS. Besides the Officials entrusted with the task of CRSs would also be contacted and their views regarding the implementation of the programme would be noted down.

Phase-2: Study Designing: In this phase, the Sample Design for the study would be prepared and all the required statistical instruments would be prepared keeping in view the broad objectives of the study. So this phase will involve "Sampling Design" and "Statistical Instruments Design".

Phase-3: Training and Orientation: In this phase, Research Investigators (RIs) would be recruited and trained regarding effectively administering various statistical instruments to be used for the study. The RIs would also be trained for handling FGDs.

Phase-4: Data Collection: In this phase, the trained RIs would be engaged to generate required primary data from the CRSs and CRS listeners by using pre-designed and pre-tested statistical instruments.

Phase-5: Data Cleaning and Entry: This phase is pre- processing phase. In this phase efforts would be directed to clean the field based raw data. Some respondent level and investigator level inconsistencies in the primary data would be checked. After the data cleaning process, the data will be entered into computerized database.

Phase-6: Data Processing and Analysis: In this stage, by processing the data with the use of required software support, statistical tables would be generated for further analysis. On the basis of these statistical tables, a preliminary report would be drafted and a copy there of would be sent to the Ministry of Information and Broadcasting for their suggestions and comments.

Phase-7: Preparing the Final Report: By considering all the suggestions and comments, the Draft Report would be thoroughly modified to develop the Final Report which will be submitted to the Ministry of Information and Broadcasting.

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Guidelines for providing grants to Community Radio Stations for Content Creation

1.   FORWARD:

Community Radio Stations (CRSs) are required to produce programmes which are of immediate relevance to the community which require needs base analysis, research and resources. Therefore, production and broadcast of locally relevant programmes is a challenging task for the CR Stations. Over the past several years, operational stations have consistently requested to support CRSs for content creation. The matter has been considered by the Ministry and a provision has been made to provide grants for content creations under the scheme "Supporting Community Radio Movement in India"

The support for content creation will not only promote community broadcast, but will also be a measure towards ensuring financial sustainability of stations.

2.   OBJECTIVES OF THE GRANTS:

i)   To encourage CRSs to produce and broadcast contents which are of immediate relevance to the community
ii)   To promote financial sustainability of CRSs

3.   ELIGIBILITY CRITERIA:

i)   Any operational Community Radio Station (CRS) which has completed 3 months of operation and is broadcasting at least 2 hours of fresh programmes may apply for these grants.
ii)   Grants would be provided for producing fresh programmes on following themes:
  a. Developmental
  b. Agricultural
  c. Health
  d. Educational
  e. Environmental
  f. Social welfare
  g. Community development
  h. Cultural programmes and
  i. Theme of National/State and Regional importance

The above mentioned themes are only indicative. Ministry shall have right to add/delete any of the theme/s as and when required.

iii)   Applicant will be free to select any of the theme(s) mentioned above. Applicant/Institution will be eligible for a grant once in three year.

iv)   Stations which have already received grants from any other Ministry/ Government Department in the same financial year for the same purpose shall not be eligible for grant.

v)   It will be mandatory that NGOs/Trusts applying for grant should be registered on the NGO Darpan Portal of NITI Aayog and have obtained unique ID Number.

4.   GRANT SIZE:

i)   The maximum grant to a station for content creation will be limited @ Rs. 4,000/- per half an hour of programme number of episodes and their duration of broadcasting will be decided at the time of final approval. Each year, 100 CRSs will be selected. Priority would be given to newly operational stations and stations operational in North-East regions.

5.   SELECTION PROCESS

i) Eligible organization may apply for these grants in the prescribed application form, available on Ministry's website, www.mib.gov.in, along with all requisite documents.

6.   CHECK LIST OF DOCUMENTS TO BE ATTACHED WITH THE APPLICATION

   i)   Application for Grants for Content Creation
   ii)   No Duplicate of Grants Certificate
   iii)   Affidavit that station is operational for the last three months and is broadcasting minimum 2 hours of fresh programmes every day.
   iv)   Copy of Wireless Operating License from WPC Wing
   v)   Copy of PAN card of organisation

7.   OTHER TERMS & CONDITIONS:

   i)   The CR station would be required to furnish the recording of the programmes that it has created to the Ministry along with its claim for reimbursement of the amount spent in making those programmes, along Q-sheets/programme log- sheet of programmes broadcast.

   ii)   It would be the responsibility of the CR station to establish that the programmes have been created by the claimant CR station.

   iii)   Programs produced out of this grant should be in compliance with provisions laid down in policy guidelines for setting-up of CRS in India.

iv)   Organization shall have to adhere to the provisions of the programme and advertising code as prescribed for All India Radio.

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