



Othake Gordon Keiko (USA)

Concept of Community Radio

Radio broadcasting in India began in the year 1935, originally controlled by the Indian government. In a time before television or social media, radio prevailed as one of the only means of directly connecting with the community. In 2003, the Indian government allowed the privatization of radio. As a result, many individuals began to establish various FM Radio stations to provide entertainment for the general public. In 2008, the Indian government developed the concept of community radio through their program, *Akashwani*. Available in only certain states, this program sought out to connect with a targeted audience. Inspired by this concept, Vishwas Thakur, owner of Vishwas Bank, established local station *Radio Vishwas 90.8* in 2011 as a means to encourage citizens to be involved in their community. Instead of focusing solely on providing simple entertainment for listeners through news, music, and talk shows, *Radio Vishwas* focused on creating content that will actually improve the lives of their listeners. From this concept derived the idea of true community radio: an involved radio for the people, by the people.

Objective of Radio Vishwas 90.8

Unlike typical FM radio, Radio Vishwas takes advantage of its locality and acts as a medium to educate citizens on what is happening in the city. Because it is smallscale and works only within one city, the community radio can easily connect with citizens and provide them with a platform to share their thoughts, ideas, and talents. If an issue directly affects the community, a representative citizen can discuss it on the radio in order to raise awareness of that particular issue to the general public and the government. This not only gets residents involved in their community, but also marks the first step in improving and developing the city and its residents. In addition, Radio Vishwas encourages citizens to have a creative outlet. Listeners have the opportunity to visit the radio and perform their talents, exposing them to the general public and rewarding them with a sense of pride. Radio Vishwas focuses on empowering its listeners. While simultaneously entertaining the public and working to fix issues within the community, Radio Vishwas main objective is to “entertain with change.”

Radio Vishwas Programs

Name

Aamchi Sanstha

Ajichya Gosthi

Baloo On Air

Bharat Bramanti

Janiv Samajektech

Jidnyasa Manamanachi

Ladies Katta

Mash Kavita

Muzhe Pankh Dedo

Nashik Rocks

Swantsukhay

Objective

Informs the public about different non-governmental and nonprofit organizations working in the city.

Allows elderly citizens to share their stories on the radio, educating the youth on old traditions and moral values.

Serves as the voice of the people. This program discusses the lives of normal citizens, including topics such as business, education, traffic, the environment, government policies, and much more.

Provides listeners with information on travel destinations within India, from popular tourist destinations to secret local spots.

Works to improve the lives of underprivileged students. Discusses issues with the school and shares the students' talents.

Interviews community members who strive to develop and improve the community.

Targets the every day woman. Guests can come share their stories, recipes, and life accomplishments.

Serves as a platform for amateur poets to share their self-written work

Helps women struggling with problems such as domestic violence, discrimination, depression, and other difficulties. This program strives to empower women.

Interviews Nashik's youth and discusses current events. Also educates youths about old music or disappearing traditions.

Teaches the public about all things health

Tanishkanchya Bhavishwat	related. Doctors are interviewed to discuss different health issues and share their health tips. Allows women to share stories of their past struggles and accomplishments. Helps motivate and empower the every day woman. Travel Time Provides listeners with travel tips for destinations across the world. Includes information such as where to go, what to bring, how much it costs, and up-to-date currency 1 exchange rates.
Vaidnyanik Kutyhal	Shares exciting science facts with Nashik's youth.
Vishwas Sports Club	Serves as a source of information on sports. Shares game highlights, news in sports, and interviews players and coaches.

Concept of Janiv Samajektech

Radio Vishwas endeavors to help improve the livelihood of the city's residents. Similarly, Janiv Samajektech specializes in improving the lives of underprivileged students in municipal primary schools. Just like the other programs at Radio Vishwas, Janiv Samajektech also targets a specific audience, but it affects a large part of the community. This program relates to students of all ages, their families, the impoverished, and the underprivileged. Through the radio, Janiv Samajektech raises awareness about issues seen within the city's municipal schools, including underfunding, outdated course material, and general issues in the students' day to day lives. Being a community radio, this program listens to and shares the opinions of those affected by these issues, including the students, families of the students, teachers, and staff members at the school. In addition to focusing solely on the problems seen within the school, the radio wants to provide young listeners with entertainment. Janiv Samajektech encourages students to have a creative outlet, so students' talents are recorded and later presented on the radio.

Objective of Janiv Samajektech

Janiv Samajektech's main objective is to improve the lives of students in Nashik's municipal primary schools. Members of this program go on field visits to these schools in order to get a first person view of the day to day lives of the students and see how they thrive within the school environment. Both students and teachers are interviewed in order to bring to the surface issues they face during their daily



routines at school. Afterwards, Janiv Samajektech works with the school to brainstorm ideas for solutions to these issues. This starts with raising awareness about the issues through the radio. From here, members of the community can come and give their own ideas to fix the issues or simply share their thoughts about the problems. Then, Radio Vishwas can use its connections to encourage change, including informing government officials and working towards improvement in the schools. In addition to discussing issues within the school, Janiv Samajektech wants to connect with students through the radio. In order to do so, program members ask students about their talents and request them to perform them on the radio. This not only encourages young children to have a creative outlet, but also gives them the opportunity to gain social recognition.

Feedback from the Community

On my field visit with Janiv Samajektech, I went to a public school to observe a typical day for students at the school. We arrived in the morning, just in time to hear their morning prayers and announcements. The students were thrilled to have us. We were greeted with roses and a warm applause from all the students, teachers, and staff. After the majority of the students left the room, we had small groups of students of all ages come and perform songs to be recorded and later put on the radio. We asked the students who they felt about having their performances shared on the radio, and they were ecstatic. Many of these students come from poor backgrounds, so getting this kind of social recognition was a rare, exciting opportunity.

