

No. N-35018/3/2020/PMU-CRS
Government of India
Ministry of Information and Broadcasting
Community Radio Station (CRS) Cell
Rm. No. 116, "A" Wing
Shastri Bhawan, New Delhi

Dated: 28th September 2020

Subject: Inviting entries for the 8th National Community Radio Awards.

Community Radio is the third-tier broadcasting along with public and private radio broadcasting. At present, there are a total 302 Community Radio Stations (CRS) in the country. These CRS stations are playing a very important role in disseminating information especially in those areas where other media presence is limited.

2. To encourage innovation and healthy competition amongst Community Radio Stations (CRSs), the Ministry had instituted National Community Radio Awards in the year 2012 which were conferred to CRS every year. So far 7 Awards have been given.

3. In this series, the Ministry of Information and Broadcasting hereby announces 8th Community Radio Awards for the year 2020-21 in the following 4 Categories: -

- Thematic Award
- Most Innovative Community Engagement Award
- Promoting Local Culture Award
- Sustainability Model Award

4. Each category will have First, Second and Third prize of Rs. 50,000, Rs.30, 000 and Rs.20, 000 respectively.

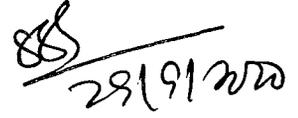
5. The last date for receipt of entries is 31st October 2020. The guidelines for National CR Awards and prescribed proforma to send entries are attached with this circular.

6. Entries, along with all relevant documents and audio files of programme (in MP3 format only), may be sent **preferably via email** at: crscell-moib@nic.in by 31st October 2020 by 05.30 pm. Entries for Sustainability Model award do not require audio files. Entries may also be sent via speed post at the following address:

The Additional Director (CRS),
Ministry of Information and Broadcasting
Room No. 116, 'A' Wing, Shastri Bhawan
New Delhi-1100 01

7. A Jury constituted by the Ministry will take decisions on awards. The decisions of the Jury will be final and binding and will not be reversed under any circumstances.

8. For any further information you may contact to the undersigned at 011-23386547/23386653, e-mail: gs.kesarwani.pb@nic.in

Handwritten signature and date: 29/9/2020

Gaurishankar Kesarwani
Additional Director (CRS)

To

MIB Website, All Community Radio Stations

UNICEF, UNESCO, Community Radio Association (CRA), Federation of Community Radio Stations (FCRS)

National Community Radio Awards – Guidelines thereof

- 1) Entries for the Community Radio Awards are invited from Community Radio Stations under 4 categories given below: -

A: Thematic Award.

B. Most Innovative Community Engagement Award

C. Promoting Local Culture Award

D. Sustainability Model Award

- 2) The details of the Category are given at **annexure A**
- 3) The Community Radio Stations which are continuously operational at least for the last one year as on 01.10.2020 only shall be eligible for the award.
- 4) Each entry should be sent in the prescribed proforma, a copy of which is attached as **Annexure-B**, along with all details/documents motioned in the proforma/guidelines. Document check list is attached as **Annexure-C**.
- 5) Separate proforma should be furnished for each Category.
- 6) Each station will be allowed to send a maximum of two entries for any two of the above categories. More than one entry by a station in the same category will not be accepted.
- 7) The same programmes should not be sent under different categories.
- 8) Programmes produced by Community Radio Stations only will be accepted for awards.
- 9) The programme should not be produced by professionals/or professional voices.
- 10) The programme should not have won any other Govt. award.
- 11) The programme should have been actually broadcast by the Radio Station between 01.10.2019 to 30.09.2020. Entries of programmes which are under-production or have not been broadcast between these dates will not be accepted.
- 12) Along with entry, CRS will have to send a copy of log book, signed and stamped by the station In-Charge, as proof of its broadcast (including the date of broadcast). **Entries with unsigned log books will be disqualified.**
- 13) Entries in languages/dialects other than English and Hindi must be accompanied with a brief (250 words) translation/summary in English/Hindi.
- 14) The Programmes in **MP 3 format** (between 10 to a maximum of 15 minutes) need to be sent in a MP-3 format. **The programme should not be of more than 15 minutes duration.**
- 15) The Community Radio Station shall indemnify and at all times keep the Government indemnified and harmless against any claims by any third person, for any violation of copyrights and IPR.
- 16) Payments for prizes shall be issued in the name of Community Radio Station/parent organization only.

- 17) In case no entry is adjudged as coming up to the standard expected for the prizes, the jury may, at its discretion, may not award the prize in that category.
- 18) Decision of the jury will be final.
- 19) Entries, along with all relevant documents and audio files of programme (in MP 3 format only), may be sent preferably via email at: crs-cell-moib@nic.in by 31st October 2020 by 05.30 P.M. Entries may also be sent via speed post at the following address:

The Additional Director (CRS),
Ministry of Information and broadcasting
Room No. 116, 'A' Wing, Shastri Bhawan
New Delhi-110001

- 20) Entries received after due date shall not be accepted.

Details of Award Category

A: Thematic Award: This award will be for the programmes having thematic focus, relevant to community. This implies that the program should be a series of at least 13 episodes on a particular theme that has relevance to the community. It could be sponsored or an initiative of the station. It should be addressing any issue pertaining to the need or interest of the community. It can focus on any sector- social, cultural, historical, financial or any other. The entries will have to clearly elucidate:

- a) Number of episodes produced.
- b) Why the theme was chosen?
- c) How was the programme executed?
- d) Was the community involved?
- e) Details of the format used
- f) What was the local relevance of programme in terms of the impact and visible change?
- g) How was it sustained?
- h) Way forward

Any case study or report on the program would help.

B: Most Innovative Community Engagement Award: The basic objective of the community radio is to serve the cause of the community by involving members of the community in the broadcast of their programmes. By adopting new formats of programme, inclusion of traditional communication formats to convey development concerns to the community can bring greater impact. The program should be novel, original and innovative. It should have an element of community participation and relevance to community. Entries for this award must reflect engagement of community in the planning, content, production and broadcast of programme. The entry should reflect the processes involved in bringing the community together for a broader engagement. The community should have been at the centre of this engagement process. The program should have enabled a collective change and helped create a movement within the community. It should have created a momentum to address any local concern (s). Entries accompanied with a list of outcomes achieved and solutions provided to community needs will be given preference. The entries should clearly explain following:

- a. Define the community it was targeted at
- b. How many episodes were produced?
- c. How was the engagement sustained?
- d. What innovative methods were adapted to in make programme?

- e. What was the level of participation of the community?
- f. How many people did the programme reach out to? What were the outreach activities undertaken?
- g. Documentation, if any
- h. Did it run in a campaign mode? Was it a onetime effort?
- i. How did you link the programming with the community?
- j. Impact on the community- how did you measure the same?

C) Promoting Local Culture Award: (Preservation and promotion) Entries must incorporate local talent and tradition. Entries can be in any language but must be accompanied by a description of what efforts were made to promote local culture and a brief summary be provided in English/Hindi. The entry in this category should reflect the program's effort in improving local well-being. The program should have provided a sense of identity to the community. It could be based on common understanding, local traditions, and values and should have influenced the confidence of the local community. The effort of the program should have encouraged preservation and promotion of culture. For example, it could have revived a dying art, preserved a local monument, helped in architectural preservation of old buildings and Havelis, or use of local culture to mobilise the population, revival of traditional handicraft or culture-based entertainment etc. The program could be on cuisine, folk music, festivals or other cultural activities which have a sustained impact on the community. The entry should address following points:

- a. What was the focus of the programme?
- b. Why was it important?
- c. How did the programme help in reviving/promoting the local culture?
- d. How many episodes did you produce?
- e. How was it sustained? How has the revival/ preservation been visible?
- f. What was the impact or consequence of the programme?
- g. What was the format?
- h. Who will take responsibility in the community for taking the same forward?

D: Sustainability Model Award: The purpose of this award is to encourage CRS to adopt innovative models to generate revenue for self-sustenance. Sustainability means that the station should have sustainability on four different counts: a. content b: human resources; c: technical and d: financial. Audio clips need not to be submitted for this category, but, documentary proofs will be required such as audited balance sheets of the organization/CRS etc. Sustainability will be measured on various parameters as given below:

- a) Content sustainability- new programmes introduced

- b) Hours of broadcast and how does it compare to the previous year?
- c) How much is fresh broadcast and how much is repeat broadcast?
- d) Training and exposure of the team- has the team (community members) travelled or participated in any workshops/conferences?
- e) What is the Staff composition?
- f) Status of equipment sustainability/any breakdown etc
- g) What has been the engagement of the community?
- h) List of projects implemented.
- i) Financial sustainability- sources and resources
- j) Total turnover
- k) Media coverage

Any other documents- if relevant

PROFORMA**Proforma for submitting entries for 8th Community Radio Awards -2020**

1. Name of Community Radio Station :
2. Name of NGO/Society/Trust/Institution/ :
3. Date of Operationalisation of CRS :
(Pl. enclose copy of first WOL)
5. Category of Award :
6. Title of Programme :
(Pl attach all information/documents about the programme as described in guidelines against respective category)
7. Language of the entry :
8. Whether Hindi/ English translation of the
(Script enclosed or not. Also attach case Study or report on programme, if any, and other details about the programme as mentioned below each category) :
9. Duration of Programme (in minutes) :
10. Date of broadcast of programme :
(Attach copy of log book of the day, signed and stamped by the Station In-charge, as proof of its Broadcast) :
11.
 - i) I certify that Community Radio Station (name of CRS) is continuously operational since (date/month/year)
 - ii) I certify that programme was produced by team of (name of CRS) itself.
 - iii) I certify that programme was broadcast on (date/month/year) at (time of broadcast)

- iv) I certify that this programme has not won any other Govt. award.
- v) I undertake to indemnify and at all times keep the Government indemnified and harmless against any claims by any third person, for any violation of copyrights and IPR.
- vi) I understand that the entry, if found incomplete in any respect and/or if found with conditional compliance or not accompanied with the requisite details, shall be summarily rejected.
- vii) I certify that to the best of my knowledge and belief, the statements made in this application are correct.

(Signature of Station In- charge)

Name of station In-charge:

Seal of station:

CHECK-LIST OF DOCUMENTS TO BE SUBMITTED

- i) Duly filled in, signed and stamped proforma.
- ii) Details of the entry (programme) submitted along with supporting documents, as detailed in award guidelines.
- iii) Programme broadcasts to be submitted in MP 3 Format only.
- iv) Copy of the **first WoL** of CRS.
- v) Copy of log book, signed and stamped by the Station in-Charge indicating date and time of broadcast of programme.
- vi) Hindi/English translation/summary (not more than 250 words), if programme is in language other than Hindi/English.
- vii) Date of broadcast of programme submitted between 01.10.2019 to 30.09.2020.