

**Guidelines for providing financial assistance for content and broadcast of programmes on various themes of National interest through Community Radio stations.**

**1. Background**

Community Radio is an important third tier in Radio Broadcasting, distinct from Public Service Radio broadcasting and Commercial Radio. Community Radio Stations (CRSs) are low power Radio Stations, which are meant to be set-up and operated by community-based organisation. As on date, India has 490 Community Radio Stations. The broadcast made by these CRSs are in local language and dialect, so it has more impact on the community.

The Government has approved a Central Sector Scheme titled “Supporting Community Radio Movement in India” wherein a provision has been made to provide support for content creations. The support for content creation will not only promote community broadcast, but will also be a measure towards ensuring financial sustainability of stations.

**2. Objective**

- ii) To encourage CRSs to produce and broadcast contents in local languages and dialects, which are of immediate relevance to the community.
- ii) To promote financial sustainability of CRSs.

**3. Eligibility Criteria**

Any operational Community Radio Station (CRS), can apply for financial support of content already broadcasted during the last 6 (six) months. At the time of application, Grant of Permission Agreement (GOPA) and Wireless Operating License (WOL) should be valid. The financial assistance will be provided for a maximum of 12 episodes in a year per CRS.

  
27/05/2024  
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Min. of Information & Broadcasting  
भारत सरकार, नई दिल्ली  
Govt. of India, New Delhi

#### 4. Application

The applicant will be required to submit application form in the prescribed proforma (Annexure-A), which is available on MIB Website.

#### 5. Theme

The theme on which the Financial Assistance would be provided should be among the following themes:

- a. Women empowerment
- b. Agricultural
- c. Health
- d. Educational
- e. Environmental
- f. Social welfare
- g. Community development
- h. Amrit Kaal
- i. Promotion of Local Art & Cultural;
- j. Gender sensitisation
- k. SDG Goals.
- l. Mission LIFE

#### 6. Selection of Station

A Selection Committee shall be constituted by the Ministry for selection of contents submitted by CRS. The selection of contents shall be on the basis of proposal submitted by the CRS and its relevance to the local community. Decision of the selection committee shall be binding and final.

#### 7. Amount of Financial Assistance

Based on the recommendations of the Selection Committee financial assistance shall be made to the station. A maximum of Rs. 75000/- can be paid to the station. Grant support will be given for a maximum of 12 episodes in a year. Grant will be Rs. 6000/- per episode and Rs. 250/- for administrative expenses per CRS per episode.

#### 8. Budget

The funds will be met from the sanctioned budget grant available during the Financial Year under the Scheme namely: Supporting Community Radio Movement in India”, under the head of Grant-in-Aid (GIA-General).

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9. **Enclosures /Checklist:**

1. Copy of valid WOL and GOPA
2. Copy of PAN card
3. Cancelled Cheque (Kindly ensure PAN and Account Number are in the name of the licensee CRS)
4. No duplication of grant certificate
5. In case of private organization NITI Aayog NGO Darpan ID required
6. Utilization Certificate on the letter head of the organization-as per Enclosed Proforma

10. **Important Instructions:**

1. Only operational CRSs are eligible to apply.
2. The programme should have been broadcasted in the last 6 months from the date of application.
3. Duration of each episode shall not be less than 15 minutes.
4. Content will be sent only in MP-3 Format in PenDrive.
5. Financial Assistance will be given for maximum 12 episodes per year, per CRS.
6. Maximum grant will be of Rs. 6000/- per episode and Rs. 250/- per episode for incidental charges per applicant.
7. The grant will be given only for the 1<sup>st</sup> time of broadcast.

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## Application Form

**financial assistance for content and broadcast of programmes on various themes of National interest through Community Radio stations.**

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

(To be submitted by an email: [crscell-moib@nic.in](mailto:crscell-moib@nic.in))

### **A: Applicant Details (Please fill in CAPITAL LETTERS)**

- (i) Name of the licensee organization (Name of GOPA holder)
- (ii) Name of the CRS-
- (iii) Location of the CRS (postal address) -
- (iv) District of the CRS-
- (v) Contact Person's name-
- (vi) Contact Person's mobile phone no.-
- (vii) Contact Email Id-
- (viii) Validity of GOPA-
- (ix) Validity of WOL-
- (x) Date of operationalisation of station:
- (xi) Unique I.D. No. of NGO Darpan Portal of NITI Ayog:  
(Only for private institution)

### **B: Content:**

- 1) Please **tick** the themes on which content was produced and broadcasted by the CRS:
  - a) Women empowerment
  - b) Agriculture
  - c) Health
  - d) Education
  - e) Environment
  - f) Social Welfare
  - g) Community Development



- h) Amrit Kaal
- i) Promotion of Local Art & Culture
- j) Gender sensitization
- k) SDG Goals
- l) Mission LIFE

2) Please provide brief description of the each episode applied:

i	Theme of the episode	
ii	Duration of episode	
iii	Date of broadcast	
iv	Language	
v	Description of programme	
vi	What was the level of participation of the community	100 words approx
viii	Did it run in a series mode? Was it a onetime broadcast	
ix	How did you link the programme with the local community	100 words approx
x	Impact on the community-how did you measure the same	100 words approx
xi	Format of the Programme:-e.g. Drama/Skit/Radio documentary/ Discussion etc.)	

**C: Enclosures /Checklist:**

- I. Pen drive containing the programme in MP-3 Format
- II. Copy of valid WOL
- III. Copy of PAN card
- IV. Cancelled Cheque (please ensure PAN and Account Number are in the name of Licensee CRS)
- V. No duplication of grant certificate
- VI. Undertaking in the enclosed Proforma
- VII. Utilization Certificate on the letter head of the organization in the enclosed Proforma



**D: Important Instructions:**

- I. Only operational CRSs are eligible to apply.
- II. The programme should have been broadcasted in the last 6 months from the date of application.
- III. Duration of each episode shall not be less than 15 minutes.
- IV. Content will be sent only in MP-3 Format in PenDrive.
- V. Financial Assistance will be given for maximum 12 episodes per year, per CRS.
- VI. Maximum grant will be of Rs. 6000/- per episode and Rs. 250/- per episode for incidental charges per applicant.
- VII. The grant will be given only for the 1<sup>st</sup> time of broadcast.
- VIII. Programmes broadcast by the stations and submitted for support of content creation shall be treated under Creative Common License (cc).

**E: 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 the Authorised Signatory

(Name & Designation)

Date:

Place:

Office Seal



**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 licensee organization):.....

Having registered office at:

(Address):.....has  
not obtained financial assistance for the same  
equipment in the last.....year(s)  
from any other Ministry or Department of the Government of India or  
State Government and Private Institutions.

Signature:

Name of the Authorized Signatory:

Designation:

Contact details (including E-mail):

Date:

Place:





## **UNDERTAKING**

**[On the letter head of the Organization]**

The applicant hereby declares that the programme submitted by the station is an original work is in no way whatsoever a violation of any existing copyright, that it does not contain anything contravening any provisions of law, objectionable, indecent or libelous. Programmes broadcast by the station and submitted have not been made by any sponsorship/commercial support from any Government and Private Institutions.






## UTILIZATION CERTIFICATE

**[On the Letter Head of the Organization]**

This is to certify that all programmes submitted by.....(name of the application organization and name of CRS) to the Ministry of Information and Broadcasting have been broadcasted and fulfilling the terms and conditions of the guidelines as defined by the Ministry.

Further, grant be released for the programme broadcasted @ Rs. 6000/- per episode for.....episodes and Rs. 250/- as an administrative charge per episode for .....episodes. The total grant amount is Rs. ....

  
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