

No. U/16/23/2021/PMU/CRS
Government of India
Ministry of Information and Broadcasting
Shastri Bhawan, New Delhi
CRS (CELL)

Dated: 27 January 2022

Subject: Inviting of Entries for the 9th National Community Radio Awards for FY: 2021-22.

The National Community Radio Awards were instituted in the year 2012, to promote better programming on CRS, in five (5) categories. The various categories of awards act as a nudge for the Community Radios to develop programmes on those aspects. The awards promote a culture of sustainability, innovation and citizen-participation. However, in line with the vision of the Hon'ble Prime Minister of transforming the entire ecosystem of awards conferred by the Government of India for building credibility and trust by focusing on merit, objectivity, transparency, people-participation, simplicity, efficiency and use of technology, and further raise the prestige of the awards. The five categories of awards have now been merged into four (4) categories, which are as follows:

- i. **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.

- ii. **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?
- iii. **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?
- iv. **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

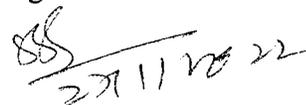
2. Each category will have First, Second and Third prize of Rs. 100000/- Rs.75, 000 and Rs.50, 000 respectively.

3. The last date for receipt of entries is 28 February 2022. The guidelines for National CR Awards and prescribed proforma to send entries are attached with this circular. Separate proforma should be furnished for each entry. Any violation of the guidelines will disqualify the entry.

4. Entries, along with all relevant documents and audio files of programme (in MP 3 format only), may be sent preferably via email at: crscell-moib@nic.in by 28th February 2022 by 05.30 P.M. Entries for Sustainability Model Award do not require audio files). Please mention specific subject line in the subject section of your email.

5. A Jury constituted by the Ministry will decide which stations deserve to be awarded. The decisions of the Jury will be final and binding and will not be reversed under any circumstances.

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



Gaurishankar Kesarwani
Additional Director (CRS)

To

MIB Website, All functional Community Radio Stations
UNICEF, UNESCO, Community Radio Association (CRA), Federation of Community Radio Stations (FCRS).

National Community Radio Awards – Guidelines thereof

- i. Entries from Community Radio Stations which are continuously operational at least for the last one year as on 31.01.2022 only shall be considered. Each entry should be sent in the prescribed proforma, a copy of which is attached herewith, along with all details/documents motioned in the proforma/guidelines.
- ii. Separate proforma should be furnished for each entry.
- iii. 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.
- iv. The same programmes should not be sent under different categories.
- v. Programmes produced by Community Radio Stations only will be accepted for awards.
- vi. The programme should not be produced by professionals/or professional voices.
- vii. The programme should not have won any other Govt. award.
- viii. The programme should have been actually broadcast by the Radio Station between 01.04.2021 to 31.01.2022. Entries of programmes which are under-production or have not been broadcast between this dates will not be accepted.
- ix. 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-please highlight each entry). **Entries with unsigned log books will be disqualified.**
- x. Entries in languages/dialects other than English and Hindi must be accompanied with a brief (250 words) translation/summary in English/Hindi.
- xi. 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. Programmes more than 15 minutes will be treated disqualified.**
- xii. 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.
- xiii. Payments for prizes shall be issued in the name of Community Radio Station/parent organization only.
- xiv. 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.
- xv. Decision of the Jury will be final.
- xvi. Entries, along with all relevant documents and audio files of programme (in MP 3 format only), may be sent preferably via email at: crscell-moib@nic.in by 28th February 2022 by 05.30 P.M.
- xvii. Entries received after due date shall not be accepted.
- xviii. Community Radio Station, after being awarded the prize, in a certain category, will be considered ineligible for being awarded in the same category for the next three years.



PROFORMA

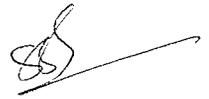
Proforma for submitting entries for 9th Community Radio Awards -2021-22

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 the 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 the logbook signed and stamped by the Station in-Charge indicating/highlighting date & 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. Programmes broadcasts only between 01.04.2021 to 31.01.2022 should be submitted.

A handwritten signature in black ink, consisting of a stylized initial 'S' followed by a long horizontal line extending to the right.