

No. 803/114/2012-CRS  
Government of India  
Ministry of Information and Broadcasting  
Shastri Bhawan  
New Delhi

Date: 14<sup>th</sup> December, 2012

The National Community Radio Awards were instituted in 2012 in following 5 categories to promote better programming on CRS.

- 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 episodes on a particular theme that has relevance to the community. 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) How the theme was chosen?
  - b) How was it executed?
  - c) Details of the format used
  - d) What was the local relevance of programme
  - e) Local participation.


\* Any case study or report on the program would help.

- ii) **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. 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.
- 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.

- iv) **Most Creative/Innovative Programme Content Award:** Purpose of this award is to encourage Community Radio Stations to experiment/devise new formats of programme, presentation or adaptation of traditional communication formats to convey development concerns to the community with greater impact. The program should be novel, original and innovative. It should have an element of community participation and relevance to community. The award could be given even on technical basis of the innovative idea.
- v) **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 in respect of (a) Source of funds, (b) Sustenance model (c) Agency from where support was received.**
2. The Second National Community Radio Awards will be presented during the 3<sup>rd</sup> National Sammelan which is being organized at Vigyan Bhawan, New Delhi, from 15<sup>th</sup> to 17<sup>th</sup> February 2013.
3. Each category will have First, Second and Third prize of Rs. 50,000, Rs.30,000 and Rs.20,000 respectively.
4. The last date for receipt of entries is 15<sup>th</sup> January, 2013. The guidelines for National CR Awards and prescribed proforma to send entries are attached with this circular. Any violation of the guidelines will disqualify the entry.
5. **Entries, along with the CD of programme in MP 3 format, may be sent latest by 15<sup>th</sup> January 2013 by 05.30 P.M. at the following address. (Entries for Sustainability Model Award do not require any CD to be attached.)**

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

6. 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.
7. For any further information kindly contact Mr. Inderjeet Grewal, Deputy Director at 011-23385021/09868886438.

  
Supriya Sahu  
Joint Secretary (Broadcasting)

All functional Community Radio Stations

### **National Community Radio Awards – Guidelines thereof**

- i) Entries from community radio stations which are continuously operational at least for the last 6 months as on 30.11.2012 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. Separate proforma should be furnished for each entry.
- ii) 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.
- iii) Programmes produced by Community Radio Stations only will be accepted for awards.
- iv) The programme should not have won any other Govt. award.
- v) The programme should have been actually broadcast by the Radio Station between 01.01.2012 to 30.11.2012. Entries of programmes which are under-production or have not been broadcast will not be accepted.
- vi) 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).
- vii) Entries in languages/dialects other than English and Hindi must be accompanied with a brief (150 words) translation/summary in English/Hindi.
- viii) The Programmes in MP 3 format (between 10 to a maximum of 15 minutes) need to be sent in a CD by Speed Post/Registered Post.
- ix) 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.
- x) Demand draft/cheques for prizes shall be issued in the name of community radio stations only.
- xi) 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.
- xii) Decision of the jury will be final.
- xiii) Entries, along with the CD of programme in MP 3 format, may be sent latest by 15.01.2013 by 05.30 P.M. at the following address.

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

## PROFORMA

### Proforma for submitting entries for Community Radio Awards -2013

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 :
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) :
9. Duration of Programme (in minutes) :
10. Date of broadcast of progame  
(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: