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a Community
Radio Station



MANBHUM ANANDA ASHRAM
NITYANANDA TRUST

Background:

MANT has been selected by UNICEF, on the basis of the recommendation of the District Administration (SBCC Cell, Purulia), to be assigned the task of establishing a Community Radio Station, the first ever of its kind in West Bengal with a target population of 1 lakh within a radius of 15 km in the Block of Puncha, Purulia known for its abiding poverty and backwardness. Accordingly, the project got initiated in the month of October 2010 and since then the project has been enjoying financial support from UNICEF. Now UNICEF is likely to withdraw its financial input from November, 2014.

Vision:

A society where the community fully realises its potential through a sustaining chain of information in achieving an improved mode of living.

Mission:

- 1)** Provide knowledge relevant to improving people's lives triggering stable social and behavioral changes.

- 2)** Motivate the community to take action and challenge the detrimental norms pertaining to health, education, sanitation and social protection.

Sharp Features of the Project Area:

- i.** Mono-crop agriculture - no irrigational facilities
- ii.** Rate of colostrums & breastfeeding & pulse-polio administration are high
- iii.** Deep-rooted Gender disparity prevails
- iv.** Undeserved in respect of Health
- v.** Poor hygienic behaviour and malnutrition
- vi.** Growing gap between the rich and the poor
- vii.** Unequal access to resources

Perspective:

The radio, in fact, a Communication for Development (C4D) initiative for mass reach - the only option available in this under-developed zone of a legendary backward district - that aims at making life - enhancing, life - saving knowledge easily available to everyone living within a radius of 15 km.

Why CRS?

- Build up awareness, through the mode of education and entertainment (EE) designed by, for and with the community.
- Understand the social problem in all its complexity and simplify it into an easily transferable message.

Overall Achievements Updated:

- i.** Establishment and furnishing of the state-of-the-arts studio completed.
- ii.** Basic ideas regarding CR, its importance, purpose and usefulness, could be incorporated in the community, including the most backward "Sabar" community.
- iii.** Appropriate skills in conformity with demand of the project could be instilled in the staffs.
- iv.** Staffs have been made to understand their duties and responsibilities.
- v.** Through the CNA and the FGDs, the cultural propensities of the community could be ascertained and the tentative list of the future performers could be prepared.
- vi.** 500+ youths including women members of 30 SHGs oriented to have a creative interest in the community radio based 'edutainment' programs in the target villages.
- vii.** 30 numbers of volunteers could be trained in the production process.
- viii.** 16 community members oriented to own the responsibility of running the CR.
- ix.** Letter of intent received from MoIB and applied for wireless frequency license.