



## **KAMALVANI 90.4 FM, COMMUNITY RADIO STATION KOLSIYA – Unique Trial in the Field of Education, & Socio-Cultural Awareness**

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### **Introduction of Community Radio Kamalvani**

Developments in the field of science and technology while paving way for too many revolutions on the one hand resulted in serious environmental problems on the other. At this juncture, the role of community radios becomes pertinent in spreading educational & socio-cultural awareness. The approach to edutainment can be a very promising one in creating educational & socio-cultural awareness through community radio station. Community Radios are one of the most perfective accompaniments with the morning, cup of tea.



In this sequence Kamalvani 90.4 FM is a new born Community Radio Station operated by an NGO, Kamalnishtha Sansthan. It was licensed and aired on 22 November, 2012. It is located in Kolsiya village of Nawalgarh Tehsil of Jhunjhunu

district, Rajasthan. This region belongs to the Shekhawati belt of the incredible state filled with variety colors of traditions and culture. The surrounding area is widely populated with hills around. The station ranges to approx. 80 villages of Shekhawati region. The nearest town to the station is Nawalgarh which is famous for the glory of old haweli's painted with colorful fresco art on the walls. The major part of surrounding community people, consists of villagers with a part of college students located nearby. The major source of income generated comes from handicrafts and a part from farming and other resources. Since long the handicraft products of the area are being exported to the different parts of the world.

This Community Radio Station is situated in such a rural area where illiteracy has been eliminated to a satisfactory extent but a large sect of population is unable to carry on education due poverty, early marriage of girls, agricultural background, lack of awareness and geographical situations. In this area the students from the lower classes usually drop their education after achieving literacy because they need to support their families in earning livelihood. A large number of women married before completing their education, have to discontinue their education though they are desirous to increasing their qualification if they are given a chance without much cost and time. The young farmers, who have been literate recently, often like to come for further education because they have realized the importance of education and the insufficiency of their reading and writing skills.

### **Objectives of Kamalvani**

Keeping these factors in mind Kamalvani 90.4 FM deciding these objectives as the task to inform and educate the masses and society about –

1. Qualitative & Quantitative Education
2. Health, Hygiene and Sanitation problems
3. Family welfare system
4. Child and maternal health
5. Social Evils Eradications
6. Cultural Values
7. Folk songs and cultural heritage
8. Traditional customs of the society and the welfare aspect of the society and masses to bring changes in existing practices habits of the peoples.

## Main Activities of Kamalvani



Keeping these factors in mind the programs are been generated on different issues and topics related to community with a total of eight hours of broadcast (four fresh + four repeated) in a day. **Aapri Chaupal, Apni Dharti Apne Log** provides an interactive platform to the community. **Masti ki Paathshala, Tarunai ke sapne & Sonchriya** slot ensures student participation. **Kaya Ra Sukh & Sanjivini** focuses on health, whereas **Sangini** diverts attention towards women empowerment, child marriages and awareness of women related issues. A detailed category of programs is mentioned under. All these programs are been produced with active participation of community members, experts, guests and other resource persons.

### Program Structure of Community Radio Kamalvani

Topic	Related Programs
Folk Music, Art & Culture	Satragi, Aapni Dharati-Aapne Log, Padharo Mhare Desh,
Health	Kaya Ra Sukh,
Women empowerment	Sangini, Kanoon Ki Baat, Pragyawati
Sanitation	Kuchh Baate-Kuchh Geet,
Agriculture & Vet	Apni Chopal, Gaon-ne-Sambhalo
General awareness	Kuchh Baate-Kuchh Geet, Hulchul Ados-Pados Ki,
Education	Masti Ki Pathshala, Sonchirayya, Radio Maths
Environment	Sanjivni, Dharati Meri Dharati
Youth – Career & Counselling	Tarunai Ke Sapne, Charchika, Jabarjang, Hunar hai to Kadar hai

## Our Approach



Due to its geographical location of Kamalvani 90.4 FM covered a wide area of Shekhawati region in Rajasthan state with a variety of societal groups. Its catchment area spreads in two districts i.e. Jhunjhunu and Sikar and covers more than 30 million peoples, whereas the Kamalvani 90.4 FM is only radio station. Following tables indicate the broadcasting area profile:

**A. Catchment Villages of Community Radio Kamalvani**

District	Tehsil/Block	No. of Towns	No. of Villages	Population
<b>Jhunjhunu</b>	Nawalgarh	02	35	6,00,000
	Mandawa	01	30	3,50,000
	Jhunjhunu	01	24	4,00,000
	Udaipurwati	02	30	3,50,000
<b>Sikar</b>	Sikar	01	12	3,50,000
	Piprali	01	18	3,50,000
	Srimadhapur	02	12	3,00,000
	Laxmangarh	01	18	3,00,000
<b>TOTAL</b>				<b>30,00,000</b>

**B. Classification of Target Listeners**

Category	Population
Artisans	200000
Farmers	500000
Women	400000
Soldiers	100000
Students	250000
Professionals	150000
Business Persons	250000
Others	11,50,000
<b>TOTAL</b>	<b>30,00,000</b>



For Radio Programs are mostly created, designed and broadcasted by community persons. The community/masses will be motivated / persuaded to adopt the new practices of society for the betterment of their life and living. In planning of such programmes peoples participation would be

sought. The Radio will not impose its own views on the masses but will prepare them to think themselves for better life and new dimensions of the society.

**Way to foster the welfare system**

The programme will be planned and produced by community – For this purpose the community people will be given basic training through need based contexts will be planned to identify local needs and requirements to prepare programmes accordingly jointly by Radio and Community. Such type of programme will be mostly being **O.B. based.**

### Specific Project for Women’s Rights and Empowerment

Kamalvani Community Radio Station 90.4 FM has been working for empowerment of half of the society (empowerment of women) through different IEC activities. The dimensions which we cover in our Radio Programs are Women empowered to contribute to political, economic, and social change/development”. Kamalvani 90.4 FM intents on ensuring that without gender biasness, women’s must have equal rights.



The whole team of Kamalvani 90.4 FM is committed to addressing gender disparities through the adoption of a mainstreaming approach in all initiatives and broadcasting and given opportunities Women’s Empowerment by Legal Aid, Family Courts, ICT for Sustainable Development through our regular program

SANGINI & KANOON KI BAAT.

### Cooperation with Local Authorities and Institutions



Yes, Kamalvani 90.4 FM works as a collaborative plat-form for people and administration. Our both grass root and upper level administration work together through radio programs. These programs are mostly in Phone-in-program, Live Program or Interview/discussion based programs. Rajasthan High

Court, Jaipur also send us regular programs on different legal issues recorded by Hon’ble Judges of High Court. In our Radio programs, local police administration, disaster department, district administration are also involved in these programs.

### Future Perspectives of Kamalvani



As mentioned above Community Radio Kamalvani is a newly established Community Radio Station with a fresh Broadcast of four hours and four hours repeat. Since then we have been able to mobilize our community to participate in radio programs. Now we have experienced that the broadcast hours of the station is less and the community is repeatedly demanding for more hours of

broadcast. Thus we are now planning to extend the timings with an increase in program production. It is also been proposed to start a phone-in-program but it is kept pending due to lack of technical equipment. With these perspective's Kamalvani will soon be expanding its broadcast hours.

### **Innovations of Community Radio Kamalvani**

1. Radio-Conferencing of Panchayati Raj Institution and schools addressed by collector/administrative officers through CR Station.
2. Installation of radio sets in school busses and other modes of transportation.
3. Provision of certificates for participants and resource persons.
4. Radio-Conferencing of Shekhawati based army persons posted nationwide. Connecting them to CR Kamalvani through messages and Phone-in's.
5. Radio Mathematics project 2017 for artisan women of Shekhawati Area.

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