

To

**The Secretary,**  
Ministry of Information & Broadcasting,  
Government of India,  
'A' Wing,  
**Shashtri Bhawan,**  
**New Delhi- 110001.**

**Sub: Submission of Application form along with the Project Proposal for Grant of Permission for Established up a Community Radio Station at Sakhigopal Village Sakhigopal G.P. Sakhigopal Block of Puri District, Odisha- regarding.**

Respected Sir,

Our Organization Sikhya-O-Sikhya has planned to setup a Community Radio Station at Sakhigopal Village Sakhigopal G.P. Sakhigopal Block of Puri District. The objective of the program is to communicate the Agriculture based problem solution and agro based knowledge & skilled development through this Radio Station for the innovative techniques of cultivation.

So our Organization is submitting the project proposal along with the fill up application form to the Ministry for giving permission in favor of the above named Institution. This community radio will make available more efficiently a way for meaningful of appropriate communication matter for the said beneficiaries.

Anticipating your early communication in this matter is highly solicited.

Thanking you.

Yours faithfully

**(Amiya Kumar Mohanty)**  
Secretary  
Sikhya-O-Sikhya,  
Bhubaneswar

**PROJECT PROPOSAL  
ON  
ESTABLISHMENT OF COMMUNITY RADIO STATION  
AT SAKHIGOPAL BLOCK OF PURI DISTRICT,  
ODISHA**

**Project Proposal Submitted to:**

**Ministry of Information and Broadcasting  
Govt. of India  
“A” Wing C.R.S. Cell. Room No.116  
Shastri Bhawan, New Delhi-110001**

**Submitted by:**

**SIKHYA-O-SIKHYA (SOS)  
Plot No. 18/A, B.J.B. Nagar, Bhubaneswar- 751 014  
Dist- Khurda, Odisha, India.  
Phone : 0674-2310659/2434449/2436311, Mobile : 9437484398  
Email : sos\_bbsr@yahoo.co.in,  
Website : www.jssbhubaneswar.org**

**APPLICATION FORM FOR GRANT OF PERMISSION FOR SETTING UP  
COMMUNITY RADIO STATION (FM)**

**(Seven Copies to be submitted)**

<b>1.</b>	<b>Name of the Institution/ Organization</b>
	SIKHYA-OSIKHYA (SOS)
<b>2.</b>	<b>Details of Location</b> Address Line 1 ..... Line 2 ..... Line 3 ..... City ..... State..... Pin Code..... (In the case of educational institutions, the FM Transmitter and Antenna should be located within the premises of educational institution. In all other cases, the FM Transmitter and Antenna should be located within the geographical area of the community to be served. Please indicate the name of the village/town/area etc. where Transmitter & Antenna is to be located and the entire area of service to be covered by the Community radio along with a map). Mobile FM transmitter and antenna is not permitted.
	SIKHYA-O-SIKHYA (SOS) Plot No. 18/A, B.J.B. Nagar, Bhubaneswar-, Dist- Khurda, Odisha, India, Pin Code-751 014 The profile of the area, which is covered by CRS is attached.
<b>3.</b>	<b>Mailing Address for Communication</b>
	MR. AMIYA KUMAR MOHANTY SECRETARY SIKHYA-O-SIKHYA (SOS) Plot No. 18/A, B.J.B. Nagar, Bhubaneswar- 751 014, Dist- Khurda, Odisha, India. Phone : 0674-2310659/2434449/2436311, Mobile : 9437484398 Email : sos_bbsr@yahoo.co.in,
<b>4.</b>	<b>Local Address, if any (of Delhi)</b>
	NO
<b>5.</b>	<b>Name of the Head of the Institution/ organization</b>
	MR. AMIYA KUMAR MOHANTY SECRETARY
<b>6.</b>	<b>Name, designation and address of the authorized signatory responsible for complying with the terms and conditions of the Grant of Permission Agreement (GOP A): (Details to be furnished as per Annexure-II)</b>
	MR. AMIYA KUMAR MOHANTY SECRETARY SIKHYA-O-SIKHYA (SOS) Plot No. 18/A, B.J.B. Nagar, Bhubaneswar- 751 014, Dist- Khurda, Odisha, India. Phone : 0674-2310659/2434449/2436311, Mobile : 9437484398, Email : sos_bbsr@yahoo.co.in, Website : www.jssbhubaneswar.org

7.	<b>Details of the organization and members of the Governing Body:</b> (Please furnish details of members along with bio-data of each member as per Annexure-II)
	<b>Please find attached as Annexure II</b>
8.	<b>Affidavit (Annexure-I) Furnish the following details in case of:</b>
(A)	<b>EDUCATIONAL INSTITUTIONS:</b> Whether the educational institution is government/private or govt. aided: Whether recognized by: (i) Central Government (ii) State Government (Please furnish details along with documentary proof) Give a profile of the Institution: Details of the Community/Area proposed to be served? (enclose an area map indicating the entire area of service to be covered by the Community Radio) Please furnish documents (like certificate under section 12-A of Income tax Act or any other document) in support of the institution being "Non Profit" as certified in Para 6 of the Certificate
	NIL
(B)	<b>AGRICULTURAL/ UNIVERSITY/ ICAR INSTITUTION/ KRISHI VIGYAN KENDRA:</b> (i) Whether the Institution/ Organization is private /govt. aided: (ii) Whether recognized by: (a) Central Government (b) State Government (Please furnish details along with documentary proof) (iii) Give a profile of the Institution: (iv) Details of the Community/Area proposed to be served? (enclose an area map indicating the area of service to be covered by the Community Radio)
	NIL
(C)	<b>NON PROFIT ORGANISATIONS/ VOLUNTARY ORGANISATIONS:</b>
(i)	Whether registered under Societies Act or any other such act relevant to the purpose: Please furnish details and enclose attested copy of the registration certification.
	Copy of registration certificate is enclosed.
(ii)	Whether completed 3 years of registration at the time of application:
	YES
(iii)	Enclose a copy of the Memorandum of Article of Association:
	<b>Please find attached as Annexure- IV</b>
(iv)	Enclose certified copies of the balance sheet for the last three years of the Organization/ NGO/ Civil Society Organization
	<b>Please find attached as Annexure -V</b>
(v)	Whether received grant from the Central Govt. / State Govt. / Multilateral agencies? ( if yes, please give details with supporting documents)
	<b>Enclosed</b>
(vi)	Give a profile of the Organization including past achievements, community based projects undertaken.
	Attached three years activity report.

(vii)	Details of the Community/Area proposed to be served? (Enclose an area map indicating the entire area of service to be covered by the Community Radio)
	<b>ATTACHED</b>
(viii)	Objective sought to be achieved by setting up the CRS
	<ul style="list-style-type: none"> <li>• It makes available the culture of information among the community stakeholders.</li> <li>• It makes available precious &amp; suitable information and data about the problem and necessity of community &amp; the people living in the area.</li> <li>• It makes available multitude of key information that are necessary for the communities especially farmers, wages of labors and people engaged in unorganized sector.</li> <li>• It makes available speedy and suitable information and knowledge.</li> <li>• It makes available remedy of social, economic and educational problems and provides appropriate agro- based information at the right time.</li> <li>• It makes available need of farmers for their development in new agriculture technologies &amp; makes them aware for better crop production.</li> <li>• Mostly Community Radio Station is the means of communication and opportunities to get the information, Govt.'s plan program on agriculture and agro based facilities for the targeted area.</li> </ul>
	<b>OTHER GENERAL INFORMATION TO BE PROVIDED BY ALL APPLICANTS</b>
<b>9.</b>	<b>i) State the (i) Power of the FM radio transmitter: (Up to 100 watt ERP is generally permitted. In exceptional case, up to 250 Watt ERP could be considered subject to the conditions laid down in the guidelines.)</b>
	100 Watt ERP
(ii)	Height of the tower (Max. 35 meter and Min. 14 meter above the ground level permitted):
	25 Meter
<b>10.</b>	<b>Location of the FM transmitter &amp; Antenna</b>
(i)	Geo-coordinates of the location (in degrees, minutes and seconds) 85o 9' to 86o 25' East 19o 28' to 20o 10' North3479.0
(ii)	Height above mean sea level (AMSL in meters) (In the case of educational institutions, the FM Transmitter and Antenna should be located within the premises of educational institution. In all other cases, the FM Transmitter and Antenna should be located within the geographical area of the community to be served. Please indicate the name of the village/town/area etc. where Transmitter & Antenna is to be located and the entire area of service to be covered by the Community radio along with a map). Mobile FM transmitter and antenna is not permitted.
	<b>Attached in annexure- III</b>
<b>11.</b>	<b>Nature of types of programs to be broadcast</b>
	This community Radio Station is meant for to communicate the agricultural based information to the community. The local cultural program and songs people can get easily in their door steps. It will also include Agriculture, Innovative cultivation, production, Marketing facilities of agricultural goods,

	<p>Govt. Messages, local language songs etc. It will also make available local and national news in local language. It will also provide information to the farmers about different type of seeds, type of cultivation in different areas correct crop growing so that the community can get knowledge easily do more production.</p> <p>By setting up Community Radio Station it will be nearer by the Govt. between the people for sharing their problem and its easy solutions.</p>
<b>12.</b>	<b>Language(s) in which program is to be produced/ broadcast</b>
	Oriya languages.
<b>13.</b>	<b>Number of Hours proposed to be broadcast</b>
	The hours proposed to be broadcast in the Community Radio Station every day will be approximately 2 to 3 hours and on Sundays and other holidays the programmed will be like other days and also a small number of more hours will be there as people will get more time on those days to hear the program of the radio and can be relaxed. According to the necessity or the public demand the program will be broadcast.
<b>14.</b>	<b>Source of content ( own/ acquired)</b>
	In the community where Community Radio Station is to be established are comprise of sufficient resources but at the same time resources are to be acquired depending upon the demand and the feature of programmed planned for broadcast. The public contribution and political donation will be the main source funding.
<b>15.</b>	<b>Profile of the community located in 10 km radius of the institution &amp; their problems</b>
	Attached in annexure- III
<b>16.</b>	<b>How your programs are going to help the targeted community</b>
	The Community Radio Station will provide information agriculture, cultivation, Marketing facilities, the rate of agricultural products, soil based production and fresh market value of goods and Govt. massage on various plan program and mainly up-to-date source to put across them which will help the community people for their development and expansion. They will get modern resources for getting information and relation. The programs of the community radio station will be sociable and significant to all section of people in the surrounding area. They will get modern resources for getting information and relation. The programmed of the community radio station will be sociable and significant to all section of people in the surrounding 10 Kilometer area.
<b>17.</b>	<b>How you propose to involve the local community in the production of programs and management of CRS</b>
	We have planned to give training to local educated community for function and management of the Community Radio Station. Making documentary audio film on local language on the local people who cultivated in indigenous system and success in this method. Collect the information locally and the nearby station and involve the local community to share and interaction program.
<b>18.</b>	<b>Have you made any survey amongst the community about the need for setting up CRS and the requirements of the targeted population? Give brief details</b>

	<p>Our organization have surveyed the local area for setup the CRS, though this is an agricultural based area. This is a coastal area. Agriculture is the main source of income. We had surveyed the area but the community is not aware about the CRS. But after hearing from our organization team about CRS they are very much interested to set up the community radio station in their area. It is justified to setup a CRS in this locality for communicating the social, economical, cultural development of this community. Puri District is an agro based area. Majority people are depending on agriculture for their survival. The local people will be benefitted more through this community Radio Station.</p>
<b>19.</b>	<p><b>Details of sources of funding and amount proposed to be invested for -</b></p> <p>a. Setting up of infrastructure</p> <p>b. Maintenance</p> <p>c. Program production</p>
	<p>The financial support is very important for Establishment a better community radio station. Our Organization will arrange the money from Industrial Sector, Political sectors i.e. Lad funds, donation from Foreign Donors, International funding and the public Donation. Though this program is community based program and the grassroots people will be benefitted only so each people of this area should come forward to establish this Radio Station.</p>
<b>20.</b>	<p><b>Foreign Aid, if any</b>  <b>(Foreign aid permitted only from multilateral agencies. Please attach a copy of the FCRA clearance.)</b></p>
	<p>NIL</p>
<b>21.</b>	<p><b>Details of the processing fee:</b>  Attached Demand Draft No..... dated.....for Rs. 2500/ towards processing fee drawn on (name of the bank, branch) in favour of Pay &amp; Accounts Officer, Ministry of Information &amp; Broadcasting, New Delhi  (Please note that the DD must be payable at Delhi/New Delhi only)</p>
	<p><b>Attached Demand Draft for processing fee</b>  DD No. : <b>019692</b>  Dated : <b>27/12/2013</b>  Amount : <b>2500/-</b>  In favor of Pay &amp; Accounts Officer, Ministry of Information &amp; Broadcasting, Govt. of India</p>

**Profile of the community located in the 10 km of the area:**

The economic condition of the district is ordinarily affected because of the continual visitation of natural calamities like: flood, cyclone and drought, Heat wave, causing devastation in the fertile region as well as loss of lives and properties in some parts of this district every year. About 65% of the population in the district live in rural areas and depend largely on agriculture for their livelihood, which controls the socio economy of the district.

**Please attached the village list of the proposed area & nearby 10 kilometer for setting up the Radio Station.**

- **Village list**
- **Population list.**

**About Sakhigopal:**

Sakhigopal is a village in Puri subdivision located 19km away north of Puri town on the State Highway No. 8. Sakhigopal is surrounded by Sasans (Brahmin Settlements) and is hub of trade activity in Paddy and Coconuts. Pilgrims generally visit the place on the subway to Jagannath Temple at Puri. It is believed that one's pilgrimage to Puri is incomplete without a visit to Sakhigopal.

**Demographics:**

According to the 2011 census Puri district has a population of 1,697,983. The district has a population density of 488 inhabitants per square kilometre (1,260 /sq mi) Its population growth rate over the decade 2001-2011 was 13%-Puri has a sex ratio of 963 females for every 1000 males, and a literacy rate of 85.37%.

**Puri** is a city and the district headquarters of Puri district, Odisha, eastern India. It is situated on the Bay of Bengal, 60 kilometres (37 mi) south of the state capital of Bhubaneswar. It is also known as Jagannath Puri after the 11th century Jagannath Temple located in the city. It is a holy city of the Hindus as a part of the original Char Dham pilgrimages, of which the other legs are Dwaraka, Badrinath and Rameswaram. According to Hindu teachings, a pilgrimage of the temples of India is not considered complete without a journey to Puri.

Puri Beach is a popular beach resort. Sun Temple Konark is at distance of around 35 km from Puri

**Location & Geographical Area:**

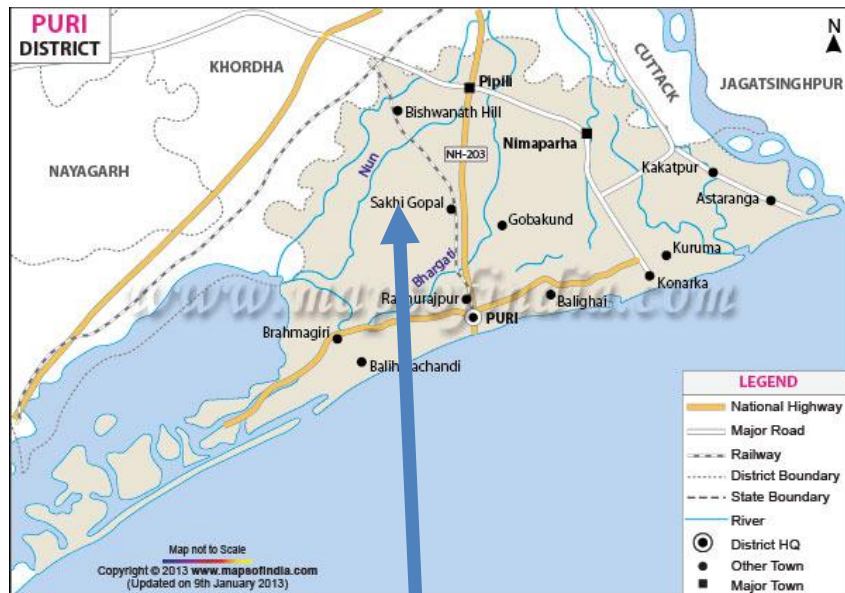
Puri district is one of the centrally located districts in Odisha. It lies between 85o 9' to 86o 25' East Longitude and between 19o 28' to 20o 10' North Latitude. It is bounded by the Khordha district in the North, Bay of Bengal in the South, Jagatsinghpur district in the East and Ganjam district in the west.



**MAP OF PROPOSED SAKHIGOPAL BLOCK OF PURI DISTRICT:**



**PURI DISTRICT MAP:**



## Topography:

The district as a whole can be divided into two de-similar natural division i.e.the literal track and alluvial tract. The literal track lies between the alluvial plains and the Bay of Bengal. It assumes a form of best belt of sandy ridges, which starches along the seashore for full length of the district ranging from a few hundred meters to 6.5 kms in width. It forms the dividing line between the Chilika Lagoon and the Ocean. The land of alluvial region is having densely populated villages and rice fields irrigated by a network of rivers & canals.

Sl. No.	Particular	Year	Unit	Statistics
1.			<b>Geographical features</b>	
(A)			Geographical Data	
i)	Latitude	Degree	85o 9' to 86o 25' East	
ii)	Longitude	Degree	19o 28' to 20o 10' North	
iii)	Geographical Area	Sq. Kms	3479.0	
(B)			<b>Administrative Units</b>	
i)	Sub divisions	2012	No.	1
ii)	Tehsils	2012	No.	11
iii)	Sub-Tehsils	2012	No.	-
iv)	Patwar Circle	2012	No.	-
v)	Panchayat Samitis(CD Blocks)	2012	No.	11
vi)	No. of Municipalities & Corporation	2012	No.	1
vii)	No. of NACs	2012	No.	3
viii)	Gram Panchayats	2012	No.	230
ix)	Census villages (Both Inhabited & Uninhabited)	2012	No.	1715
x)	Assembly Area	2012	No.	6
2.				
(A)			Sex-wise	
i)	Male	2011	'000	865
ii)	Female	2011	'000	833
(B)	Rural Population	2011	'000	1433
3.			<b>Agriculture</b>	
	Land utilization			
i)	Total Area	2010-11	'000 hectre	348
ii)	Forest cover	2010-11	'000 hectre	14
iii)	Non Agriculture Land	2010-11	'000 hectre	115
iv)	Barren & UnCulturable land	2010-11	'000 hectre	8

## **PROBLEM OF THE DISTRICT:**

### **Child Labor:**

One of the most serious problems is child labor in this backward region. Though the Odisha state government had decided to eradicate child labor till 2014, and had also stepped in various programs regarding the same. But the state is witness to a large number of poor tribal children working in various hotels, road sides and market places.

### **Unemployment:**

Unemployment: With the high rate of literacy the unemployment problem is also high in the district. Hence to overcome with the problem of unemployment the people tend to go in other states.

The total unemployment at present was 9.97 lakhs. During the year, the additional labor force was 1.87 lakh and the employment generation of 1.94 lakh. So the unemployment expected by the end of the 2004-2005 will be of the order of 9.90 lakh. But the government has decided to set a target of providing employment opportunity to 3.19 lakh youths in the current fiscal. As per the Live Register maintained by employment exchanges in the State, there are 6.16 lakh applications from individuals categorized as 'educated'. Only 2,239 were placed in jobs in 2002-03. This is only the tip of the iceberg because not all job-seekers register with these exchanges. It is only in the case of the educated unemployed who make the effort to get themselves registered at employment exchanges that a reliable figure of unemployment can be reached. What about school or college dropouts who have never heard of employment exchanges or who are not eligible for any government job. Due to poverty and neglected by the Govt. mechanistic majority young mass joined in the Naxal sangthan.

### **Migration:**

Due to lack of work major people are migrated to other state of India for search of job.

### **Dowry:**

Bride dowry is a very common custom of the region. It results in brides burning, suicide committed by the newly wedded women or in their killings. It is a very common practice to tease and harass the newly wedded women. Dowry torture and killings is spreading like common disease.

### **Health related problems:**

#### **Infant mortality & Maternal mortality rate:**

Infant Mortality Rate (IMR) is only 53 per 1,000 live births in urban areas as compared to 76 in rural areas, only 26.4 per cent of tribal children are immunized when compared to 43.7 per cent among the general population in the State and anemia is very high of 61.2 per cent among women.

One woman dies every seven minutes from complications related to pregnancy and child birth in India and in Odisha nine women die every day for the same reasons.

Other health problems are also available like: Malaria, Micronutrient Deficiency, Skin Infection etc.

### **Community Radio is a powerful means of communication:**

Radio is possibly the most efficient way to communicate with the poor and illiterate. Radio provides citizens with access to information, conduits to decision makers, opportunities to build local capacity, and can promote community empowerment. Grassroots radio stations often reach larger audiences in developing countries than do traditional radio stations, informing the poor and providing them a voice in public discourse, while helping communities organize on local issues. On April 30th, organizers of an initiative to support community radio came to the World Bank to discuss developing a manual for integrating community radio in World Bank-supported operations, as well as development of pilot projects.

Community media can be understood as referring to media projects and organizations which are independent, civil society based and operate for social objectives rather than for private financial gain. They are normally operated by community-based organizations, local NGOs, workers organizations, educational institutions, religious or cultural organizations, or by associations of one or more of these forms of civil society organization.

While community media can take many forms – for example, using cassette tape, video, public address systems and print – it is community radio which has particularly come to the fore as a medium which is accessible, low cost and, often, both popular and participatory.

The growth of community radio is a story of people and communities striving to speak out and to be heard. Community radio has provided a means of empowerment and of self-reliance. It has enabled people to engage in dialogue about their conditions and their livelihoods. And it has contributed to the defense of cultural and linguistic diversity. It is a story in which the pursuit of social and development goals has been deeply entwined with the struggle for human and political rights and particularly the right to freedom of expression.

In recent years there has also been a significant shift in the thinking of development professionals and development institutions from an excessive emphasis on market driven economic growth and technology transfer to a more people- centered discourse.

In this perspective voiceless and powerlessness have come to be seen as key dimensions of poverty while democracy, equity and civil rights are seen as not only intrinsically desirable but as directly contributing to the realization of human security, well-being and opportunity.

## **The function of community media:**

Local and community-based media have become recognized as having a particular role to play for people and communities facing poverty, exclusion and marginalization. They can assist in providing access to information and voice, including in local and vernacular languages. They can reinforce traditional forms of communication such as storytelling, group discussion and theatre and they can enable grassroots participation in policy-making and democracy. They use technologies which are appropriate and affordable. In doing so, they reach out to the most remote communities and to people from all walks of life.

The most widespread and accessible communications technologies remain the traditional media, particularly radio – an oral medium, one that is low cost and that is already receivable by 90 per cent of the world's population. For just a few thousand dollars worth of equipment, a community of 100,000 people or more can be served by a community radio station.

To understand the particular role of community radio we have to recognize the two dominant broadcasting forms in the world today, differentiated by public or private ownership.

There are some good models of publicly owned broadcasting with independent governance and editorial arrangements and a range of public interest programming. But many state owned public media are still not sufficiently independent of the government. Instead of truly serving the public interest they remain the instrument of the government in power. Instead of dialogue with their audience they maintain a one-way mode of communication.

There is almost no country in the world today that is not, by one means or another, also reached by private commercial media whether through the liberalization of broadcast licensing or through the rapid growth of satellite services. Private commercial media can contribute to the plurality of choice but they tend to pay little attention to the needs and concerns of the poorer sections of society. In many countries growing concentration of ownership has had the effect of reducing the diversity of private media. Media concentration has allowed powerful media corporations to emerge that wield enormous political influence while remaining accountable only to their private owners and the marketplace.

Today, however, in most countries and all of the regions of the world, a third form of media, community broadcasting, has emerged from civil society to find a place alongside the established public and private media. Community broadcasting can be considered a third sector of the media landscape - independent, with social and not commercial objectives.

Community broadcasting has developed in response to the needs of grassroots social movements and community-based organizations to find an accessible and affordable means to express their own issues, concerns, cultures and languages, and to create an alternative to the state-owned public broadcaster and the growth of private commercial media.

The existence and the practice of community broadcasting is an expression of a more participatory attitude to democracy and the growth of strong and dynamic civil society organizations. It can be considered a form of public service broadcasting, but this is public service broadcasting not from the top-down, but rather from the grassroots-up.

### **The development impact of community media:**

Despite widespread acceptance that the media can make a positive contribution to development, this is by no means assured. Media, in the hands of governments have been used as instruments of propaganda and indoctrination. In the hands of private oligarchs they have become vehicles in the service of elite interests. In the hands of political organizations they have been tools for division and sometimes conflict. In the hand of religious institutions they have been used to evangelize. Even where it is possible to show correlation between development goals and media activity, proving causality can be more difficult.

There are many case examples where community media has been linked directly to the pursuit of the Millennium Development Goals – improved livelihoods, promotion of gender equality, better health and education, combating HIV/AIDS, malaria and other diseases, contributing to environmental awareness and sustainability – however it is not always helpful to think of community media only in instrumental terms or to assess impact against a narrowly defined set of quantitative indicators. The most frequently stated benefit of community broadcasting is its impact in empowering poor people to speak for themselves.

Empowerment of people through community media is directly measurable through participation but its consequences for development are neither easy to measure nor possible to predict. There are in the region of 10,000 community broadcasters in the world today, many of them in Latin America, Europe and North America but with growing numbers in Africa, Asia and the Pacific. Most of them broadcast to rural communities or poor urban neighborhoods. They regularly have hundreds of direct participants – staff, volunteers, guests and listeners who phone-in – and audiences measured in the 10,000s and 100,000s.

Empowerment through community media can contribute to good governance by identifying corruption and holding leaders to account and it can contribute to sustainable development by enabling people to take control over their own livelihoods, identifying their needs and problems and providing access to knowledge and information to enable informed choices. By giving people voice, community media can also have important but less tangible impacts on quality of life, sense of community, shared culture and values and perceived security. In times of political turbulence and transition community media can provide a voice for ordinary people when state or commercial media are prepared to look the other way. In Nepal community broadcasters have been at the forefront of the defense of democracy in the face of an autocratic King while the state media has continued to relay government propaganda.

## **Awakening the people through Community Radio Station:**

Though community radio is still in its infancy in India, and despite the many bureaucratic hurdles needed to be crossed before a station can launch, it is delivering and paving the path for dissemination of information and creating awareness. Meant to address local issues, community radio reaches out to the common man, pinpointing issues not covered by national media.

Community radio is not only an empowerment tool, but importantly, a platform for people to represent themselves. Community radio allows people to shape their opinions.

Community radio has empowered different categories and marginalized communities. Through the initial stages of setting up the radio station, we were successful in breaking the barriers of caste that still exist in these regions.

Community radio empowers and restores confidence as well as serves as a mechanism of sustainability for cultures and citizens all around the world.

Community radio is an essential mean towards cultural, economic, social, and political sustainability, and therefore stability. The Indian women who share their knowledge and stories through radio represent possibilities that should and must be ubiquitous around the world.

## DECLARATION

- I/We Mr. Amiya Kumar Mohanty, Secretary, Sikhya-O-Sikhya(SOS) are duly authorized to sign this application for and on behalf of the Institution.
- L/We, Mr. Amiya Kumar Mohanty, Secretary, Sikhya-O-Sikhya(SOS) hereby certify that the above statements are true and correct to the best of my/our knowledge and belief.
- I/We, Mr. Amiya Kumar Mohanty, Secretary, Sikhya-O-Sikhya(SOS) hereby undertake to inform Ministry of Information and Broadcasting if any of the facts furnished above undergo a change in future.
- I/We, Mr. Amiya Kumar Mohanty, Secretary, Sikhya-O-Sikhya(SOS) undertake to abide by the program code of AIR including conditions laid down in Para 5 of Guidelines.
- I/We Mr. Amiya Kumar Mohanty, Secretary, Sikhya-O-Sikhya(SOS) undertake to preserve tapes/CDs or recordings of the broadcasts in any form for 3 months and provide the same to Government, as and when required.
- I/We, Mr. Amiya Kumar Mohanty, Secretary, Sikhya-O-Sikhya(SOS) undertake to comply with all the terms and conditions laid down in the Guidelines and such other instructions as may be issued by the Government from time to time.
- Affidavit as in Annexure-I and bio-data of members as in Annexure-II are enclosed.

(Signature of applicant)

(Name in Block letters)

Designation of Signatory

Place:

Date:



**CERTIFICATE/AFFIDAVIT**

1. I understand that this application, if found incomplete in any respect and/or if found with conditional compliance or not accompanied with the requisite processing fee, shall be summarily rejected.
2. I undertake to follow in letter and spirit the programme code being followed by AIR or any other code(s), which may come into force any time.
3. I understand that if at any time any averments made or information furnished for obtaining the permission is found incorrect, my application shall be liable to be rejected and any permission granted on the basis of this application shall be liable for termination.
4. I certify that the institution/organization shall not undertake transmission of sponsored programmes except the programmes sponsored by Central & State Governments and other organisations to broadcast public interest information.
5. I certify that the institution/organization shall undertake limited advertising and announcements relating to local events, local businesses and services and employment opportunities and the maximum duration of such limited advertising shall not exceed 5 (Five) minutes per hour of broadcast.
6. I certify that the institution/organization is a 'Non-Profit' entity.
7. I certify that the revenue generated from such advertisement and announcements shall be utilized only for the operational expenses and capital expenditure of the CRS. I certify that after meeting the full financial needs of the CRS, surplus amount shall, with prior written permission of the Ministry of Information & Broadcasting, be ploughed into the primary activity of the organization i.e. for education in case of educational institutions / for furthering the primary objectives for which the NGO has been established.
8. I hereby certify that after issue of Letter of Intent (LOI) by the granter and having obtained the SACFA clearance from WPC wing of Ministry of Communication & IT, I shall sign the Grant of permission agreement (GPOA) for Community Radio Broadcasting with Ministry of Information & Broadcasting. I undertake to comply fully with all the terms and conditions therein; failing which the granter may terminate/revoke/cancel the agreement.
9. I certify that to the best of my knowledge and belief, the statements made in this application are correct. I understand that the Government of India reserves the right to revoke the permission if at any time any statement made is found to be false and to have been made by me or any member or any officer knowing it to be false.

Signature and name of the authorised signatory



**ANNEXURE –II**

**Details of members/ authorized signatory**

1.	Name:-	
2.	Date of birth:-	
3.	(i) Name of Father (ii)Name of Mother	
4.	Nationality:-	
5.	Permanent Address:-	
6.	Residential Address:-	
7.	Official Address:-	
8.	Passport Number (if any):-	
9.	Qualification:-	
10.	Experience:-	

1.	Name:-	
2.	Date of birth:-	
3.	(i) Name of Father (ii)Name of Mother	
4.	Nationality:-	
5.	Permanent Address:-	
6.	Residential Address:-	
7.	Official Address:-	
8.	Passport Number (if any):-	
9.	Qualification:-	
10.	Experience:-	

1.	Name:-	
2.	Date of birth:-	
3.	(i) Name of Father (ii)Name of Mother	
4.	Nationality:-	
5.	Permanent Address:-	
6.	Residential Address:-	
7.	Official Address:-	
8.	Passport Number (if any):-	
9.	Qualification:-	
10.	Experience:-	

1.	Name:-	
2.	Date of birth:-	
3.	(i) Name of Father (ii)Name of Mother	
4.	Nationality:-	
5.	Permanent Address:-	
6.	Residential Address:-	
7.	Official Address:-	
8.	Passport Number (if any):-	
9.	Qualification:-	
10.	Experience:-	

1.	Name:-	
2.	Date of birth:-	
3.	(i) Name of Father (ii)Name of Mother	
4.	Nationality:-	
5.	Permanent Address:-	
6.	Residential Address:-	
7.	Official Address:-	
8.	Passport Number (if any):-	
9.	Qualification:-	
10.	Experience:-	

11.	Name:-	
12.	Date of birth:-	
13.	(i) Name of Father (ii)Name of Mother	
14.	Nationality:-	
15.	Permanent Address:-	
16.	Residential Address:-	
17.	Official Address:-	
18.	Passport Number (if any):-	
19.	Qualification:-	
20.	Experience:-	

1.	Name:-	
2.	Date of birth:-	
3.	(i) Name of Father (ii)Name of Mother	
4.	Nationality:-	
5.	Permanent Address:-	
6.	Residential Address:-	
7.	Official Address:-	
8.	Passport Number (if any):-	
9.	Qualification:-	
10.	Experience:-	

**Signature and name of the  
authorized signatory  
(Office Seal)**

## **EXPECTED OUTCOMES:**

The successful formation of CRS would be flourished in giving enormous benefits to the community people in every sphere of their life. The program would not only intend to provide them information on agriculture but also look forward for a drastic change in their socio-economic life.

### **The major outcomes of CRS are expected as follows:**

1. The tribal people will be able to learn through radio.
2. The villagers will be learned about various components of agricultural extension.
3. The local farmers will be involved as much as possible in agricultural information programs.
4. Education and entertainment will be made available to community people in their own idioms and language.
5. Community people will be encouraged for a sustainable agricultural communication.
6. Appropriate solution will be given to agricultural issues.
7. Lot of relevant information will be shared on agriculture and allied segments, which will be quite useful for the local farmers.
8. CRS will act as a Catalyst for bringing change in agricultural extension.
9. CRS will ensure freedom of expression and access to information for the vulnerable groups.
10. CRS will give voice to the voiceless and other deprived communities.
11. CRS will provide a platform to the people at grassroots level those are living in remote areas and deprived of participating in information and knowledge world.
12. Civil society will get opportunity for greater participation in issues relating to development and social change.

## **MONITORING:**

For successful setting up of CRS, continuous monitoring would be carried out in shape of meetings and consultations with the concerned authorities. Regular visit of the supervisors and coordinators would ensure updated information on the progress of the work so that corrective measure could be taken up, if necessary.

**ESTIMATED BUDGET**  
**DURATION OF THE PROJECT: THREE YEARS**  
**But simultaneously extended as per the community need.**

Sl. No.	Head of Expenditures	Approximate Amount (in Rs.)			
		1 <sup>st</sup> year	2 <sup>nd</sup> year	3 <sup>rd</sup> year	GRAND TOTAL
<b>A.</b>	<b>Proposed Cost for Setting Up of CRS in 1<sup>st</sup> Year :-</b>				
1.	Setting up of CRS with a) Twin Transmitters of 50 watt power with 100 ERP with manual change over, b) One on-air & one production studio in an area of 400 sq. ft., c) Antenna height of 30 mtrs. above the ground =	14,55,000			
2.	Running Cost :- Expenditure for Content Creation for two hours of Program daily i.e. 730 hours/year @ Rs.2,350/- per hour =	17,15,500			
3.	Training & Orientation of Community Broadcaster =	30,000			
4.	Skill development training on maintenance of studio and care of transmitter equipments =	30,000			
5.	Sensitization meeting and advocacy workshops for community awareness =	35,000			
6.	2 <sup>nd</sup> Year Running Cost :- Expenditure for Content Creation for 1 ½ hrs. of program daily i.e. 548 hours/year @ Rs.2,350/- per hour =		12,87,800		
7.	3 <sup>rd</sup> Year Running Cost :- Expenditure for Content Creation for ½ hr. of program daily i.e. 183 hours/year @ Rs.2,350/- per hour =			4,30,050	
8.	Refresher Training on maintenance of studio and care of transmitter equipments =			30,000	
9.	Sensitization meeting and advocacy workshops for community awareness =			35,000	
	<b>Total =</b>	<b>32,65,500</b>	<b>12,87,800</b>	<b>4,95,050</b>	<b>50,48,350</b>
	<b>(Rupees Fifty Lakh Forty-eight Thousand Three Hundred &amp; Fifty) only</b>				
	<b>GRANT SUPPORT REQUESTED =</b>				<b>50,48,350</b>

**(AMIYA KUMAR MOHANTY)**  
**SECRETARY**  
Sikhya-O-Sikhya,  
Bhubaneswar