



Community Radio and Development

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Abstract: *Community radio is a medium of expressing and sharing ideas, thoughts, information, feelings, views, skills, problems and prospects of weaker, disadvantaged, poor and hard to reach with the mainstream population in remote area. As the media of grass root level people of the disadvantaged areas, Community radio is gaining popularity in recent years and it has opened a new arena for both the policy makers as well as community people to be involved in the development process of their community. The Community Radio can help us in addressing social, economic, political, educational, cultural, health and sanitation related issues more effectively and strategically. The objective of this research paper to explore the role of Community Radio in Development.*

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Radio is a powerful medium of mass communication in. It has played a vital role in National Development. Radio is a cheaper medium of communication and it provides Local, National and International information to Audience. According to **Mahatma Gandhi**, “*This (i.e. the Radio) is a miraculous power. I see Shakti, the miraculous power of God*”.¹

While radio’s potential reach in India, at least in aggregative terms, for exceeds that of any other mass medium, the emergence of television has reduced radio’s reduced once prominent position. In 2000, only 20 percent of the Indian population listened to radio regularly; some 50 percent watched television. However, radio still holds enormous potential to carry development messages to poor, rural Indian households which cannot afford television sets.²

According the **Ashish Sen**, “In terms of reach and access, India’s print and broadcast media is strong: Approximately 60% of urban Indians and 25% of rural Indians read print media on a regular basis, and 96% of the country is reached by radio”.. The high degree of commercialization of news channels and a detrimentally increasing influence of a select few on the kind and the nature of issues highlighted, the never-ending obsession with the casual effect of policies on the privileged class delivers a partial and to an extent, deceptive information to the people. The issue of paid news misleading the electorates, and of the media being used as a tool for propaganda and other such impediments calls for a different manifestation of the media in which it should play a very neutral, growth-centric role as in the case of community media. In this era of growing inclination towards market-driven consumerist and commercial ideals, the role of community media at large becomes significantly pertinent and sacrosanct. An essential component of community media is community radio.

Community radio is a type of radio service that caters to the interests of a certain area, broadcasting content that is popular to a local audience but which may often be overlooked by commercial or mass-media broadcasters. Modern-day community radio stations often serve their listeners by offering a variety of content that is not necessarily provided by the larger commercial radio stations. Community radio outlets may carry news and information programming geared toward the local area. Two distinct