

Situation Analysis and Sustainability of Community Radio in Bangladesh

a study jointly conducted by DW Akademie and MRDI
Phase 2

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Contents

Executive Summary.....	2
Introduction	3
Objective Of The Study	4
Methodology	4
Study OUTPUT.....	4
Focus Group Discussion (FGD):.....	4
Strength, Weakness, Opportunities And Challenges (Swoc) Analysis.....	6
Key Informant Interview (KII)	6
Findings	8
Recommendations on Sustainability	9
Situation Cards On Seven Community Radio Stations	12

EXECUTIVE SUMMARY

Second phase of the situation analysis and sustainability study of community radio in Bangladesh has been completed. Like the first phase, this time also 7 radio stations were covered. The study found many issues in common related to strength, limitations and challenges of the community radio stations. But unique findings of individual stations also surfaced from the assessment. It appears that common measures need to be taken at the macro level in order to facilitate the community radio sustain. Still some unique steps are needed to address the challenges of individual stations. A brief account of the seven CR stations under the study is furnished below.

Radio Pallikontho has been initiated by BRAC, known as the world's largest NGO. Capitalizing this opportunity and using the huge community network of BRAC, the radio should be able to attain self sustainability and establish itself as an independent community media.

Lokobetar is located in a disaster prone remote area. The area lags far behind many other districts in terms of business and economy. Still one advantage is that there is a strong demand of the community radio since access to other media is very limited. So Lokobetar has to sustain as a community radio in real terms.

Krishi Radio is different from other community radios in terms of management and operations. Unlike others, the station has been initiated by a government department. Another uniqueness of the station is that the very title of the radio focuses on agriculture which operates in an area of agro-based economy. These are the comparative advantages of Krishi Radio. But gaps of communication and understanding between radio management and local administration, both of whom are government officials, were found during interactions. These gaps have to be minimized.

Radio Sundarban is located in a remote village. It is good that it covers a segment of excluded population who have accepted it as a useful media for them. But it is challenging for this poor community to sustain the radio on their own. Physical accommodation is not at all suitable for a radio station. Special effort is needed for sustaining the radio.

Radio Nalta has been initiated by Nalta Hospital and Community Health Foundation. Infrastructural facility and personal image of the initiator who is a renowned physician and politician of the country are the positive factors that should help the radio progress and sustain. Respondents of this location mentioned that political change over may be challenge for the station in future.

Radio Bikrampur is located near the capital city from where other radio stations including FM radios can be tuned. So it has to face the challenge of competing with other radios. The advantage is its feature of addressing local issues including tradition and cultural heritage of Bikrampur which national radios do not cover.

Radio Jhenuk was initiated by Srizon Bangladesh, a well established NGO of Jhenaidah which operates in many other districts of the country. The organization provides maximum support to the radio but hardly interferes into its operational affairs. Using this advantage the station is trying to attain self-sustainability. Radio

Jhenuk has been found broadcasting more local advertisement compared to other stations.

A very common challenge the respondents of the study could foresee is financial uncertainty, since the radio has hardly any source of income. And a common recommendation to face the challenge is modification of community radio policy allowing commercial advertisement for a certain portion of the broadcasting hour. Interest of listeners and enthusiasm of young volunteers have been mentioned by all the respondents as strength of the community radio.

INTRODUCTION

An analysis of the current situation in seven out of 14 Community Radios in operation in Bangladesh was conducted last year - 2014, aiming to see how these stations are faring and catering programmes to the target audiences and explore the sustainability aspects of this community media that Bangladesh is exposed to only in recent years. This year the remaining 7 stations mentioned below have been covered by a same nature of study.

- **Radio Pallikontho** located in the north-eastern district of Moulvibazar
- **Lokobetar** in the coastal district of Borguna
- **Krishi Radio** in Amtoli upazila of Borguna
- **Radio Sundarban** in the southern district of Khulna
- **Radio Nalta** in Kaliganj upazila of Satkhira, another southern district
- **Radio Bikrampur** in Munshiganj, a district near Dhaka
- **Radio Jhenuk** in Jhenaidah, a south-western district

Experience of conducting the first phase of the study helped a lot in carrying out the second phase. Many things were found common while finding current situation, future challenges and sustainability options for individual CR stations. Some unique features and factors also surfaced from interactions and discussions. Similarly, generic and unique findings have come out from two phases of the study. So repetitions of findings and recommendations are there in the reports.

However, background and introductory information on community radio, role of the government, perspectives of initiator organizations and relevant details mentioned in the report of phase 1, have not been repeated in this report.

Seven radio stations under this study geographically cover eastern, central and southern regions of the country, in broad terms. Despite differences in livelihood, socio-economic and cultural aspects, radio listeners of these areas have some common notion and views, mostly positive, about the role of community radio in their life. They feel that radio listening habit has revived through the operations of community radio. Located in remote areas, these radio stations have given the listeners a sense of ownership and pride. When they find that the radio says what they want to listen, they take it as their own media of expression. Amidst these good feelings, they have some concerns about the radio. The most common concern is financial uncertainty that may even cause closure of transmission.

Related documents were reviewed during first phase of the study. So document review was not needed at this phase. Focus group discussion, interview of key informants, station manager and head of the initiator organization and analysis of strength, weakness, opportunities and challenges were applied as methodologies of the study. Participants and respondents put their views and comments during discussions and interactions. While describing the current situation they also suggested some practical options for future sustainability.

OBJECTIVE OF THE STUDY

- To analyze and find out current situation of the community radio
- To recommend sustainability options for the radio station

METHODOLOGY

Based on the experiences of first phase, the study team decided to apply the following methodologies in conducting the study.

Focus Group Discussion (FGD): A total of 14 FGD sessions were conducted in 7 CR locations.

Strength, Weakness, Opportunities and Challenges (SWOC) analysis: This exercise was conducted in each of the seven CR stations involving staff and volunteers of the station.

Key Informant Interview (KII): 20 key informants of 7 locations were interviewed.

STUDY OUTPUT

Conducting of 14 FGD sessions in 7 CR locations, interview of 20 key informants and SWOC analysis of 7 radio stations produced observations, recommendations and comments which have been compiled to prepare the study report. Emphasis was given on the current situation of the station, involvement of stakeholders, future challenges and options for sustainability. Here is a summarized statement of the reviews and interactions.

FOCUS GROUP DISCUSSION (FGD):

14 FGD sessions were organized, two in each of the seven CR stations. A total of 153 participants -- 100 males and 53 females took part in the discussions. The FGD sessions involved mixed group of listeners in 3 sessions, volunteers and staff of the station in 1 session, young listeners in 2 sessions, representatives of local NGOs in 1 session, representatives of Chamber of Commerce and Industry in 1 session, community leaders in 2 sessions, woman listeners in 1 session, working professionals in 1 session and members of listeners clubs in 2 sessions.

The following table gives a profile of participants.

Sl. no.	CR station	Focused group	Male	Female	Total
01.	Radio Pallikontho	Mixed group of listeners	9	3	12
		Members of Moulovibazar Chamber of Commerce and Industry	9	0	9
02.	Lokobetar	Staff and volunteers of Lokobetar	6	4	10
		Mixed group of listeners	6	5	11
03.	Krishi Radio	Members of listeners club	8	5	13
		Local community leaders	5	1	6
04.	Radio Sundarban	Members of listeners' clubs.	13	0	13
		Working professionals	9	4	13
05.	Radio Nalta	Young listeners	6	6	12
		Local community leaders	11	3	14
06.	Radio Bikrampur	Young listeners	3	6	9
		Woman listeners	0	13	13
07.	Radio Jhenuk	Mixed group of listeners	7	2	9
		Executives of NGOs working in Jhenaidah	8	1	9
Total participants			100	53	153

The young and marginalized rural listeners have been found enthusiastic and optimistic about the community radio. They take pride in having a radio station in their locality which gives them recreation and practical benefits. The comfort of tuning radio programme in the mobile phone set is an important factor as the listeners mentioned. The stations located in remote areas are more attractive to listeners compared to those in urban areas. Higher educated people, elite groups and busy professionals are less interested in the radio.

Local news interests the listeners for obvious reason. Young listeners take interest in English learning, live musical programme and magazine programme. Popular development programmes include health, agriculture, weather forecast, drug addiction, eve teasing and early marriage issues. Young listeners interact with the presenters through SMS.

Some of the participants complained about quality of transmission. They demanded for better network and wider coverage of frequency. Though the listeners have a concern about financial uncertainty of the radio, they are not much optimistic about community's financial contribution. Participation of volunteers in running the station is, however, a good sign.

Use of local dialect in some programmes is well appreciated by rural listeners. Young listeners want more time for music and entertainment. They also want continuation of English learning programme which has already been discontinued in some stations.

Radio listeners' clubs are playing an important role in popularizing the radio and making the programmes interactive. These clubs are acting as bridge between community and the radio.

In most cases the initiator organizations are in good terms with other local organizations, but still they lack in coordination and communications. A gap between the business community and the CR management has also been observed.

STRENGTH, WEAKNESS, OPPORTUNITIES AND CHALLENGES (SWOC) ANALYSIS

Staff and volunteers engaged in programme production and technical operations of seven radio stations took part in the exercise. The participants identified their internal strengths, the weaknesses and limitations that hinder their progress, external opportunities which can be utilized to overcome limitations and the future challenges that the radio will have to face to sustain.

A common strength mentioned by the participants of the exercise has been the presence of committed volunteers who are playing a vital role in production and broadcasting of programmes. Interest of listeners has been mentioned as another common strength. Since the CR stations address local issues in their programmes, people eagerly listen to those. Support of the initiator organization, own accommodation of some stations, modern equipment and skilled workers have also been identified as strengths.

All the CR stations have mentioned financial uncertainty as a major weakness and challenge. With hardly any source of income, they are not allowed to broadcast commercial advertisement. Frequent power failure has been mentioned as a very common problem. Accommodation problem, insufficient equipment, lack of training, volunteer drop out, shortage of vehicle and limited area of coverage have been mentioned as other weaknesses.

Participants of the exercise pointed at the listener base, support of the business people, local administration and the whole community as opportunities that need to be utilized properly. Enthusiasm of the listeners club members was cited as another opportunity.

The major and foremost challenge is sustaining the CR station without external support. Reducing dependency on the initiator organization, replacing equipment, retaining volunteers and interest of listeners are important challenges that have to be addressed for attaining sustainability. Social barrier to women's participation, security of female workers, producing quality programmes have also been mentioned as challenges.

KEY INFORMANT INTERVIEW (KII)

A total of 19 key informants, directly or indirectly involved with 7 CR stations were interviewed using semi-structured sets of questionnaire. Apart from station managers, heads of initiator organizations, government officials, journalist, public

representatives and Principal of a polytechnic institute gave their views through these interview sessions.

By and large the local administration maintains a positive attitude to the CR station. But a gap of communication was found between upazila administration and Krishi Radio, initiated by agriculture ministry. Most of the radio stations are concerned about repair and replacement of equipment due to constraint of funds and facilities.

Interviewees said, community radio can avail cooperation of the local NGOs who are well connected with the community people through their activities. Issues related to the life and livelihood of marginalized people of remote areas should get priority, as the informants opined.

CR stations can build partnership with organizations and institutions that are locally available for quality improvement and sustainability. For example, principal of Munshiganj Polytechnic Institute expressed interest in arranging a partnership with Radio Bikrampur for technical assistance and collaboration which will mutually benefit the students and young workers of the radio.

Most of the interviewees feel that government's policy and regulation on commercial advertisement should be clarified and modified allowing the community radio broadcast advertisement for limited hours to attain sustainability.

One expectation of the initiator organizations was that government and donor funds will be sufficiently available to run the community radio. It seems a conceptual gap remains as to how a community radio will be owned by the community itself. However, practical limitations are also there.

The radio can use the access of local journalists to news and information. It will help them make the local news more interesting to listeners.

AN OVERVIEW OF STRENGTHS AND CHALLENGES OF THE COMMUNITY RADIO

The community radio as a sector has some strengths, opportunities and positive factors that have to be properly used for its sustainability and development. The sector has also some weaknesses, limitations and challenges to face for sustaining in the long run. Following major strengths and challenges surfaced from the FGD sessions, SWOC exercise, KII and observations of the research team.

Strengths

- Community's positive feeling about the need of the radio is a strength. This is particularly felt in remote and peripheral areas. Some communities take pride in having a radio station of their own.
- Young volunteers render services with commitment and enthusiasm. They are taking a big portion of work load for running the station without any remuneration.
- Programs of community radio mostly focus on local needs and aspirations. Local culture and social norms are reflected in the programs which attract listeners.
- Staff and volunteers of CR termed support and cooperation of initiator organization as a major strength. Actually the CR stations are run under the

umbrella of initiator organizations. But over-dependence on them is a limiting factor towards attainment of self-reliance by the CR stations.

- Unlike big radio stations and TV channels, the CR station is located in the community. This physical proximity brings the radio staff and the listeners close which facilitates easy and frequent interaction. Listeners can easily go to the station and place their demand and opinion.
- Radio listeners club acts as a bridge between the radio and the community. Members of these clubs have frequent interactions with the radio workers about listeners' demands. However, there are scopes for better utilization of the clubs through their close and planned involvement.
- Some CR stations have good coordination with the local administration.

Challenges

- A major challenge is erratic flow of funds. Continuous flow of minimum financial resources is essential for running the radio without interruption. The CR stations have no source of their own income.
- Frequent turn over of staff and volunteers is a challenge. Most of the volunteers are students who look for building a career after finishing education. Staff members, not sufficiently paid, also look for a better job.
- Most of the CR stations are located in a rented house. Arranging own physical accommodation would be an important step towards attaining sustainability.
- Shortage of back up transmitter and other equipment is a challenge. Mechanical fault may disrupt transmission. Lack of maintenance facility of equipment is another limitation.
- Though the CR advisory committee is headed by the upazila nirbahi officer, many of the CR stations lack in proper coordination with the local administration.

FINDINGS

Many common features of the radio stations have surfaced from the discussions and interactions of the respondents of the study. Some unique features have also come out. Major findings that relate to the objectives of the study are mentioned below.

- Six out of seven community radios under this phase of the study are owned by non-government development organizations. The other station, Krishi Radio is an initiative of the Agriculture Information Services under the Ministry of Agriculture.
- Four of the stations are located in rented house. Two of them operate from the office building of the initiator organization and they do not have to pay any rent. Krishi Radio is located in the Upazila office complex. But none of the radio stations has its own physical accommodation.
- Four stations are located in the district towns and other three in the peripheries. People, particularly living in remote areas, take pride in having a radio station in their locality.
- Seven community radio stations under the study cover a total of 48 broadcasting hours a day. The period varies from 4 hours to 12 hours daily. Three stations have morning and evening sessions. Others broadcast the

- evening session only. Length of broadcasting hour mostly depends upon availability of financial and human resources.
- A total of 1669 listeners' clubs are attached with these radio stations. Number varies from 40 to 741. Number of clubs mostly depends upon involvement of the initiator organization with the community and to some extent, initiative of the radio management. Staff and volunteers interact with the members of these clubs. Some stations have distributed radio set among the club members.
 - Geographical area of coverage of all the CR stations is a radius of 17 kilometres. This has been determined by the policy of the government. Listeners and radio operators feel that the area should be expanded.
 - Community radios broadcast a wide range of programmes for their listeners. News is an important component of daily programme which covers local, national even international issues. Health, education, weather forecast, agriculture, maternal and child health, early marriage, drug addiction, eve teasing etc. are issues of awareness raising through the radio programmes. Cultural heritage, entertainment programmes like music, folk songs, drama are other important issues of coverage. English language learning was a popular programme among the youth. But most of the stations have discontinued it due to shortage of funds.
 - Challenge of human resources is there. With very few staff members on payroll, the stations largely depend on young volunteers, many of whom are students. Frequent drop out of these volunteers take place due to obvious reasons.
 - Listeners prefer community radio to cable TV because of its mobility. Most listeners use mobile phone set to listen radio programmes.

RECOMMENDATIONS ON SUSTAINABILITY

One of the main objectives of this study is to explore means of attaining sustainability of the community radios. Question of sustainability has been repeatedly discussed and debated throughout the whole exercise. The issue of sustainability has been a concern of the CR workers, listeners, community members, beneficiaries and development partners.

Amidst their concerns, the participants and respondents during discussions and interviews suggested ideas that could be applied to attain sustainability of community radio. Many of these ideas have common features which relate to government's policy, support of the local administration and community, more involvement of listeners and so on. Whereas distinct suggestions have been recommended for specific CR stations in line with their individual situation, strength and opportunities. Measures for programmatic, institutional and financial sustainability have been suggested. But most of them concern financial sustainability of community radio. Major recommendations that surfaced from the interactions and observed from the situation are mentioned below. Though the recommendations are divided into three categories, they are very much linked with each other. None of these areas can be denied for ensuring overall sustainability of the radio.

Programmatic sustainability

- Workers have to attain excellence in skills on production, presentation and technical aspects through need based training. This will improve quality programmes further and attract the listeners. This improved quality has to be maintained to sustain listeners' interest.
- Local people expect from the community radio that it will pick up their problems, fields of opportunities and provide necessary information. So more focus has to be given on programmes of public interest and awareness creation.
- Young people are used to visiting social media for information and communications. A facebook fan page can be created and radio activities uploaded over there to attract young listeners to the radio programmes.
- According to the government principle, CR programmes are audible in an area of 17 kilometres radius around the station. Interested listeners, particularly in off shore and riverine areas are deprived of listening to the programmes due to this limitation. The area of transmission should be increased and transmission hour should also be increased to cover more issues and programmes.

Institutional sustainability

- Own physical accommodation of CR station is an important step towards attaining sustainability. So this should be considered with priority.
- Modern equipment of better quality has to be procured for ensuring technical quality of programmes.
- More support from the local administration is needed for sustainability. All the stations do not enjoy sufficient cooperation from the administration.
- Community participation in planning, managing and producing programmes has to be enhanced which will develop a sense of ownership among them to the radio.
- Listeners' clubs have an important stake in CR operations. Management of the radio should take the opportunity of enhancing their credibility through more active involvement of these clubs.
- Young volunteers are playing a vital role in running the stations. Some sort of incentives in financial and other forms should be given to keep up their motivation and commitment.
- The CR stations have been initiated by the NGOs. They can seek support and cooperation of other local NGOs in running the stations.
- Partnership can be developed with other organizations/institutes for programme production and technical cooperation which is expected to bring mutual benefit.
- The CR management should work in close collaboration with local journalists, particularly for news stories.
- Retention of skilled workers is a big challenge for the community radio. As most of these workers are young in age, they look for better jobs to build a good career when they earn some skills and experiences. To retain these skilled workers, incentives have to be given in the forms of better remuneration, provision of higher training and recognition of good work.
- It has been observed that the community radio is not widely recognized by local people. Annual get-together and other events should be organized for greater publicity of the radio.

Financial sustainability

- The most common recommendation that came up for financial sustainability of community radio is modification of the existing policy regarding commercial advertisement. to ensure regular earning of the community radio
- Business people constitute financially well off segment of the population. They can contribute to operations of the radio if they are properly convinced about the role of CR. So earning support of the business community is important.
- Liaison with donors and development partners needs to be increased for more financial and logistics support.
- Provision of funds should be made in the national budget to support community radio, when required.
- Local public announcements are made over community radio free of charges. Provision of payment for such announcements should be there.
- CR has to take own initiative to create its own fund for attaining long term sustainability.
- It is also recommended that special fund has to be created to face emergency situation.
- Development programmes produced by the CR can be sold out to other media for earning money and creating more impact through greater coverage.

SITUATION CARDS ON SEVEN COMMUNITY RADIO STATIONS

Radio Pallikontho FM 99.2

Profile of radio station

- Initiator: Bangladesh Rural Advancement Committee (BRAC)
- Year of establishment: 2011 (Test run - 25 October 2011, on air - 12 January 2012)
- Location and area of coverage: Moulovibazar, Coverage is an area of 17 kilometres radius around the station.
- Broadcasting hour: 12 hours a day - 9 am to 9 pm
- Programme issues: Local government issues, agriculture, health, education, women and children, local talent, cooking, local history, music and entertainment
- Physical facility and equipment: Located in a rented house. Initiator organization pays the rent.
- Number of listeners' clubs: 741
- Human resources: 17 staff and 21 volunteers

Current situation of the radio station: Strengths, limitations and challenges

Radio Pallikontho is located in Moulovibazar, a north-eastern district of Bangladesh. The station has been initiated by Bangladesh Rural Advancement Committee (BRAC), known as the world's largest NGO. Currently the station broadcasts development and entertainment programmes for 12 hours a day - 9 am to 9 pm. A total of 17 staff members and 21 volunteers are producing programmes and operating the station. Following strengths and limitations of the station have been identified through this assessment study.

Strengths

- Creative and technical skills ensure quality of programmes
- Support of the community is a very positive factor
- Interest of the listeners is the main strength of the CR.
- Technical and financial support from an organization like BRAC gives Radio Pallikontho a very strong foundation.
- The station is using equipment of high quality.
- Local administration and community people are supportive to the radio.
- Local celebrities take part in the radio programme.
- Members of listeners clubs give opinion on and participate in radio programmes.

Limitations

- The limited frequency is a barrier for radio listeners on travel.
- Another recording studio is needed.
- Advanced training on programme presentation is needed to improve programmes.
- Supply of power is insufficient
- Financial constraint is there.

Challenges ahead

- Generating own funds for the radio is a challenge.
- Developing own physical accommodation of the radio station is required.

Options for sustainability

Radio Pallikontho has been initiated by a huge organization like BRAC. This is an advantage for the station. But still it needs to plan for the future to sustain on its own. The CR can rather capitalize this opportunity to attain self sustainability and establish itself as an independent community media. Following sustainability options have derived from the study.

- Financial assistance is required for sustainability
- Enhanced donor support
- Develop own accommodation and generate own fund
- Allow commercial advertisement
- Support of listeners
- Sell development programmes to other media
- CR has to take own initiative to sustain in the long run

Focus Group Discussion

Date: 25 May 2015

Two FGD sessions were held - one with a mixed group of listeners and the other with members of Moulovibazar Chamber of Commerce and Industry. A total of 21 participants took part in discussions. The radio station is popular as it addresses local issues and uses local dialect. The station needs financial support for continuation.

FGD -1

Participants: Listeners (Mixed)

Venue: Eye Hospital Training Room

Number of participants: Male - 9 Female - 3 Total - 12

Findings:

- The programs are produced and broadcast in local dialects which interest the listeners much.
- The CR volunteers visit listeners' clubs every month and meet the members to know their opinion about the programs and receive feedback. They should use those suggestions in improving the program and adding new issues.
- A total of 741 listeners' clubs have been formed. Some clubs consist of mixed groups of listeners. Some have specific segments of the population like children & adolescent, women, youth.
- Listeners use mobile phone for listening to the radio. Each club has been given one radio set which remains with the president of the club.

- Different segments of listeners prefer different hours of the day for listening to the radio.
- Members of listeners' clubs meet in an annual get-together. This forum can be used for generating funds for the CR.
- Volunteers offer free working time for the radio.
- As the international border is near, the Indian nationals also listen and give feedback to the program.

FGD -2

Participants: Members of Moulovibazar Chamber of Commerce and Industry

Venue: Conference room of Chamber Building

Number of participants: Male - 9 Female - 0 Total - 9

Findings:

- Role of PalliKantha community radio station is appreciable in the community of Moulovibazar.
- Some of the participants listen to the Radio PalliKantha while driving car.
- Use of local dialect as the broadcasting language is ultimately saving the local language, culture and heritage.
- Opportunity of participation in radio programs has to be widened for greater population instead of limiting it within smaller groups.
- Radio Pallikantha has not been able to influence the business and industrial community. To reduce the communication gap they should broadcast programs that would interest the business community. They can broadcast the interview of the business leaders on relevant issues.
- The CR has the opportunity of promoting tourism by broadcasting programmes on local heritage and tourist spots. This will also link them with the tour operators thus facilitating mutual benefits.
- They can also sell program of Pallikantha to the media of UK's Sylhety community to achieve sustainability through earning revenue. They can also negotiate with the government for policy modification that will facilitate achieve sustainability of CR.
- A committee of local elites can be formed to devise ways of attaining sustainability of the CR.

Key Informant Interview

Interviews of two informants - Additional Deputy Commissioner and Senior Station Manager have been taken. They feel that the station has been able to create impact among local people. The social sustainability component is there. So it can sustain in the long run if some sort of administrative support is provided. The station involves the listeners in its programmes.

Mr. Zahirul Islam, Additional Deputy Commissioner, Moulvibazar
Venue: Office of the Deputy Commissioner

Responses:

- Radio Pallikantha is engaged in raising social awareness through their programs on literacy, health, population, MCH, anti-dowry, right to information and other development issues
- Popularity of the program is mainly due to use of local dialect.
- Radio listening habit which was apparently lost has reappeared strongly due to the CR broadcast.
- Use of cell phone is an added advantage of listening to radio programmes.
- The local administration extends support to Radio Pollikantha because development messages of the government is broadcast over the radio.
- The local news bulletin is very popular among the listeners.
- To attain sustainability, a long term plan has to be taken. They can save a portion of their running cost, say 10% and also think of organizing training on issues of interest to raise fund.
- They can raise fund by broadcasting advertisements and program of expatriates.

Mr. Mohammad Mehedi Hasan
Senior Station Manager, Radio Pollikantha
Venue: Office of the Radio station

- Radio Pollikantha programmes focus on women empowerment and child rights issues.
- Agriculture, health, education, local government, cooking, local history & culture, senior citizens and local talent hunting issues also get priority.
- 95% of the programmes are broadcast in local dialect.
- Women and young people are the major listeners. Professionals also listen to the radio.
- Out of 741, some listeners clubs involve special categories of audience like women, children, youth etc.
- Volunteers regularly visit listeners clubs to assess the need and impact of programmes. They re-design the programmes according to the findings.
- Preferred listening hours vary. Women prefer 11 a.m. onwards while students prefer afternoon. However, evening time is comfortable to all listeners.
- Development advertisement should be defined properly. Commercial advertisement should be allowed to a limited extent for financial sustainability of CR.
- CR stations are non-profit organizations. So electric bills should be paid at non-commercial rate.
- No advertisement is available from the local government offices. No payment is made for public announcement.

Recommendations of the SWOC exercise

**Venue: Office of the Radio station
25 May 2015**

Staff and volunteers engaged in programme production and technical operations took part in the exercise. Creative and technical skills, support of the community, the listeners and support from BRAC have been identified as strength, whereas inadequate supply of power, insufficient number of recording studio, lack of training of volunteers and limited area coverage were mentioned as limitations and challenges. The table below shows the result of the exercise.

Strength	Weakness	Opportunities	Challenges
<ul style="list-style-type: none"> • Management committee and advisory committee • Broadcasting equipment • Listeners and their clubs • Creative and technical skills • Popularity • Pro-active participation of female workers and volunteers • Support from BRAC 	<ul style="list-style-type: none"> • Inadequate power supply • Shortage of transport • Shortage of hi-tech equipment • Lack of advanced training on presentation • Insufficient computer • Limited transmission range (17 km only) • Limited number of recording studio • No library 	<ul style="list-style-type: none"> • Community involvement and support • Enthusiastic volunteers • Local celebrity • Work opportunity for young people 	<ul style="list-style-type: none"> • Financial constraint • Generating own fund • Developing own physical accommodation • Power supply

Lokobetar FM 99.2

Profile of radio station

- Initiator: Massline Media Centre (MMC)
- Year of establishment: 2011
- Location and area of coverage: **Borguna**, Coverage was an area of 17 kilometres radius around the station initially, now it has been increased to 51 kilometres to cover the fishing trawlers in deep sea.
- Broadcasting hour: 5 hours a day - 3 pm to 8 pm

- Programme issues: Climate change, agriculture, health, education, women and child rights, right to information, local government, science and technology, market information and entertainment
- Physical facility: Located in a rented house. Initiator organization pays the rent.
- Number of listeners' clubs: 75
- Human resources: 6 staff and 158 volunteers

Current situation of the radio station: Strengths, limitations and challenges

Lokobetar is located in **Borguna** a southern district of Bangladesh. Borguna is a disaster-prone area often hit by cyclone and submerged with flash flood waters caused by tidal upsurge.

The CR station has been initiated by Massline Media Centre (MMC), a Dhaka based NGO. Currently the station broadcasts development and entertainment programmes for 5 hours a day - 3 pm to 8 pm. The station is run by 6 staff and 158 volunteers. Following strengths and limitations of the station have been identified through this assessment study.

Strengths

- Members of management committee and advisory committee are very supportive.
- Volunteers of Lokobetar are committed to their work.
- Local administration and community people are supportive to the radio.
- Local artists and cultural organizations extend cooperation.
- The initiator organization and BNNRC provide necessary cooperation.
- Listener club is a strength of the station

Limitations

- The station is located in a rented house. It does not have a physical accommodation of its own.
- It needs more equipment including recorder, modem, generator, back up transmitter.
- Lack of required training.
- More recording studio is needed.

Challenges ahead

- Financial uncertainty is the major challenge.
- Ensuring uninterrupted power supply is another challenge.

Options for sustainability

Lokobetar is located in Borguna, a remote district, very far from the capital city. People of this coastal district struggle hard for their life and livelihood. The area lags far behind many other districts in terms of business and economy. Amidst all these disadvantages one opportunity is that there is a strong demand of the community radio since access to other media is very limited. So the equation is that Lokobetar has to sustain as a community radio in real terms. That means, it has to be owned by the community itself. Following sustainability options have derived from the discussions and interactions of the study.

- Empowerment of the community
- More training for the volunteers
- More support from the local administration
- Enhance community participation and Develop a sense of ownership among them to the radio
- Install solar power panel

Focus Group Discussion

Date: 06 December, 2014

Two FGD sessions were held - one with staff and volunteers of Lokobetar and the other with a mixed group of listeners. A total of 21 participants took part in the discussions.

FGD -1

Participants: Staff and volunteers of Lokobetar

Venue: Radio station

Number of participants: Male - 6 Female - 4 Total - 10

Internal participants of this session put their views on the operations of the radio. They mentioned power failure as a problem. They spoke about their programmes, their effectiveness and role of listeners' clubs.

Findings:

- Lokobetar uses both standard Bangla and local dialect in its programmes. The magazine programmes dealing different community issues are produced in local dialect, the information and news in standard language and the entertainment programs use both standard and local languages.
- Two audience surveys have been conducted so far to collect listeners' opinion. These surveys have helped increase number of listeners.
- A total of 75 listeners' clubs have been formed with 11 members in each club. A total of 1000 radio sets have been distributed among the listeners' clubs.
- Magazine programme 'Campus', educational programme 'Pathshala' and women's programme 'Nari Paksha' are very popular ones.

- Frequent power failure hinders regular transmission of program. The station cannot afford to install solar power panel.

FGD-2

Participants: Mixed group of listeners

Venue: Radio station

Number of participants: Male - 6 Female - 5 Total - 11

Participants of the session were found enthusiastic while discussing about the radio. They have very little access to media. They almost forgot to listen radio before the CR started broadcasting. They strongly feel the need of the community radio in this remote area of the country.

Findings:

- CR Lokobetar has brought a change in the pattern of entertainment of people. Using the mobile phone they listen to the radio programme and work simultaneously. Side by side with entertainment, they listen to development and social awareness programmes.
- People have regained the radio listening habit through this community radio.
- The community radio is getting popular among the fishermen who go for deep sea fishing and need regular update of weather forecast.
- Number of listeners has substantially increased through listeners' clubs. People of different segments listen to the radio.
- A community network is developing through the CR.
- The local administration has close association with Lokobetar. Following up a news story of Lokobetar, the local administration provided 5 electric fans to the maternity ward of the district hospital.
- The audience feedback helps the CR management to improve programmes in accordance with demand.
- For sustainability, each year the CR can take initiative to collect subscription from the students and broadcast lessons in the form of coaching.
- The CR should have the freedom to approach the donors directly for funds.
- Lokobetar has raised funds from the community through selling books and anniversary coupons. A tower has been built with the fund.

Key Informant Interview

Interviews of three informants - Upazila Chairman, District Information Officer and Station Manager have been taken. They feel that the station is raising social awareness through their different interactive and community participatory programmes. Local government offices are supportive, but they cannot provide funds due to budget and policy limitations.

Mr. Abbas Hossain
Chairman, Borguna Sadar upazila
Venue: Office of the Upazila Chairman

As the Chairman notes, the community radio Lokobetar is engaged in raising social awareness through their different interactive and community participatory programmes.

Responses:

- The CR is a good medium of communication and helpful to the communities like farmer, fisherman, youths etc.
- Programmes on education, women empowerment, agricultural information, water salinity, alternative cropping, weather forecast for the fisherman community and people living by the side of embankment, use of cyclone shelter in emergency are of much use to the local listeners. They also broadcast a programme on drug abuse.
- Expansion of transmission time and area coverage would help address community needs. Fishermen need to know weather cautionary signal when they remain in deep sea.
- Lokobetar is popular in the community. But the chairman can hardly manage time to listen regularly to the programmes.
- Law and order situation of the area is congenial and the staff members do not face any social opposition. The female volunteers feel safe to participate in the programmes of the community radio.
- The radio station remained closed for 22 days due to power failure. The generator also went out of order.
- The LokaBetar has earned popularity and credibility to sustain in the society. But donor support needs to continue for financial sustainability.

Mr. Animesh Kanti Halder
District Information Officer, Borguna
Venue: District Information Office

- The community radio Lokobetar has come up as a strong medium in strengthening relation between community and the local administration.
- It is a very popular medium among the community members as the CR transmission covers many issues of their interest in local dialects.
- Through the CR local administration is reaching the community with different government information very easily.
- The CR is playing an important role in rearing up and promoting cultural heritage of Borguna.
- The district information office will provide best possible support to the CR within its limited scope.

- The Community Radio is sensitizing local community about the right to information (RTI) which ultimately helps the information office to raise awareness.
- The CR station needs more staff training, office space, number of studios with quality and modern facilities.
- The CR's district level advisory committee can be strengthened for better functioning instead of the upazila level committee.

Mr. Monir Hossain Kamal
Station manager, Lokobetar
Venue: Office of the Radio station

- Lokobetar has 4 programme producers and one MLSS in its pay roll.
- Out of 257 volunteers, 50 are active and associated with radio program.
- High turnover rate of volunteers is a problem. Most of these young boys and girls leave after 6 months or a year for higher education, job or due to marriage.
- Special cautions are taken to prevent use of uncalled for, vulgar words or politically biased comments during live programme.

Findings of the SWOC exercise

Staff and volunteers engaged in programme production and technical operations took part in the exercise. Credibility of the initiator organization, own accommodation, modern equipment, support of local administration and the listeners have been identified as strength, whereas lack of income source, shortage of skilled personnel, lack of training and retention of workers were mentioned as limitations and challenges. The table below shows the result of the exercise.

Strength	Weakness	Opportunities	Challenges
<ul style="list-style-type: none"> • Own building and management • Credibility of YPSA • Modern equipment • Listeners Club • Efficient management committee • Enabling environment for producing programme • Networking • Volunteer • Physical communication • Development projects of local NGOs • Local people and professional communities 	<ul style="list-style-type: none"> • Shortage of skilled personnel • Ignorance of the community people about the radio • Financial problem • No source of income • Inadequate equipment and limited repairing facilities • Drop out of volunteers • Lack of required training 	<ul style="list-style-type: none"> • Listeners' interest for information • Interest of partner and donor agencies • Industry and business house • Positive relation with local government/non-government organizations • School/College/University students • Cooperation of local artists • Scope of government announcement • Announcement and publicity of upazilla/municipality programme 	<ul style="list-style-type: none"> • Existing policies are not radio friendly • Absence of support and staff for producing quality programme • No back up equipment • Interference of local political leaders • Political change over • Dependency on YPSA • Negative and conservative attitude of a portion of the community • Personal safety of female volunteers • Retention of volunteers • Negative attitude of vested interest groups

Krishi Radio FM 98.8

Profile of radio station

- Initiator: Agriculture Information Services (AIS), Ministry of Agriculture
- Year of establishment: 2012
- Location and area of coverage: **Amtali Upazila of Borguna**, Coverage is an area of 17 kilometres radius around the station.
- Broadcasting hour: 8 hours a day - (09 am-11 am, 3 pm-09 pm)
- Programme issues: Agriculture, climate & weather, life & livelihood, health, education, women and child rights, right to information, promotion of local and indigenous culture, ICT for development, local news and development information, broadcasting national programme and entertainment.
- Physical facility: Located in upazila office complex.
- Number of listeners' clubs: 40 (20 Farmers Clubs and 20 Mixed group of listeners)
- Human resources: 8 staff and 30 volunteers

Current situation of the radio station: Strengths, limitations and challenges

Krishi Radio is different from other community radios in the sense that this CR has been initiated by a government department, Agriculture Information Services (AIS), Ministry of Agriculture, whereas all other stations have been initiated and operated by NGOs. Located in Amtoli upazila of Borguna, a southern district of Bangladesh the station focuses on agricultural issues. Currently the station broadcasts development and entertainment programmes for: 8 hours a day - 09 am-11 am and 3 pm-09 pm. The station is run by 8 staff members and 30 volunteers. Following strengths and limitations of the station have been identified through this assessment study.

Strengths

- Government support is a major strength of Krishi Radio.
- Local agro-based economy has created importance of this specialized radio.
- Physical accommodation in the office premises and support of the administration are added advantages.
- Popularity among listeners.
- Donors' support is another strength

Limitations

- Shortage of staff and shortage of modern equipment have been identified as limitations of Krishi Radio.
- Frequent drop out of volunteers is another problem.
- The building is not suitable for a radio station.
- Training on interviewing and other skills is needed.

Challenges ahead

- Though operated by a government department, financial uncertainty remains as a challenge, because the station does not generate any income.
- Frequent transfer of government officials hinders flow of programmes.
- Social backwardness creates barrier.
- Not allowing commercial ad is a barrier to attaining sustainability.

Options for sustainability

Krishi Radio is operated by a government agency. But still it is a community radio station and is mandated to abide by the regulations of the concerned ministry. Like other CR stations this has to be owned and run by the community. Krishi Radio can take the advantage of its involvement with the government and expedite the process of getting sustainable. Following sustainability options have derived from the study.

- Motivation of volunteers and listeners
- Excellence in workers' skills
- More support from the local administration
- Seek support of local NGOs
- Allow commercial advertisement
- Earn support of the business community

Focus Group Discussion

Date: 25 Nov.2014

Two FGD sessions were held - one with the members of a listeners club and the other with local community leaders. A total of 19 participants took part in the discussions. The radio station is popular in the community as it is located in such a remote area of the country.

FGD -1

Participants: Members of a listeners club

Venue: Courtyard of a community home

Date: 9 June 2015

Number of participants: Male - 8 Female - 5 Total - 13

Findings:

- Most of the people use mobile phone set for listening to the radio programme.
- Students often listen to the radio during leisure hours of school time.
- A total of 40 listeners' clubs have been formed with 25 members in each club.
- Krishi Radio receives hundreds of SMS from the listeners regarding the programmes. The anti-dowry programme has become very popular. The cR discharges some social responsibilities. There is a helpline on women and children issues. A program on the life of trans-gender (Hijra) community attracted the listeners.

- Frequent power failure hinders regular transmission of program. But now the radio have an IPS with a back up support for one hour.
- Krishi Radio plays a vital role in the life of community members. During the `Sidr` cyclone the Radio ran non-stop programmes for three consecutive days to update situation of the disaster and support rehabilitation work. In a situation of power failure, the UNO of Amtoli supported the radio by providing fuel for the generator.
- The listeners demand for development and awareness programmes in an approach of entertainment.
- Social environment is favourable. Female workers and volunteers face no opposition working in the CR.
- The station is run by the agriculture directorate of the government. So financial sustainability should not be a problem.
- Transmission area should be increased to cover listeners of far flung areas.
- Workers and volunteers need more training on presentation skills and technical issues.

FGD -2

Participants: Local community leaders

Venue: Radio station

Date: 9 June 2015

Number of participants: Male - 5 Female - 1 Total - 6

Having been located in a remote offshore area and focusing agriculture a very relevant issue of the community, Krishi Radio has been able to draw special attention of local listeners. The participants of the session mentioned it in their discussions.

Findings:

- The Krishi Radio has added a new dimension in the life of community of Amtoli - a very distant and remote upazila (across the Paira river) of Borguna district.
- The radio has empowered the women folk by broadcasting different programmes for them.
- People came to know about the damage of the embankment from the Krishi Radio during the Sidr. This helped them move to the shelter to save their life and belongings.
- Programmes of Krishi Radio focus on agriculture, cropping, new technology of harvesting crop in salinity prone land and use of seed suitable for harvesting in Amtoli soil condition. Other development issues are also covered.
- FAO donated a very high capacity power generator to Krishi Radio. The radio cannot use it with full capacity. So, income may be generated by selling unused power.
- The volunteers are not provided with sufficient conveyance and they do not feel encouraged to work for the radio spending money on their own.

- Krishi Radio is run by a government department. Frequent transfer of the GOB staff is a big challenge in running the radio effectively.

Key Informant Interview

9 June 2015

Interviews of three informants - Upazila Nirbahi Officer, Station Manager and Director, Agriculture Information Service have been taken. It has been felt from the interviews that greater coordination is needed between the CR station and the local administration. Though the management committee is headed by the UNO he is not properly informed about the programmes of the radio.

Mr. Mizanur Rahman

Upazila Nirbahi Officer (UNO), Amtoli upazila

Venue: Office of the UNO

The UNO has been working here for last 11 months. He is the chief of Community Radio Management Committee for the Krishi Radio. As he notes the committee is not active to oversee the programmes of Krishi Radio. It is run by the Agriculture Information Services. No monitoring system is there. More coordination is needed.

Responses:

- The CR Krishi Radio have not yet conducted any audience survey. So effectiveness of its programme has not been evaluated.
- The most important role of the community radio is to help develop the community by providing information and motivational support.
- The capacity development of the staff members running the community radio is also important.
- The community is an important strength of the CR. These people should be involved in monitoring the programme.
- The management committee has the scope of taking the leadership role in running the radio.
- Area of frequency should be increases to cover greater number of listeners.
- The government run Krishi Radio cannot be compared with other NGO run CR. The radio is on its own building. Staff members are cadre service holders who have hardly any experience of operating a media organization. To run the CR effectively and efficiently, personnel with the orientation and background of media should be employed.
- The CR Advisory Committee at district level is there, but meetings are seldom held. CR activities are there in the agenda of the DC's monthly meeting, but no detailed discussions take place.

Mr. Sahadat Hossain
Station manager, Krishi Radio
Venue: Office of the Radio station

Responses:

- The station focuses on modern techniques of cultivation, use of barren land and agro marketing.
- A special programme is there for the fisherman community.
- Natural disaster is a major issue in this area. So weather forecast and relevant programmes are broadcast with priority.
- Volunteers mostly come to the radio to gain experience. Many of them have received training from BNNRC.
- There is no allocation of separate funds from the government to run the radio.
- The CR is looking for donors. Commercial advertisement should be allowed for financial sustainability.

Krishibid Mizanur Rahman
Director, Agriculture Information Service
Ministry of Agriculture
Venue: Khamar Bari, Dhaka

Responses:

- FAO provided support to construct building for the radio station on a piece of land owned by the Upazila parisad.
- Government and non-government agencies extend support in providing training to staff and volunteers of the station.
- Krishi Radio focuses on modern techniques of cultivation, livestock, poultry farming keeping the needs of the coastal belt into consideration.
- Though operated by government employees, Krishi Radio gets support of the volunteers and involvement of the community.
- A more powerful transmitter with a greater range of frequency area is needed for Krishi Radio.
- Agriculture ministry is in contact with information ministry to get permission for commercial advertisement.
- AIS is planning to propose five more Krishi Radios in Hill Tracts, Haor area, Char land, salinity affected areas and northern part of the country to address agricultural issue depending on the special features of the areas.

Findings of the SWOC exercise

Staff and volunteers engaged in programme production and technical operations took part in the exercise. Physical facility, support of the agriculture department, the listeners and support local administration have been identified as strength, whereas volunteer drop out, shortage of modern equipment, shortage of staff and transfer of government officials were mentioned as limitations and challenges. The table below shows the result of the exercise.

Strength	Weakness	Opportunities	Challenges
<ul style="list-style-type: none"> • Listeners • Physical facility • Communication • Equipment • Support of agriculture department 	<ul style="list-style-type: none"> • Opposition of some quarters • Shortage of staff • Volunteer drop out • Shortage of modern equipment • Lack of continuous training • Lack of training on interviewing • The building is not suitable for a radio station • Problem of power supply 	<ul style="list-style-type: none"> • Donor support • Confidence of local people • Local agro-based economy • Support of local administration 	<ul style="list-style-type: none"> • Financial constraint • Social backwardness • Frequent transfer of government officials • No commercial ad

Radio Sundarban FM 98.8

Profile of radio station

- Initiator: Advance Welfare Foundation (AWF)
- Year of establishment: 2011
- Location and area of coverage: **Koyra upazila of Khulna**, Coverage is an area of 17 kilometres radius around the station.
- Broadcasting hour: Four hours -- 09 am to 11 am and 08 pm to 10 pm
- Programme issues: Climate change, agriculture, health, education, local and national news, weather forecast, drug abuse, human trafficking, disaster preparedness
- Physical facility: Located in a rented house. Initiator organization pays the rent.
- Number of listeners' clubs: 50
- Human resources: 4 staff and 15 volunteers

Current situation of the radio station: Strengths, limitations and challenges

Radio Sundarban is located at Amadi Bazar of Koyra upazila of Khulna, a southern district adjacent to the Sundarbans, the largest mangrove forest of the world. The location of the station is an insignificant market place with very small business and economic activities .

The CR station has been initiated by Advance Welfare Foundation (AWF), a local NGO. Currently the station broadcasts development and entertainment programmes for 4 hours a day in two sessions -- 09 am to 11 am and 08 pm to 10 pm. The station is run by 4 staff members and 15 volunteers. Following strengths and limitations of the station have been identified through this assessment study.

Strengths

- Though located in a rented house, Radio Sundarban will be shifted to its own building for which a piece of land has already been purchased.
- Skilled workers and quality reporters
- Programmes, particularly the local news are very popular among the listeners..
- The management committee is very supportive
- NGOs are interested to work with the radio.

Limitations

- Frequent power failure is a problem
- Poor sanitation in the radio station is embarrassing
- Inadequate publicity of the station
- Insufficient number of listeners' clubs.

Challenges ahead

- Financial uncertainty is a big challenge.
- Unclear policy of the government about commercial ad.
- Poverty and lack of awareness in the community is also a challenge.

Options for sustainability

Location of Radio Sundarban is in a remote village. Ideally it is good for a community radio, because it covers a segment of excluded population who have accepted it as a useful media for them. But in terms of sustainability it is a challenge, most of the people are poor with least involvement with economic activity. Physical accommodation is not suitable for a radio station. This problem is expected to be solved once it is shifted to its own building. Still it will take quite some time and the station management should think about improvement of the accommodation. The initiator organization, local administration and the community need to give special attention to sustain operations of the CR. Following sustainability options have derived from the study.

- Training on programme production skills
- Produce and broadcast more programmes on public awareness creation
- Create an independent fund for operations of Radio Sundarban
- Provision of budget for community radio in the national budget
- Increased involvement and support of the community
- Modern equipment of better quality
- Improve quality of programmes
- Provide honorarium to volunteers to inspire them
- More focus on programmes of public interest

Focus Group Discussion

Two FGD sessions were held - one with the members of listeners' clubs and the other with a group of working professionals. A total of 26 participants took part in the discussions. Participants put their opinion on the programmes of the CR.

FGD -1

Participants: Members of listeners' clubs

Venue: Radio station

Date: 31 August 2015

Number of participants: Male - 13 Female - 0 Total - 13

Findings:

- Listeners do not know the name of the initiator NGO.
- Listeners include fishermen, forest product earners, farmers and marginalized people of the community.

- Mobile phone sets are mostly used for listening to the radio programmes.
- Evening is the most suitable time for listening to the radio.
- During recent cyclones in the coastal areas, the CR station continued broadcasting weather forecast and cautionary signals for two days without interruption.
- Radio Sundarban should broadcast more awareness programs on women, children, drug abuse, history of liberation war and cultural heritage.
- Despite their access to TV and other radio programs, listeners prefer Radio Sundarban because the station covers news and issues of local interest in local dialect which is not very different from standard Bangla.
- Staff and volunteers of Radio Sundarban often visit the community to take listeners' feedback on the programs. Comments of the listeners are taken into account.
- Program on livestock rearing in the Sundarbans area would benefit marginal farmers.
- Government should allow commercial advertisement during certain percentage of broadcasting time of the CR.
- The ultimate success in achieving sustainability of the radio depends on community mobilization.
- Some behavioral changes have taken place in the families and the society -- like washing hands, using toilets properly, decreasing trend of early marriage etc.

FGD -2

Participants: Working professionals

Venue: Radio station

Date: 31 August 2015

Number of participants: Male - 9 Female - 4 Total - 13

Findings:

- Frequency area should be widened to cover greater number of listeners. Technical quality of transmission should also improve.
- They mostly use mobile phone set to listen to the radio.
- Programs on arsenic contamination of water, education, corruption, drug abuse, dowry and child marriage should be broadcast. Teaching music can also be introduced.
- Staff and volunteers of Radio Sundarban often visit the community to take listeners' feedback on the programs.
- Rich people of the community should contribute to attaining sustainability of the radio.
- No social oppositions to the radio program have been found.

Key Informant Interview

Interviews of two informants - one journalist and Station Manager have been taken. They feel that the radio station can play a vital role in creating awareness on social issues in this remote area of the country.

Mr. Md. Ziaur Rahman

Correspondent, Bhorer Pata

Koyra

Venue: Office of the radio station

Responses

- Network of Radio Sundarban needs to be strengthened and area of coverage should be widened. People of remote areas who need cyclone alert remain out of network.
- The radio can create awareness on illegal use of fishing net for procuring shrimp fry and overall protection of the Sundarbans.
- For instant broadcasting of news CR can seek cooperation of local journalists.
- The radio has been able to earn popularity in the community because its programmes reflect aspirations and interest of the local people.
- Support of the community and local administration can help sustain the activities of the radio in the long run.

Palash Chandra Dhali

Station Manager, Radio Sundarban

Venue: Office of the radio station

Objectives of Radio Sundarban as mentioned by the station manager are to reflect the feelings of the community and create awareness on certain issues of public interest through radio programmes.

Responses:

- Number of listeners' clubs has been increased from 25 to 50 with the assistance of Agriculture Information Directorate. The office has also provided 50 radio sets to the listeners. This is a good gesture of cooperation. Such partnership can be developed with other government departments.
- Government departments can use community radio as an effective media for publicity in the community and advocacy for development issues.
- A2I project of the Prime Minister's office has provided support to CR for advocacy on Digital Bangladesh.
- High drop out of staff and volunteer is a problem of Radio Sundarban.
- Commercial advertisement is essential for sustainability of community radio.
- One motor bike is needed for the radio station for easy movement.
- Involvement of the community has to be strengthened for sustainability of CR.
- Local administration can provide support to the CR from their publicity budget for national events.

Mr. Gazi M.A. Salam
Managing Director, Advanced Welfare Foundation
Venue: Office of the foundation at Dhaka

Responses

- Radio Sundarban aims to create awareness and raise the voice of marginalized people of the area who are mostly dependant on the sundarbans for their livelihood.
- An efficient and capable team could not be built to run the radio effectively since the station is located in a remote area covering marginalized community.
- CR stations should produce more entertaining programmes to attract listeners.
- AWF started the radio with the expectation that donors and the government will come up with necessary funds for running the station.
- Transmitter of higher capacity is needed to expand area of frequency.
- Skills training is needed for the volunteers and staff of the radio.

Findings of the SWOC exercise

Staff and volunteers engaged in programme production and technical operations took part in the exercise. Skilled workers, support of the community, the listeners and support of local administration have been identified as major strengths, whereas Shortage of technical staff, limited transmission area, financial uncertainty and tuning access to other radio stations were mentioned as limitations and challenges. The table below shows the result of the exercise.

Strength	Weakness	Opportunities	Challenges
<ul style="list-style-type: none"> • Popularity • Quality reporter and presenter • Skilled workers • Own land for office construction • Qualified management committee • Popular local news 	<ul style="list-style-type: none"> • Power disruption • Limited transmission area • No honorarium for volunteers • Inadequate staff salary • Insufficient training • Poor sanitation in the CR office • Inadequate publicity of the station • Insufficient number of listeners' clubs 	<ul style="list-style-type: none"> • Interested listeners • Enhancing community involvement • Cooperation of the local administration • Interest of NGOs to work with the CR 	<ul style="list-style-type: none"> • Financial uncertainty • Poverty and lack of awareness • A section of people are critical about female workers of the radio • Unclear policy of the government about commercial advertisement

Radio Nalta FM 99.2

Profile of radio station

- Initiator: Nalta Hospital and Community Health Foundation
- Year of establishment: 2011
- Location and area of coverage: Nalta union of Kaliganj upazila of Satkhira district, Coverage is an area of 17 kilometres radius around the station.
- Broadcasting hour: Six hours -- 09 am to 11 am and 08 pm to 12 (Midnight)
- Programme issues: Climate change, agriculture, health, education, local and national news, entertainment, history and tradition, women's development, child labour, river erosion, social safety net programme.
- Physical facility: Located in the 2nd floor of Nalta Hospital and Community Health Foundation building. Likely to be shifted to its own building to be constructed on a piece of land already purchased.
- Number of listeners' clubs: 113
- Human resources: 5 staff and 248 volunteers

Current situation of the radio station: Strengths, limitations and challenges

Radio Nalta is located at Nalta union of Kaliganj upazila of Satkhira, a southern district adjacent to the Sundarbans, the largest mangrove forest of the world. Though located in a village, not even at the upazila sadar, appearance and programmes of the station are quite impressive. Station manager, staff and volunteers are active and enthusiastic. They expressed their strong commitment to develop the station as a self-sustainable community media. The local elected representative was also found sincere and committed.

Radio Nalta has been initiated by Nalta Hospital and Community Health Foundation. Currently the station broadcasts development and entertainment programmes for 6 hours a day - 09 am to 11 am and 08 pm to 12 (Midnight). The station is run by 5 staff members and 248 volunteers. Following strengths and limitations of the station have been identified through this assessment study.

Strengths

- The initiator organization is very supportive.
- There are potentials for financial support from the community.
- Skilled and committed management.
- Support and cooperation of the public representatives and the community
- Voluntary attitude, unity and sincerity.
- Comfortable physical accommodation

Limitations

- The radio station needs separate editing room and sound room.
- Disruption of power is a problem
- Inadequacy of staff is increasing work load on existing workers.
- Female workers face problem travelling to and from the station

Challenges ahead

The respondents identified the following 3 challenges that have to be faced.

- Drop out of volunteers
- Uncertainty of donor support
- Probable political change over

Options for sustainability

Radio Nalta has got positive factors that can facilitate attain sustainability. Internal strength and external opportunities have to be capitalized properly. Moreover limitations and challenges have to be addressed. Following sustainability options have derived from the study.

- Volunteers need more skills
- Enhance interest and commitment of workers
- Increase liaison with donors and development partners
- Provide honorarium to volunteers
- Ensure support of local administration
- Retention of skilled workers
- Create special fund to face emergency
- More training for workers
- Improve quality of programme and presentation

Focus Group Discussion

Two FGD sessions were held - one with a group of young listeners and the other with the local community leaders. A total of 26 participants took part in the discussions. Participants put their opinion on the programmes of the CR.

FGD -1

Participants: Young listeners

Venue: Classroom of Nalta Hospital and Community Health Foundation

Date: 01 September 2015

Number of participants: Male - 6 Female - 6 Total - 12

Findings:

- The participants are well informed that the Radio Nalta is run by the Nalta Hospital and Community Health Foundation.
- Mobile phone is widely used to listen to the radio programme.
- Programmes on English learning, academic coaching, sanitation awareness should be added.
- Frequent power failure is a barrier to smooth and uninterrupted transmission of radio programmes.

- Despite their access to TV and other radio stations, listeners prefer Radio Nalta because the station covers news and issues of their own interest.
- Students voluntarily and enthusiastically participate in different education programmes over the radio.
- The programmes maintain quality and standard which can be comfortably listened with the family members.
- Staff and volunteers of Radio Nalta often visit the community to take listeners' feedback on the programs. Responding to their feedback the radio broadcast programmes on early marriage, dowry and health tips which benefited the listeners.
- Transmission time for entertainment programme should be increased.
- Owners of shrimp field can make financial contribution for sustainability of the radio.

FGD -2

Participants: Community leaders

Venue: Classroom of Nalta Hospital and Community Health Foundation

Date: 01 September 2015

Number of participants: Male - 11 Female - 3 Total - 14

The participating community leaders were found very positive and supportive to the CR. While appreciating the dedication of the manager and workers, they suggested some issues to be included in the programme.

Findings:

- The community members are being benefitted as issues related to their life are broadcast over the radio.
- They mostly use mobile phone set to listen to the radio.
- Volunteers and staff of radio often visit community to take listeners' feedback.
- An audience survey conducted with 500 samples helped to involve community members with the radio.
- High dropout rate of volunteers is a barrier to maintaining quality of programmes.
- Area of frequency should be increased and quality of equipment has to be improved.
- Listeners take interest in agriculture, health, local news and entertainment programmes.
- Evening is the suitable time for listening radio programmes
- Programmes on human trafficking, drug abuse, eve teasing, maternal and child health. liberation war including stories of the war field should be included in the programmes of the CR.

- Live programmes on health and education involving physicians and teachers would be interesting.
- For sustainability of the radio, community can contribute in cash or other forms of support.

Key Informant Interview

Interviews of three informants - Chairman of Nalta UP, Station Manager and Chairman of Nalta Hospital and Community Health Foundation have been taken. They feel that the radio station has high potentials of being owned by the local community and sustain in the interest of the community.

Mr. S.M. Asadur Rahman
Chairman, Nalta union parisad
Venue: Office of the radio station

Responses

- Radio Nalta is very popular among people. It disseminates essential message to people of different age and profession of the community.
- Nalta is a model union with ideal law and order situation. Female volunteers have no problem of movement even at night.
- No oppositions to the radio programmes are there from the community. They rather like the programmes.
- More programmes on safe motherhood and child health should be there. Since the radio station is initiated by a hospital located in its premise, listeners expect more health awareness programmes.
- The radio management has close relation with the public representatives and community leaders.
- The chairman has taken part in radio talk and interviews.

Selim Sharier
Station Manager, Radio Nalta
Venue: Office of the radio station

Radio Nalta has been able to earn credibility as a media among the community people as the station manager mentioned. While talking, the young manager looked confident and enthusiastic about future of the radio station.

Responses:

- Radio Nalta involved the local community right from the planning stage. A community meeting was organized before starting the radio involving 500 local people to inform them and take their views. This initial involvement has helped establish a sense of ownership to the radio among the community people.
- Image of the founder of the hospital and the community radio former Health Minister Dr. AFM Ruhul Haque has created a positive impact.

- The station runs academic sessions in partnership with schools, even open university to help students.
- Partnership with NGOs like Sight Savers and others is also there.
- Special programmes are broadcast on national and international days/events and religious festivals.
- Volunteers involved in programme production and broadcasting are recruited through audition and trained for skills improvement.
- Volunteers are divided into production, technical and cultural teams. They frequently meet for interaction and greater coordination.
- The Advisory Committee headed by UNO sit in monthly meeting. The station manager prepares monthly report and shares it with DC, UNO and Bangladesh Betar regularly.
- Advertisement policy for CR should be revised. At least 10% of transmission time should be allowed for commercial advertisement.
- The station manager is optimistic about sustainability of the radio. He thinks, this community owned radio will attain a position to run on its own by the year 2020. Community ownership will further deepen by taking financial contribution from them, recognizing their contribution by issuing gold card, silver card and the like.

Mr. Ziaul Hoque

Chairman, Nalta Hospital and Community Health Foundation

Venue: Office of the foundation at Dhaka

Responses:

- Community radio has to be owned by the community. So people's involvement in planning and operations is vital.
- The radio is more or less dependent on the foundation's funding. Resource mobilization from the community or from donors is rather tough.
- The radio management work independently. The foundation does not interfere in its internal affairs.
- A portion of the budget for community clinic should be earmarked for community radio which can significantly contribute to change health habit of people.
- Audience survey should be done at regular interval to assess radio programmes and re-design to improve.
- The ministry can set some performance indicators to help community radios assess their programmes.

Findings of SWOC analysis

Venue: Office of the radio station
01 September 2015

Staff and volunteers engaged in programme production and technical operations took part in the exercise. Skilled workers, own accommodation, skilled management, support of the community, and support of public representatives have been identified as major strengths, whereas shortage of staff, drop out of volunteers and uncertainty of donor support were mentioned as limitations and challenges. The table below shows the result of the exercise.

Strength	Weakness	Opportunities	Challenges
<ul style="list-style-type: none"> • Volunteers • Initiator organization -- Nalta Hospital and Community Health Foundation • Skilled management • Own physical accommodation • Credibility • Voluntary attitude, unity and sincerity 	<ul style="list-style-type: none"> • Power disruption • No separate editing room / sound room • Insufficient conveyance for volunteers • Inadequate staff • Wrong set up of transmitter • Female workers face problem travelling to and from the station 	<ul style="list-style-type: none"> • Potentials for financial support from the community • Support and cooperation of the public representatives and the community • Need for creating awareness on alternative livelihood options 	<ul style="list-style-type: none"> • Drop out of volunteers • Uncertainty of donor support • Probable political change over

Radio Bikrampur FM 99.2

Profile of radio station

- Initiator: EC Bangladesh
- Year of establishment: 2012
- Location and area of coverage: **Munshiganj**, Coverage is an area of 17 kilometres radius around the station.
- Broadcasting hour: 6 hours a day - 4 pm to 10 pm
- Programme issues: Climate change, agriculture, health, education, right to information, History and culture, local government, anti-tobacco campaign, development news and entertainment
- Physical facility: Located in a rented house. Initiator organization pays the rent.
- Number of listeners' clubs: 525

Human resources: 4 staff and 15 volunteers

Current situation of the radio station: Strengths, limitations and challenges

Radio Bikrampur is located at Munshiganj town not very far from the capital city. This proximity is both a challenge and an advantage. The challenge is that of competing with other media including FM radio which can be easily tuned from here. The comparative advantage is Radio Bikrampur, unlike other stations address local issues and focus on the culture and heritage of Bikrampur that attract the listeners.

Radio Bikrampur has been initiated by EC Bangladesh, an NGO working in this area. Currently the station broadcasts development and entertainment programmes for 6 hours a day - 4 pm to 10 pm. The station is run by 4 staff members and 15 volunteers. Following strengths and limitations of the station have been identified through this assessment study.

Strengths

- Local administration is very supportive to the station.
- Equipment of high quality.
- Skilled staff and volunteers produce quality programmes.
- Community support and participation
- Interest of the listeners.

Limitations

- The CR station has no physical accommodation of its own. It is located in a rented house.
- Shortage of regular staff, particularly that of technical staff is a problem.
- Network problem
- Shortage of equipment

Challenges ahead

- No scope of commercial advertisement

- Retaining skilled worker is a challenge.
- Financial uncertainty.
- Competing with other radio stations that can be tuned from Munshiganj.
- Sustaining listeners' interest.

Options for sustainability

Addressing the challenges Radio Bikrampur has to utilize its comparative advantages to sustain in the long run. Interest and enthusiasm of the youth group has to be retained. Following sustainability options have derived from the study.

- Motivate young listeners and strengthen their commitment
- Greater publicity of the radio through annual event
- More support from the local administration and business community
- Create a facebook fan page and upload radio activities over there
- Allow commercial ad
- Arrange own accommodation for the station
- Enhance area of frequency
- Enhance skills of workers through advanced training
- Create own fund for the radio

Focus Group Discussion

Two FGD sessions were held - one with a group of young listeners and the other with woman listeners. A total of 22 participants took part in the discussions. Participants put their opinion on the programmes of the CR.

FGD -1

Participants: Young listeners

Venue: Radio station

Date: 29 July 2015

Number of participants: Male - 3 Female - 6 Total - 9

Findings:

- Broadcasting hour should be extended to midnight, even late night.
- Listeners' clubs should be more active.
- Mobile phone sets are mostly used for listening to the radio programmes.
- There are ample scopes for including new issues for broadcasting.
- School curricula based education programme can be broadcast in coaching format. This will benefit and attract young listeners.
- English learning programme should be re-introduced. It will help them improve their spoken and written English.
- Local administration should come forward to support the CR for sustainability. Rich people of the community can also help.

FGD -2

Participants: Woman listeners

Venue: East Deobhog, courtyard of a house
Date: 29 July 2015

Number of participants: Male - 0 Female - 13 Total - 13

Participating women think that listening to radio is more comfortable than watching TV. Moreover, the radio has developed a community network which contributes to building social harmony.

Findings:

- Women enjoy listening to the CR. It does not hamper children's study which the television does.
- Best time for listening to the radio is the afternoon. Cannot listen during the pick hours of domestic chores.
- They use mobile phone set to listen to the radio.
- Not aware about the initiator organization.
- Though these women are not involved in any listeners' club, volunteers of Radio Bikrampur meet them to take their feedback on the programmes.
- A community network is developing through the CR.
- They are ready to contribute monthly for sustainability of the radio.

Key Informant Interview

Interviews of three informants - Principal of Munshiganj Polytechnic Institute, Station Manager and Executive Director of Environment Council Bangladesh have been taken. They feel that the radio station and the institute can be mutually benefited through partnership and technical cooperation.

Mr. Harun or Rashid

Station manager, Radio Bikrampur

Venue: Office of the radio station

- Radio Bikrampur aims to empower marginalized section of the population including woman workers of the rice mills, Bede (gypsy community living on boat), so called untouchable low cast communities and farmers and create awareness among them.
- Radio Bikrampur covers a total of around 15 lac people of 7 upazilas of Munshiganj district of whom 4 lac are estimated listeners. However, this number is an assumption. No formal survey has been conducted.
- EC Bangladesh operates micro-credit programme in this area. Radio Bikrampur is using the micro-credit groups in forming radio listeners' clubs.
- Radio Bikrampur is the nearest community radio station from the capital city. Other entertaining FM radio stations can be tuned from the district. This is a challenge for retaining listeners of the community radio. To mitigate the challenge, the CR closely involves the listeners with the programmes and

- covers issues of interest including historic and cultural heritage of Bikrampur, local problems and needs.
- Committed volunteers, support of the local administration and uninterrupted power supply are the strengths that would contribute to attainment of sustainability. Support of the business community would also help. Commercial advertisement and commercial use of recording studio can be potential sources of income of the CR.

Engineer Nihar Ranjan Das
Principal, Munshiganj Polytechnic Institute
Venue: Office of the Principal

The principal is interested in the programmes of Radio Bikrampur and he is eager to extend any technical support to the CR.

Responses:

- Some students of the institute work in Radio Bikrampur as volunteers. They maintain contact with the principal. The station manager is also in close touch with him.
- The CR has direct interaction with the listeners, particularly the young ones. Young listeners know about the history and heritage of Bikrampur through this radio.
- Radio Bikrampur does not have any news bulletin. It should broadcast local news which will interest the people of Munshiganj.
- The radio should broadcast special programme focusing the needs and interest of students. This may include information on admission in and outside the country, job opportunities, career building etc.
- Education through entertainment can be a good approach.
- Radio Bikrampur and Munshiganj Polytechnic Institute can build partnership and technical cooperation for mutual benefit. Students of electronics department can work in the radio as a part of their practical learning. On the other hand, the radio can use voluntary service of these young learners.
- Since commercial advertisement is not allowed, CR can broadcast development programmes sponsored by business firms.

Findings of SWOC analysis

Staff and volunteers engaged in programme production and technical operations took part in the exercise. Skilled workers, support of the community, the listeners and support of local administration have been identified as major strengths, whereas shortage of technical staff, limited transmission area, financial uncertainty and tuning access to other radio stations were mentioned as limitations and challenges. The table below shows the result of the exercise.

Strength	Weakness	Opportunities	Challenges
<ul style="list-style-type: none"> • Skilled workers • Interest of listeners • Quality equipment • Initiator organization • Participation of elites • Massive participation of women 	<ul style="list-style-type: none"> • No own physical accommodation • Limited transmission area • Shortage of regular staff • Network problem • No scope of commercial ad • Shortage of technical staff 	<ul style="list-style-type: none"> • Community support • Creating skilled workers • Creating social awareness • Support of local administration 	<ul style="list-style-type: none"> • Financial constraint • Tuning other radio stations from Munshiganj • Retaining skilled worker • Sustaining listeners' interest • Continuing communication with listeners

Radio Jhenuk FM 99.2

Profile of the radio station

- Initiator: Srizoni Bangladesh
- Year of establishment: 2011
- Location and area of coverage: **Jhenaidah**, Coverage is an area of 17 kilometres radius around the station.
- Broadcasting hour: Earlier it was 10 hours a day - 12 noon to 10 pm. Due to damage of transmitter by thunderstorm, it has been reduced to 7 hours -- 3 pm to 10 pm.
- Programme issues: Education, agriculture, environment, climate change, social issues, maternal and child health, women empowerment, adolescent reproductive health, early marriage, right to information, drug abuse, suicidal tendency
- Physical facility: Located in the building of Srizoni Bangladesh, the initiator organization.
- Number of listeners' clubs: 125
- Human resources: 5 staff and 34 volunteers

Current situation of the radio station: Strengths, limitations and challenges

Radio Jhenuk is located at Jhenaidah, a south-western district of the country. The station has been initiated by Srizoni Bangladesh, a local NGO. Currently the station broadcasts development and entertainment programmes for 7 hours a day -- from 3 pm to 10 pm. The station is run by 5 staff members and 34 volunteers. Following strengths and limitations of the station have been identified through this assessment study.

Strengths

- Popularity of the radio programmes.
- Quality of reception is good because of the height of the transmission tower.
- Skilled and creative staff and volunteers.
- Auto power generator helps overcome power disruption problem.
- Strong management and administrative support
- Scope of training at the national level
- Cooperation of local artists is an advantage.

Limitations

- Lack of equipment maintenance facility hinders smooth transmission
- Shortage of skilled technician is a problem
- Area of frequency needs to be increased
- On-line transmission facility has to be introduced

Challenges ahead

- Financial uncertainty is a big challenge towards attaining sustainability.
- Sustaining interest of listeners through quality and creative programmes.
- Situation after political change over may be a challenge

Options for sustainability

Transmission of Radio Jhenuk and activities of the initiator organization Srizon Bangladesh are operated from the same building. The management of the NGO provides support and cooperation, but does not interfere into the operations of the radio. The NGO is a well established organization in the area. Radio Jhenuk can use this advantage to attain its sustainability. Following sustainability options have derived from the study.

- Circulate local public announcement over community radio on payment
- Broadcast development activities of ministries on payment of on air cost
- Improve and maintain quality of radio programmes
- Volunteers should be given incentives
- Allow commercial ad
- Allocation of funds for community radio in the national budget
- Financial support from the government and donors
- Increase transmission hours

Focus Group Discussion

Two FGD sessions were held - one with a mixed group of listeners and the other with the executives of NGOs working in Jhenaidah. A total of 18 participants took part in the discussions. Participants put their opinion on the programmes of the CR.

FGD -1

Participants: Mixed group of listeners

Venue: Radio station

Date: 14 September 2015

Number of participants: Male - 7 Female - 2 Total - 9

Findings:

- Jhenaidah has an agro-based economy. Programme on agriculture of the Radio Jhenuk is popular among the listeners.
- Depression, drug abuse and tendency of suicide are quite prevalent in Jhenaidah. Radio Jhenuk is playing an important role through its counseling and advocacy programmes against these family and social hazards.
- Radio staff and volunteers take feedback of listeners and produce programmes accordingly.
- Radio Jhenuk has brought a big change in radio listening habit of the community members and this can be a strong factor of achieving sustainability.
- One advantage of Radio Jhenuk is that its initiator organization, Srizon Bangladesh, has a strong institutional and programmatic base. The radio station

is located in the building of Srizoni. To attain self-sustainability, provision of broadcasting commercial advertisement is essential.

- Financial contribution of local well-off people can also be a means of sustainability.

FGD -2

Participants: NGO officials

Venue: Radio station

Date: 14 September 2015

Number of participants: Male - 8 Female - 1 Total - 9

Reduction of transmission hours from 13 hours to 8 hours has been expressed as a matter of concern. Volunteers interact with the listeners in monthly meetings. The station needs financial and logistics support to sustain. Uninterrupted power supply has to be ensured. A stand by transmitter is also needed.

Findings:

- The community radio issue is discussed in the meetings of NGO Coordination Committee.
- NGOs and the radio can be mutually benefited through partnership and cooperation.
- Srizoni Bangladesh is strong and capable enough to run a CR station.
- NGOs can make provision of advocacy and awareness programmes through community radio in their project proposal. If approved by donors, this can help both the NGOs and the CR.
- Some of the NGO officials have participated in radio discussions on relevant issues. This is helpful for the NGOs.
- Radio Jhenuk has to develop its own sustainability plan. The NGOs can supplement with ideas and technical assistance.

Key Informant Interview

Interviews of three informants - Chairman of Srizony Bangladesh, Station Manager and District Information Officer of Jhenaidah have been taken. They feel that the radio station is playing a vital role in creating awareness on social issues among all segments of the local population.

Dr. M. Harun or Rashid

Founder & Chairman, Srizony Bangladesh

Venue: Office of Srizony Bangladesh

- Community radio is a means to bring people together. It helps to know people and let them know. With this idea in mind, Radio Jhenuk was established using the opportunity of government's decision of allowing community radio to operate.

- Radio Jhenuk focuses both on awareness creation through dissemination of message and entertainment for different segments of listeners.
- Srizony Bangladesh has established a very good linkage with the community. Radio Jhenuk is using this opportunity to develop credibility among local listeners.
- Srizony does not interfere in the affairs of Radio Jhenuk. It only provides necessary support to make the CR station self-sustainable.
- No opposition from the community to operations of the radio program has been found so far. Radio Jhenuk shows respect to the values of people and maintains openness in broadcasting news and views.
- Staff and volunteers of Radio Jhenuk are enthusiastic and they take pride in working with the radio. They have developed a special image in the community due to their involvement with the radio.
- With the support and participation of the community, Radio Jhenuk will sustain and grow as an effective community media.

Parvin Nahar

Station manager, Radio Jhenuk

Venue: Office of the radio station

- Srizony Bangladesh is very supportive to Radio Jhenuk. It is a strength for the radio.
- We are covering critical social issues like eave teasing, early marriage and suicidal tendency. CR is playing a very important role in combating these social hazards. Women and girls are being benefited particularly.
- While designing and producing programmes, more focus is given on the young people. However, listeners of other age groups are also taken into account.
- A special programme on counseling against suicidal tendency is broadcast involving a psychologist.
- A back-up transmitter is needed to avoid the risk of technical fault.
- Radio Jhenuk broadcasts local advertisements. Commercial ads should be allowed for sustainability of CR.

A.S.M. Kabir

District Information Officer (DIO)

Venue: Office of the DIO

The DIO is in close touch with Radio Jhenuk. He often takes part in the radio programmes / discussions.

Responses:

- The district information office should have more involvement with community radio, because ministry of information is the controlling authority.

- The present government is committed to disclose all information to people. Enactment of RTI Act is an evidence of its commitment.
- Some changes are now visible in the culture of secrecy cherished by the government offices.
- Community radio can play a significant role in disseminating government information to people.
- Local needs should be given priority while designing radio programmes.
- Tendency of committing suicide is higher in Jhenaidah compared to other districts. Radio Jhenuk should focus on this issue.

Findings of SWOC analysis

Venue: Office of the Radio station 14 September 2015

Staff and volunteers engaged in programme production and technical operations took part in the exercise. Accommodation in the initiator organization's building, support of local administration, popularity, active listeners' clubs and continuous financial and management support of the initiator organization have been identified as major strengths, whereas maintenance of equipment, limited transmission area, financial uncertainty and social backwardness were mentioned as limitations and challenges. The table below shows the result of the exercise.

Strength	Weakness	Opportunities	Challenges
<ul style="list-style-type: none"> • Physical accommodation in NGO building • Popularity among listeners • Height of the transmission tower • Support of the initiator organization • Auto power generator • Skilled and creative volunteers • Safety of female volunteers 	<ul style="list-style-type: none"> • No arrangement for proper maintenance of equipment • Limited transmission area • No online transmission facility • No scope of commercial ad • Shortage of skilled technician 	<ul style="list-style-type: none"> • Support of the administration • Financial and technical support from the donors • Cooperation and participation of local artists and cultural activists • Scope of training at the national level 	<ul style="list-style-type: none"> • Financial uncertainty • Uncertain situation after political change over • Natural disaster • Sustaining listeners' interest • Continuing communication with listeners • Social backwardness