

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION No.3939
(TO BE ANSWERED ON 04.04.2025)

COMMUNITY RADIO CONTENT CHALLENGE

3939. SHRI AMR PAL MAURYA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the manner in which the Community Radio Content Challenge contributes to empowering local communities and strengthening their voices;
- (b) the steps taken by Government to enhance the role of community radio in addressing regional issues;
- (c) the measures being taken to ensure greater participation from various sectors in the Community Radio Content Challenge; and
- (d) the manner in which the Government proposes to utilize community radio for promoting public health awareness and rural development?

ANWER

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND
PARLIAMENTARY AFFAIRS (DR. L. MURUGAN)**

(a) to (d): The Community Radio Content Challenge is being organized as part of the World Audio Visual & Entertainment Summit (WAVES). The Challenge is an opportunity for the Community Radio Stations (CRSs) to showcase their creative, impactful, and innovative content. It serves as a vital platform for empowering local voices and addressing region-specific issues, by amplifying the voices of grassroot communities, often unheard in mainstream media.

The CRSs can submit entries in five distinct categories of crucial aspects of community development, which include programmes on public health & rural development. These categories aim to highlight the impactful work CRSs are doing to drive positive change across diverse sectors.

The social media platforms have been utilized to ensure greater participation in the challenge besides the direct outreach through associations. So far, more than 260 entries have been received, including international CRSs.

The Ministry provides financial assistance to set up CRSs under a Central Sector Scheme for “Supporting Community Radio Movement in India”. By encouraging region-specific storytelling and content creation, the initiative helps address hyper local issues, fosters social inclusion, and promotes participatory communication.

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