

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 4240
(TO BE ANSWERED ON 26.03.2025)**

COMMUNITY RADIO CONTENT CHALLENGE.:-

4240. SHRI BHOJRAJ NAG:
SMT. SMITA UDAY WAGH:
SHRI KANWAR SINGH TANWAR:

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

- (a) the manner in which the Community Radio Content Challenge contributes towards empowering local communities by amplifying their voices and addressing grassroots issues in different regions of the country, State and district-wise including Kanker district of Chhattisgarh, Jalgaon district of Maharashtra and Uttar Pradesh;
- (b) whether the Government has undertaken any initiatives to enhance the role of community radio in tackling region-specific challenges with a special focus on rural and agricultural concerns in different regions of the country and if so, the details thereof, State and district-wise including Kanker district of Chhattisgarh, Jalgaon district of Maharashtra and Uttar Pradesh;
- (c) the measures being implemented to ensure greater participation from diverse regions in the Community Radio Content Challenge to make it more inclusive and representative in different regions of the country, State and district-wise including Kanker district of Chhattisgarh, Jalgaon district of Maharashtra and Uttar Pradesh;
- (d) the manner in which the Government proposes to leverage community radio to promote public health awareness, rural development and support for farmers in different regions of the country, State and district-wise including Kanker district of Chhattisgarh, Jalgaon district of 34 Maharashtra and Uttar Pradesh; and
- (e) whether there is any proposal to launch a radio station in Kanker district of Chhattisgarh and if so, the details thereof?

ANSWER

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

(a) to (e) Community Radio Content Challenge is an opportunity for the Community Radio Stations (CRSs) operating in different parts of country to showcase their creativity, innovation & talent to get recognition by contesting for various Awards of National Level. The Challenge serves as a vital platform for amplifying the voices of grassroots communities, often unheard in mainstream media. By encouraging region-specific storytelling and content creation, the initiative helps address hyper local issues, fosters social inclusion, and promotes participatory communication. Programmes broadcasts by CRSs are of immediate relevance to the community. The emphasis is on the developmental, agricultural, health, educational, environmental, social welfare, community development and cultural programmes. The programming reflect the special interests and needs of the local community. To make the Community Content Challenge more inclusive and accessible, several measures have been taken at both national and regional levels i.e. all operational stations were informed about the challenge, region specific capacity building workshops were organized including handholding to few CRSs. Various awareness generation activities across India are being organized about the effective use of CRSs on social and developmental issues which benefited all CRSs including located in districts of states Chhattisgarh, Maharashtra & Uttar Pradesh.

Central Government provides approvals to eligible entities after receiving online applications through Broadcast Seva Portal for setting up the Community Radio at their desired locations. The Central Government has also approved a Central Sector Scheme titled “Supporting Community Radio Movement in India” where in a provisions has been made to provide financial assistance to Community Radio Stations (details are available on <https://mib.gov.in>). There is no pending application received from Kanker district of Chhattisgarh.
