Annex-14 Community Radio An affective mechanism for community education

Community Radio: An Effective Mechanism for Community Education
Sub-Regional Workshop on Organizing and Managing Literate Environment
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About BNNRC

BNNRC strives for the following core intervention to contribute in achieving 7th five Years Plan of Government of Bangladesh, UN World Summit on the Information Society (WSIS) Action Plan, and Sustainable Development Goals (SDGs) through
- Community Media (Community Radio, Community TV & Community Film) for amplifying Voices of the Rural People!

Role of Community Radio in Bangladesh

Knowledge Societies
Knowledge Creation, Knowledge Preservation, Knowledge Dissemination, Knowledge Utilization

Pluralism
Human Needs and Rights

Knowledge & Dissemination of information
Human Needs & Rights

Making or restraining social ties

Transforming of individual experience in collective experience

Voice to the voiceless

Exercising the imagination by voicing it

Access to information

Skill building

Funds for Community Media

COMMUNITY
INFRASTRUCTURE
CAPACITY BUILDING
FUNDING

Sustainable Livelihoods Framework

Key
H = Human Capital
S = Social Capital
N = Natural Capital
P = Physical Capital
F = Financial Capital

Livelihood Assets

Livelihood Outcomes

Livelihood Strategies

Mentioned as Livelihood Processes

Livelihood Context

$ = Shocks
$ = Trends
$ = Seasonality

Human Capital

Social Capital

Natural Capital

Physical Capital

Financial Capital

Community Radio in Bangladesh: Changes Within and Beyond the Classroom

Community Radios: 16 Functional & 16 will start by June 2016
Total Broadcast Hour: 125 Hours
Coverage: 68 Upazillas of 14 District
Population: 5.5 Millions
Community Broadcasters: 1000
Youth Women and Youth

About Contents: Education, Information, Entertainment and Development Motivation
Process flow in Community Radio in line with Program

- Information dissemination
- Addressing cognitive or knowledge gains
- Addressing formative or affective factors
- Addressing attitudinal changes and decision-making capabilities
- Translating all knowledge gained into concrete behavioral changes

Framework for a Community Radio Learning System

Community Radio: PROGRAM PLANNING AND PRODUCTION

Types of Programs that Support the Whole Process

- Information (Cognitive)
- Formation (Affective)
- Transformation (Behavioral)

Community Radio in Disaster Risk Reduction (DRR)

Community Radio in Dalits

Dalits Population:
- 5.5 Million
- 94 Dalit religions
- Hindu, Muslim, Christian, others

Results of the Process

- Free flow of information for Sustainable Development in line with Government Five Year Plan and Policy
- Scope opened for exchange of dialogue & Social Debate between Locally Elected Radics/Policy Makers
- Created scope for the poor & marginalized to raise their own voice
- Rights to raise voices of the community and access to Knowledge and Information
- Engaging rural people for production and broadcasting livelihood contents
Challenges and Way forward

- Need-based
- Practical behavioral objectives (social mobilization)
- Economic or utilitarian significance
- Resource Availability
- Research and Experience-Based
- Holistic Integration of Subject Matter
- Clear Messages, Concrete Examples