

Annex-14 Community Radio An affective mechanism for community education

Community media: Voices to be heard
Voices of the rural people in Bangladesh

Community Radio: An Effective Mechanism for Community Education
Sub-Regional Workshop on Organizing and Managing Literate Environment
 06 December – 10 December 2015, Dhaka Bangladesh

Organized by
 Dhaka Ahsania Mission
 In collaboration with
 UNESCO Dhaka and Bangladesh National Commission for UNESCO

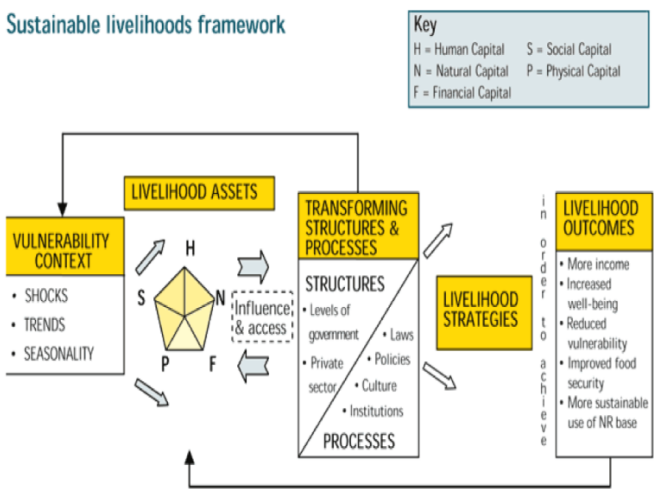
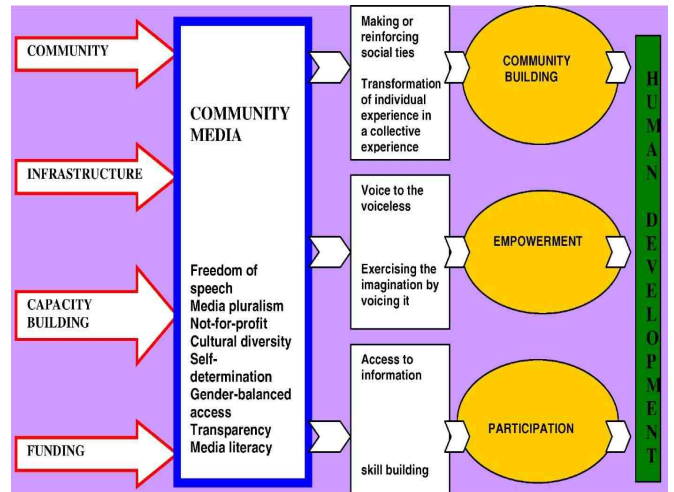
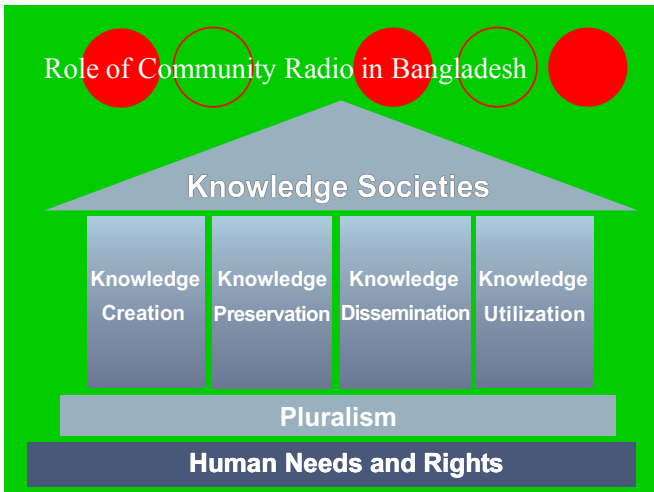
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About BNNRC

Bangladesh NGOs Network for Radio and Communication promoting the community electronic media sector to Government, Industry, Regulatory Bodies, Media and Development Partners from 2000.

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!**



Lifelong learning Through 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**

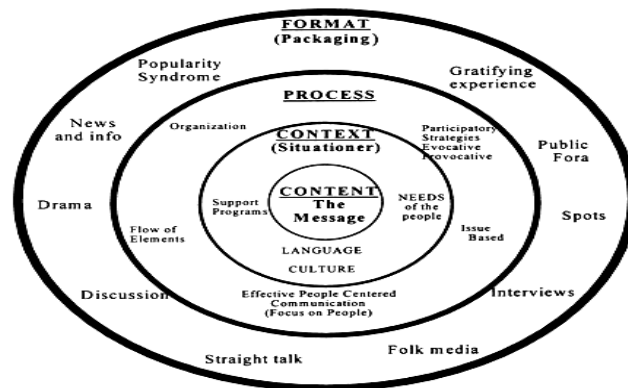
COMMUNITY RADIO IN BANGLADESH
 Community media: Voices to be heard, Voices of the rural people in Bangladesh

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 behavioural changes

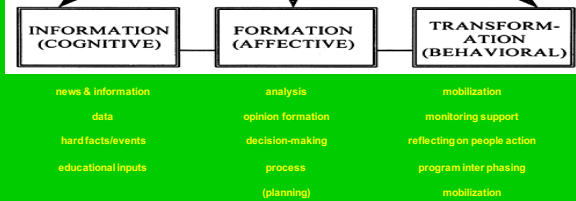


Framework for a Community Radio Learning System



Community Radio: PROGRAM PLANNING AND PRODUCTION

TYPES OF PROGRAMS THAT SUPPORT THE WHOLE PROCESS

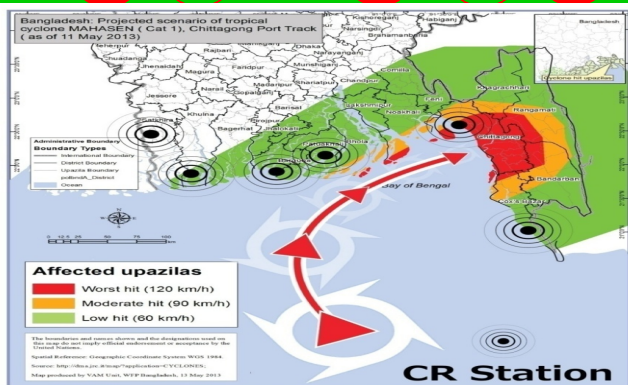


Results of the Process

- Free Flow of Information for Sustainable Development in line with Government Five Years Plan and Policy
- Scope opened for exchange of dialogue & Social Debate between Locally Elected Bodies/ 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



Community Radio in Disaster Risk Reduction (DRR)



Community Radio in Dalits !

Dalits Population:
5.5 Millions
Types of dalits
94
Dalits Religions
Hindu, Muslim, Christian
others



Challenges and Way forward



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



Live Q&A

BNNRC is proud member of

