



Employment News



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COMMUNITY RADIO IN INDIA

Esther Kar

Community radio stations across the world have come up as a third tier of broadcasting, an alternative to both public radio stations and commercial radio stations.

Community radio is by definition a broadcasting system established by the efforts of a specific or identified community, owned and operated by the community for the community's welfare.

Louie Tabing, a pioneer of Community radio in the Philippines defines a community radio station as "one that is operated in the community, for the community, about the community and by the community". According to Tabing, "the community can be territorial, or geographical—a township, village, district or island and can also be a group of people with common interests who are not necessarily living in one defined territory."

Community radio has three key aspects: non-profit making, community ownership and management, and community participation. As community groups have defined it (World Bank Institute), "Community radio is distinguished by its limited local reach, low-power transmission, and programming content that reflects the educational, developmental and cultural needs of the specific community it serves."

In India community radio as a legally recognizable entity is a fairly recent phenomenon although using the national radio for social mobilization began as early as Independence. The emphasis on using radio broadcast technologies for rural

development continued with independence and beyond. Rural programming in regional dialects formed an important part of the overall programme content. The principal objective of All India Radio, India's nationalised radio broadcasting organisation, was the "conversion of All India Radio into a means of bringing practical assistance and pleasure to the millions in the villages" (Mathur & Neurath, 1959)

The coming of ICT and the growing commercialization of the radio airwaves led to a demand for community radio. In 1995 the Hon'ble Supreme Court ruled "that airwaves constitute public property and must be used for advancing public good".

Community Radio in India

In India community radio started at the turn of the century when Government opened up the radio sector.

The first community radio policy guide-

lines were released in 2003-4 recognising educational institutions as eligible licensees. From 2004 to 2006 more than 100 educational institutions were granted licenses. In 2006 these were further expanded to include non-profit organizations and agricultural centres (Krishi Vigyan Kendras).

Community radio is based on a core set of values which makes it different from mainstream media. At the core is participation of communities. I would like to state these may be communities of interest (cultural, social, linguistic... and so on) or bound by geographical boundaries. I would go to the extent of saying even a community of listeners. In its purest form the Community radio is based on voluntarism and an urge to preserve and propagate ideas and identity that may not find ready takers in the commercial or mainstream media and yet are necessary for "advancing public good" and

for making democracy inclusive.

Secondly the CR policy guidelines state that "emphasis should be on developmental, agricultural, health, educational, social welfare community development and cultural programmes." These are important and needs to be created by the participation of the community

Today there are around 163 operational community radio stations. Out of a total of 1304 applications till February 2014, letters of intent have been issued to 461. However it may be seen that development of community radio among educational institutions and NGOs is a bit skewed and is not evenly spread across the country. There is a need to deliberate on this and to understand as to why the awareness of community radio and its potential is poor in some parts of the country and not so vibrant in rural areas.

In advanced democracies radio spectrum is divided among three main categories of broadcasters: Public, private and community. Many countries including the United Kingdom and Colombia and Uruguay reserve part of the spectrum for community broadcasting in order to ensure equitable access. In India while there is no formal reservation on the number of licences that can be granted in any location, only a maximum of three frequencies have been allocated in any given location. This may be due to the policy of channel spacing.

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From the Desk of Chief Editor

This April, Employment News will complete 38 years of bringing out information on employment opportunities week after week. Over the years 'Employment News' has come to be known as the most credible publication, both for the employment seekers and the employers.

The International Labour Organisation, in a recent report has said, the unemployment scenario in India could be 3.8% this year. Meanwhile another report says by 2020, India is set to become the world's youngest country with 64 per cent of its population in the working age group. To reap this demographic dividend it is imperative that there is equal access to employment opportunities for all the youth on the threshold of employment. The Employment News with its wide reach serves this need. It has been our constant endeavour at Employment News to serve our readers better. Several initiatives in this regard like exploring new careers with experts, putting out e-version of the newspaper, sending SMS job alerts, have been taken. We solicit the feedback and continued support of our committed readers to serve them better.

JOB HIGHLIGHTS

AMD

- Atomic Minerals Directorate for Exploration & Research, Hyderabad requires 94 Technical Officer-C, Scientific Asst.-B, Pharmacist-B, etc.
Last Date : 25.04.2014

19 FAD C/o 56 APO

- 19 Field Ammunition Depot C/o 56 APO requires 42 Mazdoor, LDC, Fireman and Tinsmith.
Last Date : 21 Days after Publication

IGM

- India Government Mint, Hyderabad requires 32 Jr. Technician, Dispensary Asst. and Hindi Typist.
Last Date : 21 Days after Publication

EICI

- Export Inspection Council of India requires 23 Assistant Director, Technical Officers, Accountant, Peon/ MTS etc.
Last Date : 06.05.2014

RAILWAY

- North Central Railway, Allahabad requires 18 P.G.T., T.G.T. and P.R.T.
Last Date : 10.05.2014

WEB EXCLUSIVES

Following item is available in the Web Exclusives section on www.employmentnews.gov.in :

1. Instant Feedback to Voters through VVPAT

For Informative articles on current affairs you can also visit :

www.facebook.com/vojanaJournal
www.facebook.com/publicationsdivision

Career in Sport Management

Vidhanshu Kumar

Recently Arsenal manager Arsene Wenger was presented with a golden cannon as he completed his 1000th match with the English Premier League team. The Professor, as Wenger is lovingly called, has struck a chord not only with his team followers but has also demanded respect from the opposition with his unique style of management. Wenger represents the pinnacle of sport management, but even he doesn't work alone. Arsenal, and for that matter any professional team today, work with an array of professionals who look after the management of sport.

One of the first instances of sport management could be traced to the Greeks in the way they organized the ancient Olympics. Sports have ever since grown manifold, more so after the industrial revolution when huge waves of rural immigrants started settling in urban areas and a need for their entertainment was felt, to which sport gave a ready answer. In the modern world where sport is riding on the high chariots of media and is also transcending national boundaries in the age of globalization, welcome to the perfect mix of 'mediated-globalized' sport. The need for sport management couldn't have been felt more.

Sport has become more than a game and the model is more close to business. It is this business of sport that is in perennial need for better organization and management of sport.

Defining sport management

In the realms of education, sport management is the field of education that is concerned with the business side of sport

and deals in managing sport activities. Sports Management is the study of planning, supervising and organizing various sporting activities.

"Sport management is a goal-oriented social process within a sport enterprise using pragmatic self-determined goals involving the selection of appropriate strategies and provisions for directing the work of the sport enterprise, and the control of performance in an effort to meet the objectives of the organization." (Parkhouse, 1996:47).

According to Pitts & Stotlar (1996), sport management is, "all people, activity, business and organizations involved in producing, promoting or organizing, sports, fitness and recreational products."

Sport administration and sport management are closely linked. In the past, one assumed that working in governmental setup was sport administration while working for private sector in the sport field qualified as sport management. However the lines have blurred and today sport administration and sport management are closely interlinked, even used alternatively.

What sport managers do?

In his work 'Career and Opportunities in Sports', Stan Isaacs in 1964 laid out the details of sport management jobs. According to Isaacs, four broad areas were present: Sport trading, sport art, sport tv and sport journalism. Two years later, Ohio University in the United States rolled out the first program in sport administration.

The basic criterion for a successful sport manager is having a life-long passion for

sports. One has to live sport day in and day out. While it is not necessary that the sport manager should also be a professional player, having a keen understanding of the game is required. Sport managers need to have proper background in finance, law and management.

Some of the broad areas sports managers work in include:

- Media rights sales and distribution
- Events management
- Sponsorship/licensing sales
- Production
- Consulting services

Sport managers spend most of their time behind the scenes, coordinating events for their employers.

Many sports follow seasonal cycles and during a season sport managers could be working round the clock, seven days a week. During off season, the priority is scouting and hiring talents, planning for the season ahead and doing active sales and promotions. Sport management is a highly demanding profession and has huge competition. A never-say-die attitude is needed to practice sport management. Sometimes the pay could be low but the perks of getting connected to a game one loves passionately is a huge bonus.

Parks and Zanger (1990) have identified the following career segments in the sport industry:

- Professional sports
- Inter collegiate athletics
- Facility Management
- Community recreation

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**COMMUNITY RADIO IN...
Continued from page 1**

Peer review of Community Radio stations

The Ministry of Information and Broadcasting has just concluded a three day community radio "Sammelan" which saw more than 300 participants: practitioners, activists, academics, government officials, multi lateral agencies as well as civil society groups. Awards for community radio stations for different categories were given away. Community radio operators during the "Sammelan" debated on how and what kind of news should find place in community radio while transparency and accountability were said to be the biggest challenges. Debates centered on the usefulness and appropriateness of community radio in natural disasters and the usefulness of a community owned and community run station in pushing the democratic process. A vibrant community of practices is available on a web based platform promoted

by One World Foundation, India called Ek Duniya, Anek Awaaz. (www.edaa.in). This is an open content platform and allows sharing of ideas and content among CR practitioners. The Ministry of Information and Broadcasting has also recently initiated the concept of peer Review of CR stations. This is a self assessment process for Community Radio stations where stations will be helped to self assess their performance and progress with the help of their peers. Several tool kits have been developed with the help of academicians, researchers and activists and the radio stations can choose the kit or a combination of kits. There is the Self assessment Toolkit developed by the Commonwealth Educational Media Centre for Asia, the Community Radio Self Assessment Guide introduced by Ideosync and the Community Radio Continuous Improvement Tool kit (CR-CIT) developed by the UNESCO Chair in University of Hyderabad. All these kits are open ended and are tools to self evaluate and improve. A peer review will be an impor-

tant tool to enable the movement to reach greater heights vis a vis the goals and underlying philosophy which engendered this movement in our country. The Community radio is not only a two way communication tool available at the micro community level it is an important mechanism available to bridge the digital divide and give voice to the unheard in rural and remote parts of the country. There are examples of how in the initial years of narrow casting community radio programmes aired on All India Radio in Jharkhand reduced absenteeism of teachers in schools and ensured water supply in villages at the far end of water supply systems. The Community radio can be used effectively for dissemination of information under RTI where the radio will definitely have a multiplier effect. The Community radio in India is now a little over a decade old. Suddenly there is a lot of buzz and interest around community radio in the country. The Government of India has announced a special scheme with a 100 crore allocation for promoting Community radio perhaps indicating the

Government's commitment of support to this sector. There are indeed bound to be questions about the performance of this sector, about its adherence to the core principles which informed this movement and are non-negotiable; about the need for financial independence and to what extent CR stations have to maintain their financial independence and own their content. However a decade of Community radio is perhaps an opportune moment to pause and reflect on the Community radio movement in India: where do we stand and where do we go from here. Given the vastness of our nation and the plurality and the social, economic linguistic and cultural diversity, there is space for tens of thousands of community radio stations to blossom and flourish. (The author is an Indian Information Service Officer and is a keen writer on media democratisation issues. Her special interest and passion is Community Radio and empowerment of the marginalised through Voice")

**Career in Sport ...
Continued from page 1**

- Campus based sports
- Sports Information
- Sport marketing
- Sport journalism
- Physical fitness
- Sport Club management
- Athletics training
- Sports medicine
- Consulting
- Entrepreneurship

Unique management

Sport management is unique and has certain typical characteristics. For one sport is a perishable product, it has to be quickly consumed as soon as it is produced. The other uniqueness lies in that those producing sport cannot guarantee consumer satisfaction with the outcome (result). It is also notable that those providing the product cannot guarantee its outcome. The other important characteristic is that majority of revenue does not come from sale of service such as game but is dependent on extraneous factors such as sponsorships, sale of broadcast rights, merchandise, partnerships etc. The idea in sport marketing is to let the consumers spend more on off field

than what they spend on-field.

IPL was a pioneer, now other sports are following up

Last few years in India have seen a rapid rise in demand for professional sport managers. The Indian Premier League that started in 2008 was a pioneer in this regard, throwing up the field of professional cricket to a wide realm of career avenues. Every IPL team is armed with a battery of managers like Team Principal, CEO, Manager, Media Manager, Operations manager and what not. Scouts from IPL teams now visit overseas countries like Australia, the West Indies, England etc to look for talent that they can hire. IPL's unique bidding process for players has led to the teams looking at every nook and corner for a right buy. Other sports are also following suit. Indian badminton league, football super league, Kabaddi League, Indian hockey League are just some of the other sport leagues that have taken off. Even golf is planning to have IPL style league in India.

Where to study

In the US sport management has seen exponential growth. From just one college offering course in this filed in 1966 the

number of courses today have risen to more than 250. Similarly Europe too has a number of good courses in sport management, and some of the courses are more research based. In India it is still in nascent stage as far as organized education is considered. Some universities do offer diploma programs in sport management but the course is not well organized. But with demand for the course picking up quite a few private institutes are coming up. For

example the International Institute of Sports Management in Mumbai claims to provide quality education in sport management with adequate industry interface. In Shillong, UTM University offers a one-year post graduate diploma in sport management. In South India, Tamil Nadu Physical Education and Sports University, Chennai, offers M. Phil and Ph.D courses in sport management. The university also offers two year MBA program in sport management.

This list is not exhaustive and there are few more institutes offering courses in sport management. Readers are advised to do their own research and zero in on a course that best suits their needs. However one thing is for certain that sport management courses will continue to grow in India at a rapid pace to meet growing demands of professionals in sports. (Writer is a sport journalist) vidhanshu@hotmail.com

NEWS DIGEST

- In a move to enable maximum voter participation, the Election Commission of India has decided that poll shall be held in all Parliamentary Constituencies in general from 07:00 AM to 06:00PM. For the North-Eastern Region, the hours of polls have been fixed from 07:00 AM to 05:00PM. However, In Manipur and Nagaland hours of poll have been fixed from 07:00 AM to 04:00PM. Also, due to certain security parameters in other some Parliamentary Constituencies, the poll hours have been fixed from 07:00 AM to 04:00PM.
- The Delhi High Court has paved the way for three per cent reservation for the disabled in the Higher Judicial Service by giving directions for earmarking one of the advertised posts in the ongoing recruitment process.
- Thailand's Space Agency said on 27th March, it had spotted as many as 300 objects in a part of the southern Indian Ocean where the aircraft MH 370 was last identified by satellite signals the biggest lead yet in the search for the Boeing. The objects were scattered in an area stretching over 450 square km, around 2,500 km southwest of Australia.
- The G7 group of top economic powers have removed Russia from the powerful G8 over its annexation of Crimea and threatened to impose far-reaching sanctions if Moscow continued its incursion into Ukraine. The US and six other economic powers also scrapped the G8 summit to be hosted by Russia in Sochi in June to build pressure on Russian President Vladimir Putin against his military action in Ukraine.
- Securities and Exchange Board of India (SEBI) on 24th March asked mutual fund houses to make monthly disclosures about assets managed by them and explain the rationale behind exercising their voting rights in companies, as part of long term policy for the industry effective from April 1. The first-ever long term policy for over Rs.9-lakh crore mutual fund industry, also provides for bolstering distribution channels.
- Renowned Hindi author Govind Mishra will be given Saraswati honour for the year 2013 for his book Dhool Paudho Par. Mishra will be the second Hindi author to receive this honour after it was given to Harivansh Rai Bachchan in 1991.
- The Bharatiya Mahila Bank (BMB), an all-woman national financial institution, marked its journey in Tripura on 24th March with the bank's Chairman and Managing Director Usha Ananthasubramanian inaugurating the BMB's 20th branch in Agartala. The Agartala branch is the second branch of the bank in the northeast after the Guwahati branch which was opened soon after the BMB was established last year. Branches will be opened this week at Shillong and Itanagar too.
- Olympian and former Indian captain Jude Felix was, on 26th March, appointed coach of the India's man's hockey team. He will be on probation for three months. Felix, an accomplished centre-half, played more than 250 international matches and represented the country in the Olympics in 1988 & 1992.

Employment News

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Ph.: 0129-2287512, 0129-2287513, Tele/Fax : 0129-2284371
E-mail : nhfdc97@gmail.com, Website : www.nhfdc.nic.in EN 1/122