



## Swaranant CRS @90.4 MHz

Amol U Deshmukh, Station Manager, Swaranant CRS KVK Karda, Tah. Risod, Washim-444506  
Phones: 07251-226511, 226513 Mobiles: +91-9921174495, +91-9922337361  
E-mail: swaranantcrs@gmail.com

### Background

Swaranant CR @90.4 MHz is truly a community radio run and managed by the community, the Krishi Vigyan Kendra (KVK) Karda and staff of the Swaranant CR station. Karda is a small rural community where the KVK is located with a population of 2000. This place is dry, and farming is possible for only one season a year, the hardships driving many a farmer to suicide. The need of the hour was to serve this distress stricken community with information and direction of how to improve their livelihoods and enhance agriculture productivity. The Suvide Foundation, who set up the KVK 15 years ago for training farmers on improving the agriculture, set up the Swaranant CR to extend the outreach and expertise of the KVK. The station has designed daily cue sheet with 33 programmes with four hours morning and four hours evening retransmission.



*Action in the studio of Swarant CRS*

### Signature Programme

The signature programme of the centre is *Shetacha Bandhawar* dramatized in local language of the operational area. The theme of the programme is to transfer improved agricultural and allied enterprise technology in local language. The



*Participating in training workshop organised by Vasundhara Vahini CRS and CEMCA*

main participant is Mr RS Daware, KVK SMS Plant Protection. He acts as a technological back stopping agent in the role of Deshmukh Guruji. The other participants include Amol Deshmukh as Tatyau Sau, Savita Jadhav as Gangubai and Rahul Thakare as Nana. The music background, signature tune and other components act as a catalyst for the local community rural environment to participate. This programme is hugely popular among the listeners.

## Funding and Support

S No	Linking Department/ Organizations	Nature of Linkages
1	KVK Karda	Scientist and innovative farmer of KVK participated in agriculture related programme as a guest speaker.
2	State Agricultural Department	Guest speaker of the department involved in agriculture related programme with speech reference to Government department scheme.
3	NABARD and VKGB	NABARD bank and VKGB sponsored community based programme broadcasting.
4	State animal husbandry/fisheries/ health, etc.	Broadcasting of department represent in "Shasan Darbar" programme.
5	CAIM Project	Broadcasting of interview related with CAIM Project.
6	Local level Bhajan Mandal, Farmers Club, Women SHGs etc.	Broadcasting of social stories and different programme conducted by conquered agencies.



*A farmer talking to RJ of Swaranant CRS and a specialist from the KVK*

## Transmitter and Transmission

Transmitter Capacity: 50 Watt from Gateway Enterprise, New Delhi and WDF, New Delhi assisted us for setting up the transmitter.

We have not faced transmitter downtime, but power is a big problem in our area.

## Programme Management

S No	Name of Person	Designation in Programme Committee	Representative of NGO/ Community/Management of Institution/ Radio Station
1	SK Deshmukh	Head of the content approval committee	KVK
2	AU Deshmukh	Station in charge-cum-Member Secretary	Representative of CRS
3	RS Daware	Agriculture related programme coordinator	KVK
4	SD Ukalkar	Programme Advisor	Suvid Foundation Trustee
5	Sau Alka Raosaheb	School base programme advisor	BM School, Risod
6	PP Shelke	Programme Advisor	KVK
7	PL Deokar	Agriculture related Programme Advisor	KVK
8	RL Kale	Fisheries related programme advisor	KVK
9	Dr DL Ramteke	Animal Husbandry related programme advisor	KVK



## Programme Content

S No	Title	Format	Subject
1	<i>Maça waver maça shivar</i>	Int/talk	Agricultural
2	<i>Shetacha Bandhavar</i>	Drama/Acts	
3	<i>Gost Gawagawachi</i>	Interview	Success story
4	<i>Shabdab Sad</i>	Interview	Local Poetry
5	<i>Swamini</i>	Interviews/Drama	Mahila Bhachayat Gut



*Local artistes and musicians are covered in programmes in Swaranant CRS*

## Community Participation

Community participation is ensured by designing the programme with ongoing facts/activities happening in the community in the local language. The strategy is helpful to achieve community participation because the different role of CRS with farmer clubs, attached school programme, *Mahila Bhachat gat* and *Gram Panchayat* is a continuous one. KVK already works very closely with all segments of the local community.

## Language of Broadcast: Marathi

## Sustainability Strategy

The Centre has started working towards attaining sustainability by making society aware of various products and goods marketing through community radio advertisements. The Government Departments have also been informed about CRS objective and requested to promote their Schemes by advertising through Swaranant CRS.

## Key Challenges Faced

Non availability of funds for the hiring of addition manpower is a tremendous challenge.

Electric load shedding in rural area increases the cost of content generation and transmission with our diesel operated generator.

For outdoor live broadcasting and recording we need IC recorder, laptops, 4 set mike mixer and other equipment. We also require a regular technical support to ensure quality broadcasting. For sustenance we need sponsored programme and advertising for which we need guidance, and encouragement by way of DAVP advertisements. Due to low wattage, the residents are not able to hear the radio inside room the higher wattage transmitter will provide an impetus to this successful station to reach a wider audience. Youth who own mobiles are unable to receive the CRS frequency. For us to fulfill this social mission, we need support from all quarters.



*Swaranant CRS RJ with school children*