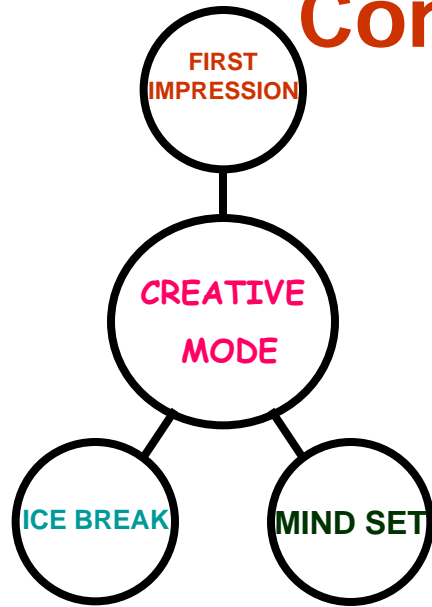


Creative Modes of Community Radio Programmes Developed in TNAU



Prof. R. Vijayaraghavan

Jan 16 , 2009

107.4 MHz



TNAU

Community Radio Station



THIS PROJECT IS
IMPLEMENTED BY
MEDIA LAB ASIA
IN COLLABORATION WITH
WORLD DEVELOPMENT
FOUNDATION
FOR TNAU

Professional Thanks to



Community Radio necessitates a judicious combination of

- **Abstract intelligence**
 - **Mechanical intelligence**
 - **Social intelligence**

CREATIVE MODES

- **Fluency Creativity**
(Uses of Honey)
- **Flexibility Creativity**
(Rare use of Honey)



We are Here



Social LINKAGES

Interface with
Faculty on the
Preparation
of Training Capsule
on Community Radio
as an
Effective
ICT Tool



TWO HOURS FREE FLOW



Self style narration
of **30** years of
experience as
Honey Seller

Music has No Barrier



- Lyric Mode of presentation

TRAVEL RECORDING



**Interviewee
feels convenient
as seated
comfortably
in bus and this
reflects quality
of response**

Rural Leaders are Our Best Clients

UNIQUE EXPERIENCE

**Interviewing Women
Presidents of
Village Panchayats
of Tamil Nadu**

on

**Village Development
Issues & People-
Friendly Solutions**



National Award Winner



**Image
Building**
Should be an
integral part





- Assistant Directors of Horticulture enacted a **Super Skit** on Precision Farming Project implemented in Tamil nadu



Handling
ONE
&
MANY



Out of the Studio



**Handy
&
Quick - Shot
Recording**



**Cool
&
Quick - Shot
Recording**

Moving...🐯



Vehicle is moving



You are moving



ROLE PLAY MODE



**Women
Exchanged
Roles**

INSTANT FEEDBACK



- **Instant reactions recorded.**
- **Face to face with Scientist**
- **Minimum distortion**

Crystallisation Mode

Most important Word in Community Radio



Utilising the Local Human Resources Effectively



Group Listening to Recorded Programmes



CRS -TNAU



Respondent is asked
to **raise questions**
on a particular
Community issue

Every CRS Task is Unique



TNAU is the Temple of Farming Community



Programme Prelude
Music & Song



How to make effective use of Community Radio ?

Brainstorming Time





- Resource Person himself is ***trained to operate*** and listen to his programme

Sharing CRS Tips



Do's
&
Don'ts

ONE TAKE NOVEL CRS PROGRAMME



Closely Bringing Field Officers into the Fold



RIDDLES INTERVENTION AS A NOVEL MODE



SCHOOL TEACHERS ON RURAL SANITATION



NEW MODES OF PROGRAMME EVALUTION



PAVING WAY FOR OUT OF BOX THINKING



TOP MOST CLIENTS FOR CRS



- Identify information givers
- Identify information seekers
- Chanalise through CRS

Unconventional Thinking Mode

- **Motivate speaker on how to think and not on what to think**



KVK Heads are being Sensitised



Creating Congenial Atmosphere

Social Intelligence



Focus Discussion on Remunerative Village Enterprises



SHGs as Potential Clients of CRS



CRS on Calendar Icon



Uniqueness of TNAU CRS

COMMUNITY e RADIO



*transforming the lives
of farmers...*



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Technologies

Crop Production
Crop Protection
Crop Improvement
Sustainable Agriculture
Organic Farming
Indigenous Farming

Special Technologies

SRI-System of Rice Intensification
Precision Farming
GAP | GLP | GMP

Schemes & Services

Govt. Schemes & Services
IAMWARM
Development Blocks
Banking & Credit
Crop Insurance
KVK
ATMA
NGOs & SHGs
Kisan Call Centre (1551)
MDG-2015

Ask Your Expert

Visitors No.

Core Activities



தமிழ்

English

Major Areas

Weather
Soil
Water
Seed
Farm Enterprises
Nutrition
Post Harvest Technology
Bio Technology
Bio-Fuels

Daily Events

Dynamic Market Info
TNAU-DEMIC
HRD
Television Programs
Farm Radio Programs
News Paper Information
Farm Magazines
Water Level (Dams)
TNAU Community e-Radio

Agri Infos

Minimum Support Price
Input Source
[Export & Import](#)
Patents

Miscellaneous

Global Warming
Disaster Management
ICT Initiatives
Important Links

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TNAU Agritech Portal :: TNAU Community e-Radio

Click here for e-Radio Photo Gallery

TAMIL NADU AGRICULTURAL UNIVERSITY
Directorate of Extension Education
Community e - Radio Broadcasting Centre



Introduction - C.Ramasamy, Vice-Chancellor, TNAU, Coimbatore

நூற்புழு மேலாண்மையில் உழவர்களுக்கான உன்னத தொழில்நுட்பங்கள்
 (நிபுணர் உரையும் முக்கிய கேள்விகளுக்கும்-பதில்களும்)

Farmers friendly approach in Nematode Management

புதிய பயிர் இரகங்கள் (2008) பேசுகின்றன.

Self narration mode – TNAU new varieties of 2008

புதிய பண்ணைக் கருவிகள் (2008) பேசுகின்றன.

Self narration mode – TNAU New Farm Implements of 2008

பட்டுப்புழு வளர்ப்பு - ஒரு இலாபகரமான தொழில்

Sericulture a Remunerative Enterprise

பரிட்சை நேரம்