

Best Practices 2020 - 2021

*Title of the practice: **Community and social welfare Services including Teaching –Learning through the use of The Community Radio Station (known as Beter Vidyasagar) of Vidyasagar University***

1. The context that required the initiation of the practice (100 – 120 words) :

The University is situated in a rural and backward area in the Jungle Mahal area of Paschim Medinipur district of West Bengal. It's catchment area is densely populated with SC/ST/OBC inhabitants having first generation learners. The University had faced challenges of communicating with them and providing modern services, aids, facilities to the inhabitants in the area in tune with the students in other areas. It is in this context that Vidyasagar University had initiated an innovative idea of using Community radio Station as a medium of communication and other social services including students teaching learning.

1. Objectives of the practice (50 – 60 words) :

The main objective of the Community Radio Station is to circulate different types of information for the local people and all stakeholders of the university. Mainly, information regarding educational issues, job related issues, new invention by the university stakeholders, etc. are broadcasting for the present students, ex-students, local people, etc. Discussion regarding local culture, local agriculture and other product, etc. with experts held regularly. Various Health related awareness including Covid, weather report, Local News are also broadcasted apart from many academic programmes, lectures, drama, songs, recitations etc. performed by local people only.

1. The Practice (250 – 300 words)

The Community Radio Station available at the frequency FM 90.8, has a regular programme schedule for broadcasting different cultural and academic programmes for the benefit of the local people around the campus within 10 km radius of the All India Radio assisted Radio Station located in the academic campus of the University. It started airing its programmes from second January 2021. All the programs are also available in YouTube channel. The following events are organized frequently:

- Subhashitabali (readings from great person's writings),
- University news including new invention by the Faculties and Students,
- Employment News,
- Meet with the Authority,
- Sports related information,
- Weather Report (data collected from the Automatic Weather Station of the University),
- Health related information and program,
- Discussion for local culture and agriculture issues,
- Cultural programs prepared by all stakeholders, etc.
- Interactive live programme
- Special Lecture Series
- Academic Programme

All these programme scheduled well in advance in the form of Broadcast Calendar and it is published in Newspapers, Websites, Facebook, Youtube, door to door campaign for wide circulation among the people in the local community in particular and in social media at large. At present programmes are broadcasted in 6 days in a week (All days except Monday in a week) for 3 hours per day. It is also broadcasted LIVE in Youtube and Facebook for transmitting the programme to the people beyond the radius of 10 KM.

The University has valid Wireless Operating License for operating the Radio Station. The License is renewed Annually from the Department of Telecommunication, Government of India by paying necessary spectrum Charges and other fees to the Government of India.

The radio station follows all the rules and regulations of the Govt. of India while broadcasting the programme. The University also generates revenue through Advertisement in the Radio as per guidelines of the Government.

1. Obstacles faced if any and strategies adopted to overcome them (150 – 200 words) :

The Betar Vidyasagar Committee functions as the monitoring and policy making body who monitors the operation of the Betar Vidyasagar based on the Policies/rules and regulations adopted by the University. Betar Vidyasagar has faced the following obstacle / challenges and adopted strategies accordingly as per policy decided by the authority.

1. Creation/ collection of Contents:

Initially finding local artists, voice artists, anchor, singer, academician, Doctors in various fields was very difficult. As a result, local indigenous and copyright Content creation and recording of content was very difficult and challenging. We had a very crunch of good content once upon a time. However, through popularization of the CRS and proper planning and approach to various organisation, we now organised regular selection through Audition/ Test of Artists. We also now have a complete network of experts in Health, Agriculture, Academician, Farmers, News Agencies, Artists Agencies and created content banks from which contents are now broadcasted.

1. Specialised Manpower Shortage:

The CRS is at present running with One regular RJ, and one Programme Officer. We faced difficulty in scheduling and broadcasting programme initially. However Betar Vidyasagar approached all students, faculty and staff of the University to provide their voluntary service as per their talent in various areas to run the Station and it has been a success now.

1. Impact of the practice (100 – 120 words)

The impact of the Station has been a remarkable one. A large number of local people are now a regular listener of Betar Vidyasagar FM 90.8 and gave us a good

feedback in this regard. Since the programme is broadcasted on Youtube and Facebook also, we also have positive response from the listener/ viewer on social media as well. Students listen to the University news and get news related to Examination, and other academic schedule. Students also listen to the academic lectures. Local Common people listen to the local cultural programme, Agricultural programme and Health related awareness programme and try to adopt the same. Farmers listen to the agriculture experts and act accordingly in their cultivation. Overall, all the programmes are very attractive and created an impact on the local people and students.

1. Resources required:

One time Installation and License Fees: Rs. 23.00 lacs (approx.)

(Studio with instruments – 1 nos., Transmission Room with instruments – 1 nos., FM Antennae – 1 nos.)

Yearly License Renewal Fee – Rs., 23,500/-

- **150 Sq.m.**

Manpower

RJ – 1 no.

Programme Officer – 1 no.

All artists whose contents are recorded in Betar and are remunerated as per rules. Some artists provide Voluntary service as well.

1. About the Institution

1. Name of the Institution: Vidyasagar University
2. Year of Accreditation: 2021
3. Address: Vidyasagar University Midnapore 721102
4. Grade awarded by NAAC: B++
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