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Community Radio Sustaining and Promoting Rural Entrepreneurship in India

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Keywords: - community radio, local, sustaining, rural industries, entrepreneurship etc.

Abstract

Community media is developed to integrate the rural world with the mainstream society by giving insights on different aspects of life that are essential to empower and sustain in the changing world environment. Community media is operated in a locality by a community sharing similar ideologies and principles; hence it is called as the 'media by the community'. Masses find community media as a 'powerful tool' since it gives independence and empowerment at the same time to the rural people. Community radio emphasizes the idea that any media can be turned as a powerful medium functioning for the benefit of the society. A community can be empowered sustaining local businesses and promoting indigenous work culture. Community radio is a platform that provides aims and plans to improve the life of people and on a longer run it can contribute an explanation on the coherent narrative of the development of the region. The present study investigates how the community radio stations contribute in sustaining and promoting the rural industries and entrepreneurship. The study covers the rural communities engaged with the well known and decades old community radio stations situated in rural areas of Rajasthan state of India. The descriptive analysis of programme content and activities reveal that the community radio stations are creating awareness about the rural industries and providing a platform to the artists, artisans and potters to showcase their work before the world.

Introduction

"Community media are generally defined as a distinct sector of the media for their independence, base in civil society and provision of a social service as opposed to seeking

profits” “Community media are characterized by their accountability to the communities they serve. They emerge as a result of popular movements that strive to attain an important space in citizen participation and demand the right to own and operate free from political or commercial interference.” - UNESCO

Community media is a participatory media evolved out of the dissatisfaction on mainstream media and its content, functions on the basis of participatory democracy and principles of free expression and promotes community solidarity and improves community relations. “community radio is a radio station operated by the community members with community interests in mind without the constraints of making a profit” (Gordon, 2006).

According to Dagon, (2001) “community radio is ‘one of the 13 critical ways to reach excluded or marginalized communities in targeted, constructive manner and in giving them a voice”. Community radio represents the new way of usage for the medium of radio and known as the voice of the voiceless. It represents the oppressed people of the community. It is a non-profit service differing from other types of media.

According to the judgment of the honorable Supreme Court of India in 1995, the airwaves are public property. The idea of ‘community radio’ has emerged in to light with the government approval of launching radio stations to highly recognized educational institutions after the judgment of the honorable Supreme Court of India in 1995, the airwaves are public property. It has led to the establishment of campus radio stations which had a capacity to transmit in a distance of 10-15 Kms. In 2006, the plan of the then existing government was to launch a minimum of 4000 community radio stations. Community Radio Guidelines of 2006 have permitted schools, agricultural research institutes and non-profit agencies to establish community radio stations that operate only with the involvement of local communities in a specific region. The Rajasthan state of India has been selected as study area for this study. At present (at the time of writing) 22 community radio stations are operational in the state.

Small-scale industries provide a vital source of employment and incomes for many millions of people in developing countries. Gandhiji’s explicit fascination for charka and small-scale industries also needs to be understood properly. For him, technology and innovation have to be deployed to the service of the people and create broader employment possibilities; not to be used as a means for laying off people from their jobs and generate profits for few. He looked upon rural employment and small-scale industries as a tool for eradicating poverty, bringing the rural areas at par with the urban areas, and more importantly “localising the

development” (another SDG requirement). Remaining sensitive to the possibility of technology and innovation; he said that, “The unlimited capacity of the nature and all society to meet or demand is yet to be fully tested through technological innovation.” Mahatma Gandhi visited AIR Studios at Broadcasting House, New Delhi on 12 November 1947. Through AIR he addressed refugees fleeing Pakistan, and camping at Kurukshetra. On reaching the studios Gandhi said about Radio, It is a wondrous thing. In it I see Shakti ; the miraculous power of God.

Review of Literature

For any research, support of other works is essential to increase the credibility. The researcher adopts different literature sources to gather the gamut of knowledge related to the field of research. The review of literature helps the researcher to establish a connection between already done researches in the field and the intended topic of research of the researcher.

Sharma & Patel (2015) in the research paper titled *Community Radio: An Innovative Medium for Capacity Building of Rural People* overviewed the CR developments in India. Community media is a media utility providing, in comparison to corporate and public broadcasting, a new type of radio broadcasting. Local radio stations represent regional and important populations. They transmit content which is common and important to a specific local market, but which is sometimes overlooked by commercial and television outlets. Community radio stations are run by the groups they represent, controlled, and affected by them. They generally are not profit-makers and provide a mechanism for people, groups or communities to tell their own stories, share their experiences and become creators and contributors to the media in a media-rich world.

Arpita Sharma &S.K. Kashyap (2016) examined the result of creating a community media platform for empowering rural women in **Community radio: a community media module for empowerment of rural women**. The aim of the study was to create a community-based empowerment radio platform for women. Rural women through community radio expect information on water purification methods, food weaning, immunizations, HIV / AIDS, and government programmes.

According to Yadav et.al (2017) in research paper *Empowering community health workers through peer learning in rural India* finds the Indian Healthcare system offers outreach programs for rural communities through its flagship Community Health Workers (CHWs)

initiative with a significant emphasis on maternal and child welfare. The initiative has targeted more than 900000 health employees around the nation since its introduction and has demonstrated substantial safety predictor effects. The task for CHWs to offer appropriate training and capability growth resources to their under-optimal expertise and skills contributes itself to conventional facing training dynamics. Sangoshthi, a cost-effective mobile training and learning platform that fits well in the low-internet environment was proposed in the study. In order to host real-time training courses with CHW's getting access to simple mobile, Sangoshthi uses the design that incorporates internet and IVR systems. In the findings of 40 CHW, qualitative as well as quantitative methodologies are provided. Sangoshthi is a vibrant, well-received peer study community that has generated about 16 percent awareness improvements and improved trust in the studies. The promise of complementary training systems where CHWs can be activated without external facilities is also mentioned in the study.

Krishna et.al (2017) in research paper titled *Socio-Technological Empowerment of Rural Households through Community Radio Stations* opined that community radio is a form of radio used to support people, promotes expression, participation and that value of local culture. Its purpose is to make a voice heard of those who do not have voices, to marginalized groups and to communities far from large population. Community radio is a form of community service providing a public service. Radio-broadcasting platform outside industrial and Public support, yes. Today, in many parts of the world, community radio is a platform for the culture voluntary field, civic society, departments, NGOs and citizens should operate in collaboration should help community growth. The main goals and priorities of this form of broadcasting, neighbourhood radio channels, also serve their audiences by delivering a range of contents. Radio requires a two-way operation that includes a two-way process.

Murada & Sreedher (2019) in the book titled *Community Radio in India* shares valuable experience in establishing or strengthening the community radio (CR) station through academics and grassroots organization. The CR's biggest problem is the creation of participatory material and the survival of the CR station and how these challenging problems can be tackled effectively. In order to better understand their society and evaluate the scope and effect of a science initiative, the work and methodologies outlined herein are a vital component for donors and those dedicated to the disengaged.

Sharma (2022) in his book '**Community Radio and Empowerment: An empirical study on rural empowerment by Community Radio Statistics of Rajasthan (India)**' explored and

examined the role of community radio stations in empowering the rural communities of Rajasthan, India. He explained the fundamentals of community media along with its origin and development across the world. It also explains the socio economic status of the community radio volunteers and the role of community radio training programmes in the process of empowerment. The process of empowerment of volunteers through the community radio participation has also been explained and concluded that Community radio is a type of participatory media with the ability to reach and include the community radio networks which seeks to improve the skills and knowledge of the marginalized community through the involvement and participation in the development of programming.

Objectives

- To profile the community radio stations in terms of historical background; geographical location and coverage area; profile of surrounding community; programme content and their objectives.
- To analyze the role of various activities of CRS in sustaining and promoting rural entrepreneurship.

Research Methodology

The methodological approach adopted for the present study is descriptive in nature. Secondary data has been used for descriptive analysis. The secondary data has been collected from material and documents like websites, annual reports, media reports, articles, social media posts, whatsapp messages etc.

Sampling

Purposive sampling method of non-probability technique is used for the selection of CRS. The selection criterion for the radio station is location of the station wherein the stations situated in the rural settings are preferred for the study. As the study was designed to shed light on the intervention of community radio as a rural development tool, it was therefore important to select those radio stations that would better serve the rural communities in the state. The community radio stations selected for this study are Kamalvani 90.4 FM in *Jhunjhunu* district and Radio Banasthali 90.4 FM in *Tonk* district of Rajasthan.

Data Analysis and Interpretation

A general summary of the four community radio stations I chose for this study is presented. To give each station's background I have included a brief historical background of the radio

stations, geographical location and coverage area, profile of surrounding community, programme content and their objectives. In the last part of the analysis various activities of the CR has been presented.

- **Kamalvani 90.4 FM**

Kamalvani 90.4 FM is being operated by an NGO, Kamalnishtha Sansthan since 2012. The establishment of the voluntary organization - Kamalnishtha Sansthan (KNS) is inspired by personalities such as Late Kolu Singh, a freedom fighter and social reformer, and Late Choudhary Begaram, a freedom fighter and soldier in Azad Hind Fauj (INA). These two personalities are the two thought pillars behind every work performed by the organization. KNS is a non-profit and community-need based organization which is of the people, by the people, and for the people working directly with the poor and marginalized. KNS is actively run by its founder Dr. Dharampal Singh, who is a social worker and devoted his life to the education and welfare of society. It is located in Kolsiya village of Nawalgarh Tehsil of Jhunjhunu district. This region belongs to the Shekhawati belt of the incredible state filled with variety colors of traditions and culture. The nearest town to the station is Nawalgarh which is famous for the glory of old haweli's painted with colourful fresco art on the walls

Profile of surrounding community

The major part of surrounding community people consists of villagers with a part of college students located nearby. The major source of income generated comes from handicrafts and a part from farming and other resources. This Community Radio Station is situated in such a rural area where illiteracy has been eliminated to a satisfactory extent but a large sect of population is unable to carry on education due poverty, early marriage of girls, agricultural background, lack of awareness and geographical situations.

Programme content and objective

The radio broadcast advocates for harmony, social and natural equity through people centric programming. It includes variety, resilience of others' suppositions and opportunity of articulation. Kamalvani is focused on the issues they identify with different ethnic gatherings living in the nearby local area. The program content addresses issues relating to expertise India, disinfection and neatness,

maintainability of society, variety of nature, family government assistance framework, kid and maternal wellbeing, social disasters, social qualities, customary traditions of the general public and its government assistance perspective, tobacco free schools, fresco works of art and people culture of Shekhawati territory.

Training programmes and other activities

Apart from the regular broadcast the station has been successful in carrying out the training programmes and outreach activities to engage the volunteers from the marginalized sections of the community. The station has organized some programmes in collaboration with the national and international organizations.

In august 2020, to reach the underprivileged communities the station conducted a programme "Thoughts for India" to collect voices and ideas for the formulation of the The Science, Technology, and Innovation Policy, 2020 (STIP 2020), a landmark policy formulation flagged by the Government of India (GOI). This significant event was ventured jointly by the Office of the Principal Scientific Adviser to the GOI, and the Department of Science and Technology (DST). During August-September 2020, the station podcasted a series of radio programmes in collaboration with DST, GOI, and CEMCA (Commonwealth Educational Media Centre for Asia) to raise awareness about science policy, the current policy design process, and how our lives are intertwined with the progress we make as a nation in these fields. All the feedback, comments, and questions received from the interaction were curated and included in the broader policy design. Community Radio Kamalvani broadcasted the content shared by DST twice at 11 am and 5 pm daily. Radio Kamalvani has reached out to the people at the last mile to know how they perceive the ways science has transformed their lives and in which sector they expect the new science policy to focus on through various research tools in addition to radio broadcasts. Besides surveying 360 people through questionnaires, 4 focused group discussions were conducted, and 182 audio feedback were collected from listeners.

In addition, the station is actively involved in the training of local artisans and artists. More than 100 local porters have received training in the use of electric charging equipment in the portery industry. Under the Portery Mission, the initiative has been running for the past two years in conjunction with the Khadi Evam Gramin Udyog Mission of the Government of India. Many of them also participate in radio programmes and encourage others to do so as well. Other programmes with TRAI

(Telephone Regulatory Authority of India) and Khadi Gram Udyog, such as Telephone Upbhokta Jagrukta Karyakram and Lok Shikshan Karyakram, have given the station a distinct identity in the region.

The station has also taken an initiative in the direction of imparting basic formal education, Kamalvani on aired a series of radio programmes to impart the basic knowledge of mathematics especially for the women of artisan communities. The station took this opportunity through the project 'Radio Mathematics for Artisans Women' executed from 01.06.2018 to 26.05.2019. This brings to mind the possibility to attempt an oral medium like riding radio waves to make mathematics learning exceptionally interesting – so aptly answered by a new-born pilot project titled Radio Mathematics promoted by the National Council for Science and Technology Communication (NCSTC) and funded by DST, GOI. The CEMCA (Commonwealth Educational Media Centre for Asia) envisioned popularizing mathematics education through the audio medium of community radio, cost-effectively to all strata of society. Local artisan women were the primary target group of the project as there was a requirement of basic mathematics in their day to day life. Radio Mathematics is a series of radio programs in which 180 episodes on different concepts of Mathematics were produced with the help of local women using the local dialect. Various radio formats as well as convergent methods were used for effective execution of the project. The programmes were designed to suit the community around the radio station, and it was ensured that the programmes reach to the identified audience and are easily understood by them. Time to time feedback from the field was also gathered, and identified improvements were made continuously. The training modules were designed considering the education, experience, skill levels of the community members. Training was also provided to the local women to prepare the Radio Mathematical programmes. Radio Kamalvani has succeeded in creating a positive environment for learning mathematical skills for day-to-day life use.

In November 2020 Kamalvani 90.4 FM conducted a programme FactShala, to inform and educate marginalised and vulnerable who do not have access to information. FactShala is a news and information literacy programme launched in India by Internews in collaboration with DataLEADS with support from Google.org and the Google News Initiative. This programme aims to educate

the Indian people about media literacy and empower them to consume information critically. This programme is designed to help people across India – especially in states with low literacy to understand the nature and characteristics of content published online. Under the assigned project, Radio Kamalvani is broadcasting series of radio program under the name FactShala. Suchnao ka Mayajal, Strot Suchna k, Aoo Viksit Kare Alochnatmak Soach, Khoj Satyapan ki, Pal Bhar to Soacho are some of the episodes of the series. Along with radio broadcasts, CRS-Radio Kamalvani is also physically reaching people and conducting their training following all precaution and safety measures amidst Corona. Radio broadcast and training is mainly concentrating on the topics such as information landscape, misinformation, disinformation, fake news, News, information and bias, critical thinking, fact-checking, stop, check, go ahead. The aim is about empowering others with tools, techniques, approaches & vision to deal with this era of Fake News.

- **Radio Banasthali 90.4 FM**

Radio Banasthali 90.4 FM is being operated by Banasthali University, a well known premium women's institution in world. The educational ideology of University is based on Indian values and ethos. The community FM radio station at Banasthali University is an initiative taken by the visionary and then President of institution, Prof. Diwakar Shastri. In fact a public address system was already being used in the campus to impart moral and value education through audio messages and stories but Prof. Shastri was keen to have a medium through which the education of university campus based on Indian values and ethos could be reached to the surrounding rural communities. This idea laid the foundation of community FM radio station in the university campus. Prof. Shastri inaugurated the station formally on 9th January 2005 and with its first waves on the air it created a history of being the first CRS of Rajasthan state of India. Radio Banasthali 90.4 FM is located in the Banasthali University campus of Tonk district in Rajasthan. It is the first community radio station of Rajasthan which has been functioning since January 2005 and reaching the communities of 40 villages around Banasthali university campus. Tonk is limited on the north by Jaipur locale, in the east by Sawai Madhopur area and in the west by Ajmer region.

Profile of surrounding community

According to Census 2011, the absolute populace of Tonk is 1421326. The level of country populace in Tonk is 77.65 percent. Out of the absolute populace there are 728136 guys and 693190 females in the area. The women are daily wage employees, and the town is essentially rural. The eldest male member of the family is the head of the household; hence the society is dominated by men. The majority of the families are involved in agricultural operations, although other common jobs in the neighborhood include shop keeping, wage labour, and petty-trade. The overall literacy rate is roughly 61 percent.

Programme content and objective

It on airs for 12 hours every day as of now and spotlights on subjects of amusement, schooling, wellbeing, nourishment, climate, farming, portraying society, workmanship, culture provincial and local area improvement. Purpose of the CRS is to give a road to the free progression of valuable information pointed toward achieving socio-economic changes in the lives of community members. The programmes open up opportunities for everybody, particularly the minimized areas, to communicate socially, monetarily, socially and profoundly to better their lives. It fills in as an impetus for essential improvement of people and social orders.

Training programmes and other activities

Since its beginning, the station has held a number of community involvement activities such as awareness programmes, workshops, exhibitions, fairs, and camps. With the help of national and international organisations such as UNICEF, DST (Department of Science and Technology, Government of India), Save the Children (Jaipur), and CEMCA, hundreds of volunteers and artists have been educated in community radio. Many of them work as personnel and volunteers at the radio station, including Sita Gurjar of Hirapura village, Sonu Kumawat of Banasthali village, Dharmraj Arya of Miyarampur Village, Maya Sharma of Banasthali Ranglal Mali of Chikana, and Shanker Lal of Aliabad.

Under the 'Science for Women' Project, the station hosted a Capacity Building Workshop for community women and students in January 2008. The Commonwealth Educational Media Centre for Asia (CEMCA) spearheaded the initiative, which was backed by the Rashtriya Vigyan Evam Prodyogiki Sanchar

Parishad (RVSP) of the Department of Science and Technology, Government of India, New Delhi. The purpose of the workshop was to identify among community women potential broadcasters and train them in radio production and village reporting to produce model programme with joint participation of university students. The station also organized a number of activities like Poster making competition, cooking competition workshop on “Methods of preparing different Milk Products” Canopy at Fair *Health Talk*.

In January 2009 Radio Banasthali organized a workshop for the women farmers of the community; the aim of the workshop was to orient the women farmers about the preservation of fruits and vegetables. 20-25 women from the community participated in the workshop. During the workshop the experts from KVK (krishi vigyan Kendra of Banasthali vidyapiyh) delivered the lectures and practical demonstration on different topics relevant to preservation. From the feedback, we observed some behavioural changes especially among the women of target audience, which was not seen earlier before the project: There was a scientific awareness among women in the Banasthali FM listening zone by empowering them with practical scientific knowledge for everyday living by a series of 180 programmes on the theme in radio magazine format produced and aired by Banasthali FM Radio for one full year. Some role models were created of individuals and communities that promote and practice sustainable life style. There was a Build up of existing knowledge and make it more available for the improvement of everyday life to sensitize people of our focus community. Maya Sharma (Banasthali) Rinku Kumavat(Banasthali) Pushpa Devi Pareek(Newai) Mana Jain(Banasthali) Loomkamwar Pareek (Banasthali) Manju Jain Banasthali Seema Choudhary Palie Sunita Choudhary Palie Bhavna Jain Banasthali Kallshi Sharma Allaybad Raja Devi Allaybad Savatri Sain Allaybad Nirmala Devi Allaybad Seema Sharma Allaybad Chanda Sharma Allaybad Vijay Lakshmi Allaybad Madhu Sharma Banasthali Umarli Jain Banasthali Sumitra Chouhan Banasthali Maya Sharma Banasthali Manju Sharma Chanpura Aarti Sharma Allaybad Beena Sharma (Banasthali) Janki Tailor (Banasthali) Arunlata Sharma (Banasthali) Manju Sharma (Banasthali) Hemlata Sharma (Banasthali) Lilavati Sharma (Banasthali) Pars kanwar (Banasthali) participated in the programmes.

In October 2009, the radio station has conducted the activities like sensitization programmes, workshops, exhibitions, fair and camps under the “Capacity Building

of Village Youth Volunteers as Radio volunteers for Community radio broadcasting in Tonk district". The Project was supported by UNICEF, Jaipur. Objectives of the project was to create radio volunteers and enhance the capacity of Banasthali Vidyapith to produce quality community based radio programmes; to demonstrate the impact of community radio on knowledge, attitudes and behaviours on key issues; to enhance the community participation in the radio programs on the local issues relevant to local people and UNICEF. To inculcate awareness among people in the Radio Banasthali listening zone by empowering them with practical knowledge for everyday living by a series of 60 programmes on the theme in radio magazine format produced and aired by Banasthali Radio for one full year. To study the impact of each of these programmes on the target audience by periodically assessing and subsequent programmes restructuring based on feedback. Workshops on program production and presentation was also conducted to train the 45 village youth volunteers from different blocks of Tonk district, as radio volunteers and professionals in radio productions, During the project with the help of radio professionals available on the radio station the volunteers will create the radio programmes on issues relevant to them and UNICEF for the entire community living in the Tonk district. 3 workshops were done during the project and an audition test for each workshop was conducted to identify the suitable people for the workshop.

Since 2012, the radio station has been campaigning to protect the children of the community through its programmes focused on malnutrition, vaccination and hygiene in collaboration the NGO Save the children, based in Jaipur Rajasthan. A series of programmes were on aired from the station wherein community health experts and workers shared tips on health, hygiene and nutrition especially for the new born children and Mothers. Since the beginning of project thousands of programmes have been on-aired and hundreds of local community volunteers have been in the community radio production workshop wherein the community members learned community radio programme production techniques.

Radio Listener clubs are formed in villages by the village Youth Volunteers with help from the supervisors and coordinators. These clubs meets at the time when the programmes are broadcast and listen to the programme together. The village volunteers then initiate a discussion on the subject of the programme. Formation of clubs is in the process of at least 50% of the villages in the coverage area. Till date 10

Radio Listeners Clubs in village i.e. Palai, Aliabad, Bidoli, Khandewat, Sonara, Sonari, Karanpura, Trilokpura, Banasthali, and Haripura.

Findings and Conclusion:

The majority of popular programmes are broadcast in Hindi, Rajasthani, and local languages, according to the broadcast profile of community radio stations. Some radio stations, such as Kamalvani in shekhwati, use indigenous languages. **Kamalvani 90.4 FM** covers the topics like skills development, sanitation and cleanliness, societal sustainability, child and maternal health, social evils, cultural values, traditional customs of the society and their welfare aspects, tobacco-free schools, fresco paintings, and folk culture of the Shekhawati area are for ten hours each day. **Radio Banasthali 90.4 FM** broadcasts continuously for 12 hours, focusing on education, health, agriculture, folk art, and culture small scale industries and rural entrepreneurship.

Table 6: Broadcast Profile of Community Radio Stations

S.No.	Name of CRS	Broadcast timings/Hours	Language of Broadcast	Popular Programmes	Themes
1.	Kamalvani	6-11AM 5-10PM/ 10hours	Hindi and Rajasthani	<i>Aavo Kaam Kare, Gaon Ne Sambhalo, Satrangi, Gaon Ki Masti, Maru-Ras, Aradhana, Sanjivani, Sangini, Apni-Dharti-Apna Log, Trunai Ke Sapne, Shridhanjali</i>	Sanitation & cleanliness, sustainability of society, diversity of nature, family welfare system, child and maternal health, social evils, cultural values, traditional customs of the
2.	Radio Banasthali	7-1PM 4-10PM /12Hours	Hindi and Rajasthani	<i>Aao Siekhien, Goan Goan Dhani Dhani, Algoja, Grameen Jagat, Swasth Pashu Khushhal Kisan,</i>	Health, nutrition, environment, agriculture, depicting folkart and culture, Education, ruraland

Programmes promoting rural entrepreneurship

The analysis of programme content explains some of the programmes like *Aao Siekhein, kaam ki batan* of Radio Banasthali raises awareness about the small scale industrial works like 'making papad', 'khadi sutana and bunana' handlooms while *aao kaam karein* and *aao gaon ne sambhale* emphasizes on work for artisans and potters and this encourage and motivate the rural masses to start their own work and industries.

The analysis of training programmes and various activities conducted by the stations shows the CR stations are have the regular practice of conducting training programmes and other socio-cultural activities to ensure the community participation. It suggests stations organize training programmes and other activities like camp, fair and cultural programmes to sensitize the community members about the local work, businesses and indigenous industries like handlooms and dying and printing. Capacity building programmes like sensitization and training workshops encourage the volunteers to participate in programme production. The analysis reveals the CRS provide a link between the Government and artists, artisans, potters and labourers. The radio stations are giving a new identity to many youngsters. Many organizations like Ministry of Information & Broadcasting (India), UNICEF, UNESCO, DST, CEMCA and Save the Children are supporting the CRS in India. Most of the time the training programmes are sponsored fully or partially by any government or non government agencies wherein there is the provision of honorarium for the participant which also motivates the local community members. This can be concluded that to some extent the radio programmes and frequent organization of training programmes and activities based on local art and culture is contributing in sustaining and promoting rural entrepreneurship.

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