



City Montessori School, Lucknow India



COMMUNITY RADIO STATION @ 90.4 MHz (CMS-CRS)

TRANSMISSION TIMINGS

Gomti Nagar Radio Station:

7.00 am to 11.00 am

3:00 pm to 7:00 pm

Kanpur Road Radio Station:

11:00am to 3:00 pm

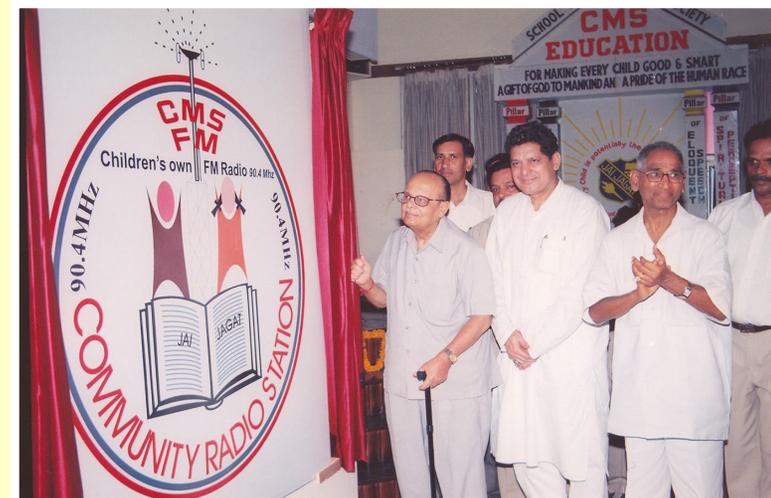
7.00 pm to 11:00 pm





- ┌ **Founders of City Montessori School Lucknow, Dr. Jagdish Gandhi and Dr Mrs Bharti Gandhi were fortunate enough to be entrusted with this responsibility of social development in the year 2005 by the Government of India. Though the task seemed mammoth initially, the school, through its radio channel – CMS COMMUNITY RADIO – has made positive and constructive strides in the past three years. Since the efforts made were in all earnest and the purpose was guided by a sincere and vision, the journey is beginning to yield positive results.**

1st July 2005
**RED LETTER DAY FOR
CMS
HISTORY CREATED**
Shri Arjun Singh,
Union Minister for Human
Resources Development
inaugurated
**CITY'S FIRST
Community Radio Station
at Gomti Nagar.
THE CMS CRS 90.4MHz**



CMS COMMUNITY RADIO IS BORN

on 23rd JULY 2005
Honb'le Shri Jaipal Reddy,
Union Minister for Information and Broadcasting
inaugurated of CMS Community Radio Station at
CMS Degree College, Kanpur Road



THE CMSCRS TEAM

Head of Department : Mr Varghese Kurian

- ┌ A very efficient team of enthusiastic persons under the able guidance of Mr Varghese Kurian manage the work of CMS Community Radio Station. The schedule of programmes to be broadcast for one month is prepared in advance. The day of the CR team begins with a meeting with the Head of the Department. CMS Community Radio 90.4 MHz is working towards the promotion of broadcast of Radio Programmes focused on rural community development.

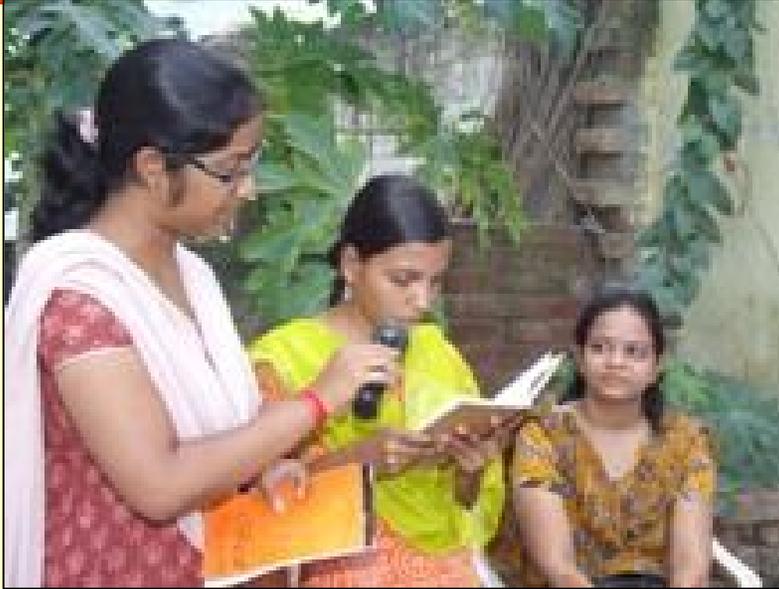


THE CMSCRS TEAM

- ┌ The other team members of CMS CRS are as follows
 - ┌ Mr. R.K. Singh
 - ┌ Ms Richa Srivastava
 - ┌ Mr Ravindra Tripathi
 - ┌ Ms Kusha Khurana
 - ┌ Mrs Soma Ghosh
 - ┌ Mr Koshy George
 - ┌ Ms Shilpi Srivastava
 - ┌ Mr Kartikeya Roy
 - ┌ Mr Madan Singh Bisht
 - ┌ Mr Pradeep Dwivedi



- Radio's latest manifestation has only helped to strengthen the relationship between it and a vast listener base it caters to. This new avatar is known as the community radio. No nation can aspire for greater zeniths until it starts moving on the planks of development. An initiative of the government of India, community radio aims at giving "Voice to the voiceless". What is unique about community radio is the fact that it aims to uplift the community by seeking their participation. Thus, it's an inclusive medium and not an exclusive



- Over the last four years, CMS Community Radio has laid focus on issues, which are of daily concern to a common man. Be it health, employment, food and nutrition, CMS Community radio through its team of dedicated and diligent members has addressed the needs of the people with a wide spectrum of programmes. Needless to say, the channel is more of a **voice of people** rather than being anything else. And our main source of inspiration is the enthusiastic response of the community members towards our zealous endeavours.



- Let us now give you a brief insight into what all we have done in the past four years to bring about a change in the lives of those who matter not only to us but to the entire nation. Being based in an urban city like Lucknow, we focused our eyes on a few villages located on the seam of the city. These are **Makdoompur, Ashraf Nagar (Sapera Basti), Lalaikhera, Malhaur, Khadgapur and Lonapur.** All these villages are comparatively backward and lack in most basic amenities. Representing typical face of the rural India, it was not easy to strike an immediate chord with them. It was after much persuasion and conviction that the residents of these villages opened up to the idea of community radio. This was followed by a vigorous campaign by the CMS Community radio team to create awareness on diverse issues.



- ┌ First, a comprehensive interaction was conducted with the villagers and a detailed list of their problems and concerns was prepared. Based on these and the subsequent research, an array of programmes were prepared with the participation of these villagers. Apprehensive at first, however, their fears dispelled as they became more and more familiar with mikes, headphones, studio etc.
- ┌ In order to facilitate the community to listen to the programmes prepared specially for them, **radio sets were also distributed in the villages**. This not only enabled them to hear their own voices on the radio but also instilled in them confidence and strengthened their relationship with the Community radio.



- ┌ An array of programs, thus, stemmed in from their requirements. In addition to the series of programmes prepared on the health issues of the community members, a **HEALTH CAMP** was also organized by the CMS CRS team in the Malhaur village.





In order to bring out community talents, a **MEHENDI COMPETITION** was organized in the community area of CMS CRS. Girls and women in large number participated in the event and this facilitated in instilling confidence among them. Dr Jagdish Gandhi, Founder Manager of CMS went to the community and encouraged them.



CMS CRS

organized a **Samudaik Sangoshthi** in Makdoompur





- ┌ **Organized the Regional Consultation for Community Radios in November 2007.**
- ┌ **The station in its regular practice organizes various workshops and events for community welfare.**



- ┌ The range of programmes varied from those on agriculture and employment to ones on health and education. Community radio provided the oblivious villagers to seek direct answers from the experts of respective fields. What used to be Herculean task earlier now became simplified. Now the CMS community radio has offered an easy solution to the villagers
- ┌ It is not possible to give a detailed description of all the programmes undertaken by CMS Community Radio. Therefore, we will just give you a brief purview of our programmes catering to needs and problems faced by the community members.



- It is said, “Children are like cement. Whatever falls on them makes an impression.” Keeping this in view, CMS CRS celebrated **Children’ Day amongst the community kids.** A **puppet show** was organized in the Sapera Basti which aimed at highlighting the significance of 14th Nov among the kids. A talent show for kids was also a part of the event wherein the children of the community participated with a lot of zeal and enthusiasm.



- ┌ Thus we see that the community radio is beginning to gain ground and achieving the very purpose with which it was launched. What is most significant is that the community has extended a positive response towards it. Earlier, radio had a one-way system of communication; wherein one side comprised a speaker while the other had listeners. However, this no longer holds true for community radio wherein the **listener too has become a speaker.**



Achievements



The efforts of CMS CRS were realized when the Department of Science & Technology bestowed the CRS with the project Planet Earth.

**The CRS is recognized as the
internship center for the certificate
course in community radio initiated
by IGNOU**



**CMSCRS NOMINATED FOR
UNESCO IPDC prize for rural
communication 2009**

**On the invitation of Director General
UNESCO CMS CRS has submitted its
candidature for the UNESCO IPDC
prize for rural communication 2009.
The nomination has been recommended
by the National Commission of UNESCO
in India.**



- ┌ ***On the basis of the Baseline Study and Capacity Building workshop Conducted by DST and CEMCA in June 2005 under the guidance of Ms Rukmin Vemraju, Coordinator CEMCA***
- ┌ ***CMS CRS has been awarded with the project Planet Earth of the Department of Science and Technology.***



- ┌ *“ Seeing to the active participation of CMS-CRS in the rural community letters of appreciation have been received from*
- ┌ *Gram Pradhan Malhaur Smt Munni Devi*
- ┌ *Gram Pradhan Maqdoompur Shri Devesh Kumar Yadav*
- ┌ *Member of Zila Panchayat Shri Ram Das Rawat*
- ┌ *(original copy enclosed)*
- ┌ *CMO Lucknow Dr Shir A.K.Shukla*
- ┌ *chief guest of the HEALTH CAMP 'Mahila and Bal Swasthya Shivir'*

Appreciation letter from Gram Pradhan Malhaur Smt Munni Devi

Letter of Appreciation from Dr A K Shukla, Chief Medical Officer Lucknow

श्रीमती मुन्नी देवी
(प्रधान)

न्याय पंचायत - निजामपुर, मल्हौर,
विकास खण्ड, विनहट,
जिला - लखनऊ
: 0522-3269828
: 9335532276
: 9335202407

पत्रांक :

दिनांक

प्रशस्ति-पत्र

हमें यह लिखते हुए हर्ष हो रहा है कि सी.एम.एस. कम्युनिटी रेडियो द्वारा प्रसारित मनोरंजक एवं शैक्षिक कार्यक्रम बहुत ही लाभकारी हैं। विशेषकर बालश्रम रोकथाम, कानून पर आधारित कार्यक्रम हम और हमारे कानून, महिला सशक्तिकरण पर आधारित कार्यक्रम शक्ति, सामाजिक समस्याओं पर आधारित कार्यक्रम नई सुबह, स्वास्थ्य सम्बन्धी कार्यक्रम, ग्रामीणों की समस्याओं पर आधारित कार्यक्रम कम्युनिटी गविधियां। इन कार्यक्रमों को सुनकर कर हमारे ग्रामवासी बहुत जागरूक हो रहे हैं।

सी.एम.एस. सी.आर.एस. के कार्यकर्ता नियमित रूप से हमारे ग्राम में आते हैं और हमारी समस्याओं को जानकार एवं समझकर उन पर कार्यक्रम बनाते हैं साथ ही लेखन प्रतियोगिता, मेंहदी प्रतियोगिता एवं स्वास्थ्य शिविर आयोजित करने के लिये हम सभी ग्रामवासी बहुत बहुत आभार प्रकट करते हैं। इन कार्यक्रम में बतायी गई बातें एवं सुझावों से हमारे ग्रामवासियों के जीवन स्तर में बहुत परिवर्तन आया है।

सी.एम.एस. कम्युनिटी रेडियो इसी प्रकार ग्रामवासियों के लिये अच्छे-अच्छे एवं ज्ञानवर्धक रेडियो कार्यक्रम बनाते रहेंगे जिससे सभी ग्रामवासी अपनी समस्याओं के प्रति जागरूक हो सकें।

शुभकामनाओं सहित।

मुन्नी देवी
(श्रीमती मुन्नी देवी)
प्रधान
निजामपुर, मल्हौर,
विकास खण्ड, विनहट,
जिला - लखनऊ

डा० ए०के० शुक्ला

मुख्य चिकित्सा अधिकारी
लखनऊ



दूरभाष : (0522) 2611195, 2622080
फैक्स : (0522) 2611192
दीनदयाल उपाध्याय भवन,
4-पंडित नगर, लखनऊ

Dear Dr. Gandhi,

I am extremely delighted to congratulate you and the team of CMS CRS for the wonderful work you all are doing for the rural community of Malhaur and Maqdoompur. The radio programmes based on health, hygiene, child care and sanitation are wonderful and are full of knowledge for community and children.

The programmes cater to the daily needs of the people. The CMS CRS team organizes various activities for the people of this vicinity. On 03.10.2009, a health camp titled "Mahila Evam Bal Swasthya Shivir" was organized at Malhaur village which was a successful attempt of CMS CRS team to apprise of the rural community about the health of the mother and the child. The camp was a great success. Dr. Gita Agarwal and Dr. Anup Agarwal examined the mothers, infants and children and distributed free medicines to them.

I extend my warm wishes and best compliments to you, Dr. Mrs. Bharti Gandhi, Founder Director and Mr. Varghese Kurian, Head CMC, CRS and the entire team of CMS-CRS for all the future endeavors. I wish you and your team for great success in coming days.

(Dr. A. K. SHUKLA)

Dr. Jagdish Gandhi
Founder Manager, CMS
Chairman
CMS CRS
Lucknow

Letter of Appreciation from Devesh Kumar Yadav, Pradhan Gram Makhdoompur

दिवेश कुमार यादव
प्रधान
ग्राम पं० मकदूमपुर
वि०खं० चिनहट,
गोमती नगर, लखनऊ

निवास
जुराखन पुरवा,
गोमती नगर, लखनऊ
गो० :

पत्रांक दिनांक.....

दिनांक.....

प्रशंस्त-पत्र

हमें यह लिखते हुए हर्ष हो रहा है कि सी.एम.एस. कम्युनिटी रेडियो द्वारा प्रसारित मनोरंजक एवं शैक्षिक कार्यक्रम बहुत ही लाभकारी हैं। विशेषकर बालश्रम रोकथाम, साफ-सफाई, कम्युनिटी संगीत एवं स्वास्थ्य सम्बन्धी कार्यक्रम। इन कार्यक्रमों को सुनकर कर हमारे ग्रामवासी बहुत जागरूक हो रहे हैं।

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हमें आशा है कि भविष्य में भी सी.एम.एस. कम्युनिटी रेडियो इसी प्रकार हमारे लिये अच्छे-अच्छे एवं लाभप्रद रेडियो कार्यक्रम बनाते रहेंगे जिससे सभी ग्रामवासी लाभान्वित होंगे। हम इनके उज्ज्वल भविष्य की कामना करते हैं।

सधन्यवाद !

4/2
(दिवेश कुमार यादव)
प्रधान
ग्राम पं० मकदूमपुर
वि०खं० चिनहट
लखनऊ

Letter of Appreciation from Ram Das Rawat, Member Zila Panchayat, Lucknow.

राम दास रावत
सदस्य
जिला पंचायत, लखनऊ



कार्यालय फोन : 2627397
मोबाइल : 9335710791
निवास : ग्रा.व पो. निजामपुर, मल्हौर
वि.ख. चिनहट, लखनऊ

पत्रांक.....

दिनांक.....

प्रशंस्त-पत्र

हमें यह लिखते हुए हर्ष हो रहा है कि सी.एम.एस. कम्युनिटी रेडियो द्वारा प्रसारित मनोरंजक एवं शैक्षिक कार्यक्रम बहुत ही लाभकारी हैं। विशेषकर बालश्रम रोकथाम, कानून पर आधारित कार्यक्रम हम और हमारे कानून. महिला सशक्तिकरण पर आधारित कार्यक्रम शक्ति. सामाजिक समस्याओं पर आधारित कार्यक्रम नई सुबह, कम्युनिटी संगीत एवं स्वास्थ्य सम्बन्धी कार्यक्रम। इन कार्यक्रमों को सुनकर कर हमारे ग्रामवासी बहुत जागरूक हो रहे हैं।

सी.एम.एस. सी.आर.एस. के कार्यकर्ता नियमित रूप से हमारे ग्राम में आते हैं और हमारी समस्याओं को जानकार एवं समझकर उन पर कार्यक्रम बनाते हैं। जिसके लिये हम इन्हें बहुत-बहुत शुभकामनायें देते हैं।

आप भविष्य में भी सी.एम.एस. कम्युनिटी रेडियो इसी प्रकार हमारे लिये अच्छे-अच्छे एवं ज्ञानवर्धक रेडियो कार्यक्रम बनाते रहें एवं अपने शैक्षिक रेडियो के माध्यम से हमें अपना महत्वपूर्ण योगदान देते रहेंगे।

बहुत-बहुत शुभकामनाओं सहित।

धन्यवाद

(राम दास रावत)
सदस्य - जिला पंचायत

रामदास रावत
जिला पंचायत सदस्य
लखनऊ

Future Plans

With constant support of the community members CMS CRS has many new ideas to be implemented. With a number of new programmes and events in the schedule, the CRS aims to bring the community closer to the CRS and encourage their participation both in programming and other important works of the station.

NEW PROGRAMMES IN THE PIPELINE

- ┌ To strengthen the roots of culture and tradition amongst the rural community, and to develop a sense of belonging to their culture, a special programme is being prepared with the due cooperation and participation of the community members. The aim is to empower them and instill the essence of culture and tradition in their younger generations.
- ┌ We also plan to engage senior citizens who have been sidelined .We plan to make use of the vast knowledge and experience that they have acquired over the years, by inviting them for interviews and talks in the programme “ Dhalti Shaam Ko Salaam”



Thank You!



a presentation by
CMS COMMUNITY RADIO STATION @ 90.4 MHz
CMS-CRS