



Is the First Community Radio Programme of Kashmir (Pesh Kadam) a True Representative of Indigenous People: A Case Study

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Abstract

Purpose: The research aims to analyse the content of Pesh Kadam, which is the first and only community radio programme of Kashmir. The study also investigates if it covers the development issues faced by the local community of Awantipora (which lies in the district Pulwama of J&K). Furthermore, it also endeavors to find out if the programme adheres to the policy for content regulation and monitoring of community radio programmes set by the Government of India.

Methodology: Content analysis of the stories and segments of Pesh Kadam, aired weekly on Radio Kashmir were examined.

Findings: Pesh Kadam mostly gives space to stories of general interest rather than that of the local community which indicates that the proportion of the programmes that are tailor-made for the local audience is very small.

Originality/Value: Community radio is motivated by community well being, not commercial considerations. It can help community members, civil society and non-profit organizations to work in collaboration towards community development.

Keywords: Community development, Community radio, Pesh Kadam, Radio Kashmir

Paper Type: Research

Introduction

Even as the government spends millions of rupees in the name of rural development, it does not seem to get the desired results. However, people residing in the rural areas continue to face development issues like poverty, illiteracy and unemployment etc. There are various factors responsible for it; one of them being the communication gap between government and common masses, as a result of which the latter largely remain ignorant about the government-devised policies (Khan, 2010). The local community media has a major role to play in this regard. Among other means, community radio can also prove the most effective one in a community development, as its programmes are *tailor-made* for the local audience. A community radio station, which, like a democratic government, is of the people, by the people and for the people, helps community, voluntary organizations, civil society and citizens to work in collaboration towards community development.