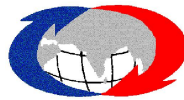


*SETTING UP*

*OF*

COMMUNITY RADIO STATION



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## 1. INTRODUCTION

Government of India, vide announcement made in December, 2002 has opened up vistas for educational institutions / organizations to have their own small power FM Radio Stations. As a step forward in this direction, Government has invited applications for grant of licenses to well established educational institutions/ organizations including Universities, Institutes of Technology / Management and Residential Schools for setting up Community Radio Stations. Guidelines issued by the Government on this facility are annexed. The idea behind the scheme is to enable these institutions to provide radio coverage within their campus and to serve the cause of the community by involving members of the community. These radio stations will go a long way in reaching out to the community with programme content that shall be of interest to the local audience. The local community would thus get largely benefited and find itself more involved in the happenings within the campus in the areas of education, health, sports, entertainment, university debates, seminars, workshops, cultural events etc.

Institutions should, therefore, seize this opportunity and plan to set up their Radio Stations and apply for grant of license and frequency allocation. Broadcast Engineering Consultants India Ltd. (BECIL) offers its services for providing turnkey solution right from the initial stages of planning, frequency allocation and other regulatory clearances to the completion of project including training of personnel who shall be manning and operating the facility.

## 2. ABOUT BECIL

Broadcast Engineering Consultants India Ltd. (BECIL) is the premier consultancy agency and turnkey solution provider in the field of Broadcast Engineering, Communication and Information Technology. It is a profit making undertaking of the Government of India, specially set up in 1995 to provide guidance and expertise to the fast growing fraternity of broadcasters. BECIL has a pool of in-house expertise and a vast reservoir of experts drawn from various fields. BECIL, thus, has under one roof the complete expertise to execute any project in the broadcast field and has flexible, tailor made solutions meeting unique requirements of every customer.

BECIL provides consultancy services including turnkey solutions in the specialized fields of Acoustics, Audio-Video Systems (SRS/Conferencing/Recording/Production and Post-production System), MMDS,

CATV Network, Terrestrial & Satellite Broadcasting and Data Broadcasting. BECIL has been the first in many fields including satellite uplink stations and FM Broadcasting. It has been the first in setting up of the first two private broadcasters' uplink stations in the country at Anna Salai, Chennai and Hyderabad for SUN TV and Eenadu TV respectively. As far as FM Broadcasting is concerned, BECIL is already in forefront in this field. The first private FM Radio Station to come up in India at Bangalore has been set up by BECIL, which has been followed up by setting up of 16 of the 22 stations that have come up so far. It has also set up the prestigious project of Common FM Transmission Infrastructure at Delhi, Chennai and Kolkata - another first of its kind in the country.

### 3. STUDIO CONFIGURATION

#### 3.1 ON AIR STUDIO

The basic requirement of a Community Radio Station would be for a common 'On-Air' and 'Programme Production Studio', which will be acoustically treated. The equipment complement will meet the requirements of recording, editing and storage in the analog and digital domains, besides meeting the requirements of an 'On-Air Studio. The recording and playback facilities will center around a hard disk based system assisted by compact disc and cassette players etc.

#### 3.2 VOICE OVER BOOTH (DISCUSSION STUDIO)

The next step is to include a voice over booth (VOB) in addition to the On-Air Cum Production Studio. VOB is an acoustically treated booth designed to optimize on the requirements of spoken word programming. The room will be suitable to accommodate 4 participants and the proceedings from there can either be recorded or put live on the air through the 'On-Air Studio'. Provision is available for the participants to listen to the programmes on high quality headphones.

#### 3.3 PRODUCTION STUDIO

A Separate Production Studio can be provided for the stations where more quantum of in-house production is anticipated. The production studio will be equipped with recording / editing and storage devices. This will enable uninterrupted production activities even while the station is on air. The production studio can also serve the purpose of a 'Backup Studio' for 'On-Air Studio' in case of any emergency.

### 4. TRANSMISSION CONFIGURATION

Major components in a transmitting chain consist of Transmitter, Antenna, Feeder Cable and Tower. Various combinations can, therefore, be worked out to suit individual requirements and keeping in view the availability of funds. These combinations will, however, revolve around the following parameters.

- Power of the transmitter : 50 W
- Configuration : Single or 1 +1
- Antenna gain : Not more than 3 dBd
- Polarisation : Vertical, Horizontal, circular
- Tower : Not more than 30 M

## 5. OPTIMUM SOLUTION

The costs involved in bringing up a Community Radio Station will depend upon facilities to be provided and may range between Rs. 9.0 to 29 lakhs. For the purpose of illustration, three modules have been described in the following paragraphs. A combination of various transmission and studio facilities can be worked out depending upon the requirements.

### 5.1 BASIC MODULE

The basic module would consist of minimum complement of equipment required to set up a radio station. This module can be designed on the concept of a common "On Air and Programme Production Studio" to be acoustically treated to provide an optimum reverberation time. The recording and playback facility will centre around a CD player and cassette recorder/MD recorder. Automated playout system through a computer can be added at nominal extra cost. The transmission facility can be designed around a single 50 Watt professional grade transmitter with single element roof mounted antenna. The cost for this module shall be between Rs.9 and 11 lakhs.

### 5.2 MID RANGE MODULE

The mid range module can be designed to include a voice over booth (VOB) in addition to the one studio of Basic Module. VOB is an acoustically treated booth designed to optimize on the requirements of spoken word programming. The room has to be suitable to accommodate 4 participants and the proceedings from there can either be recorded or put live on air through the "On Air Studio". The transmission facility can be designed around a single 50 Watt professional grade transmitter with two elements antenna mounted on a 30 meter high self supporting tower. The cost of this module shall be between Rs. 17 to 19 lakhs.

### 5.3 HIGH END MODULE

The high end module can be designed for stations where more quantum of in-house production is anticipated. For this purpose an additional production studio with necessary equipment will have to be provided to meet the requirement. The high end module will enable uninterrupted production activities even while the station is on air. The production studio can also serve the purpose of a "Backup Studio" for "On-Air Studio" in case of any emergency. The transmission facility can be designed in a 1+1 configuration of 50 Watt professional grade transmitters. This module shall be available at a cost of about Rs.27 to 29 Lakhs.

## 6. BECIL Project Management Services

BECIL shall provide entire range of services required for setting up of the Community Radio Station starting from the initial stage of filing the application up to completion of the project to the full satisfaction of the clients. Broadly the services to be provided by BECIL are as follows:

### A. Services during project conceptualization

- i) Preparation of a conceptual project report covering the preliminary design of the project.
- ii) Prediction of coverage and estimation of field strength
- iii) Cost estimate of the project

### B. Services during project implementation

- i) Selection of site / building & evolving of detailed design for making it suitable for the project.
- ii) SACFA Clearance
- iii) Procurement of equipment including drawing of specifications of
  - Transmitter equipment
  - Speech input equipment
  - Antenna
  - Tower
  - Feeder cable
  - Studio equipment
  - Power supply equipment
  - Ventilation equipment
- iv) Installation of various equipment
- v) Testing, Integration and Commissioning

- vi) Advice on maintenance
- vii) Training of staff

#### 7. BECIL FEE

BECIL shall undertake the turnkey execution of the project to the entire satisfaction of the client at a fee of Rs.2.00 lakh which shall be inclusive of travel cost. Service tax as applicable on the fee shall be payable extra.

#### 8. TIME FRAME

Studio facility can be established in three months time. The transmission equipment import can however be undertaken only after obtaining government clearance. The entire process of setting up of Community Radio Station is stipulated to get completed in six months time from the date of signing of agreement.

PUBLIC NOTICE

Applications are invited for grant of licences to well established educational institutions / organizations including Universities, Institutes of Technology / Management and Residential Schools for setting up and operating Community Radio Stations subject to the fulfillment of specified eligibility criteria. The FM Radio station should serve the cause of the community by involving members of the community in the broadcast of their programmes. For this purpose, community would mean people living in the coverage zone of the transmitter whose maximum power would be 50 watts. The licensee shall not use the broadcast service for commercial purposes and the programmes will focus on issues relating to education, health, agriculture, rural and community development. No advertisements will be aired and the licensee would adhere to the programme Code of AIR. Applications forms, duly filled in the prescribed proforma (in triplicate), may be sent through the State Government concerned or the Ministry of Human Resources Development, Government of India, as the case may be. Technical parameters, terms & conditions and the procedure for grant of license, application form and other details may be obtained from Ministry's web site <http://www.mib.nic.in/>

Ministry of Information & Broadcasting  
Government of India