

## COMMUNITY RADIO (CR)

A core member of the **Community Radio Forum (CRF)**, the association of community radio broadcasters in India, Ideosync has been involved in community driven and community run media initiatives for over a decade.



Since 2004, Ideosync has assisted community radio groups in Uttarakhand to set up their own **Community Media Centers (CMCs)**. **Hevalvani** and **Mandakini Ki Awaaz**, the two radio groups, are set to acquire licenses to operate their own CR stations shortly. Since 2007, Ideosync is also partnering with **UNICEF** to support its rollout of CR in its integrated districts in **UP (Lalitpur)**, **MP (Shivpuri)** and **Orissa (Koraput)** and **Dibrugarh (Assam)**. Ideosync's technical support covers the **training of community members in radio technology and programme design; studio design; equipment acquisition;** and the development of **sustainable community derived processes**. Ideosync is also conducting a series of **CR capacity building** workshops across the country, besides developing a series of **training materials and guides on CR**.

Ideosync Media Combine is registered in New Delhi, India, as a not-for-profit company under Section 25 of the Indian Companies Act of 1956.

It is also registered as a charitable institution under Section 12A of the Indian Income Tax Act of 1961.

Donations to Ideosync are eligible for tax benefits under Section 80G of the Indian Income Tax Act of 1961.

Its offices are based in Faridabad, NCR of Delhi, India. Its operations currently extend across the length and breadth of the country, as well as several regions of South and South East Asia.

### Ideosync Media Combine

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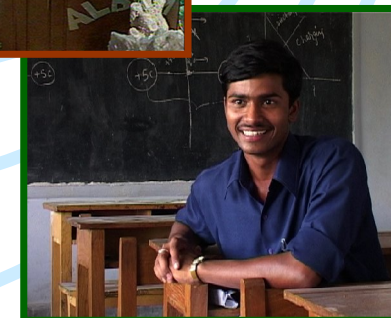
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**Ideosync**  
MEDIA COMBINE

**Synchronizing Communication  
Ideas for Development**



## ABOUT IDEOSYNC

*Ideosync works towards integrating innovative communication methodologies into development and social change programmes and initiatives; and to equip communities and NGOs with an understanding of communication techniques and technologies.*

Ideosync's forte is the creation of **integrated turnkey communications support** for development projects. Its projects span the entire spectrum of development communication - from **communication project design** and the development of **audience-driven communication materials**, to **project assessment** and **review, capacity building** and **training**.

Ideosync provides key inputs and support for development initiatives, both at the **policy** and **planning** level, as well as at the **training** and **field implementation** levels. It has worked extensively with the **UN system** (UNAIDS, UNICEF, UNDP-REACH) **bilateral support agencies** (DFIDI, USAID) and **international non governmental agencies** (BBC - World Service Trust, The Ford Foundation, The John D. & Catherine T Macarthur Foundation, Family Health International, Equal Access).

With over a decade of hands-on experience in creating innovative, creative and purposive audience-derived audiovisual tools and communication materials, Ideosync's communication materials are in wide use nationally and internationally. Many of these tools - notably the **Growing Up/Badhte**

**Hum/Time of Our Lives** video-based RSH modules and the **National Award** winning fiction feature **Nirankush** - have set new standards in tool development process and user-friendliness, as attested to by the numerous awards they have received.



## CORE COMPETENCIES

- **Developing start-to-finish Behaviour Change Communication strategies and action plans**, especially for issues around HIV, reproductive health, gender, and women's empowerment and education
- **Designing and producing innovative content** using a variety of media including audio, radio, video, print, animation and multimedia with alternate and exploratory use of new technologies like internet, satellite etc.
- **Implementing Behaviour Change Communication interventions (BCC-i)** on a variety of development related issues (ranging from health and education to women's empowerment and gender discrimination)
- **Training and capacity building of key stakeholders, partners and communities in using communication** to enhance the impact of their development projects (especially those

related to health, education, gender and women's empowerment). Ideosync also works on advocacy with the mass media to ensure greater sensitization and coverage of a variety of development issues.

- **Communication Research, both for formative results and for impact assessment, using participatory methodologies** - and an innovative mix of qualitative, quantitative and ethnographic action research tools.

*Ideosync believes in empowering communities to understand their own needs and perspectives – and in encouraging them to take control of the content generation and development process from the start.*

*We are **catalysts**, supporting and nurturing the development process with our grasp of the communication process.*

## PARTNERSHIP AREAS

- Communication needs identification
- Communication strategy design
- Innovative communication tool design
- Communication intervention design
- Development Communication policy design & advocacy
- Project specific content design and content creation
- Communication research design & research tool development (including KAP studies and critical reviews of communication components)
- Workshop design and capacity building process design, with a special focus on technical and content related training
- Print and audiovisual documentation