



## Report

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Strengthening Content Exchange Platform – EK duniya anEK awaaz/ EDAA ([www.edaa.in](http://www.edaa.in))

“EDAA is an excellent repository of ground stories  
of positive change”

*Ministry of Information & Broadcasting, Government of India*



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On behalf of OneWorld Foundation India

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## 1. Background

OneWorld Foundation India (OneWorld) and Commonwealth Educational Media Centre for Asia (CEMCA) entered into a Memorandum of Understanding in August 2013 to further strengthening the Content Exchange Platform – EK duniya anEK awaaz/EDAA ([www.edaa.in](http://www.edaa.in)). Under this agreement, CEMCA provided financial support to OneWorld Foundation India to encourage the participation of Community Radio stations on the portal, share audio content and enhance the accessibility of the portal by providing key content in regional languages.

EK duniya anEK awaaz is a web-based content and knowledge exchange portal for the Community Radio stations, initiatives and independent Information, Education and Communication producers including government department.

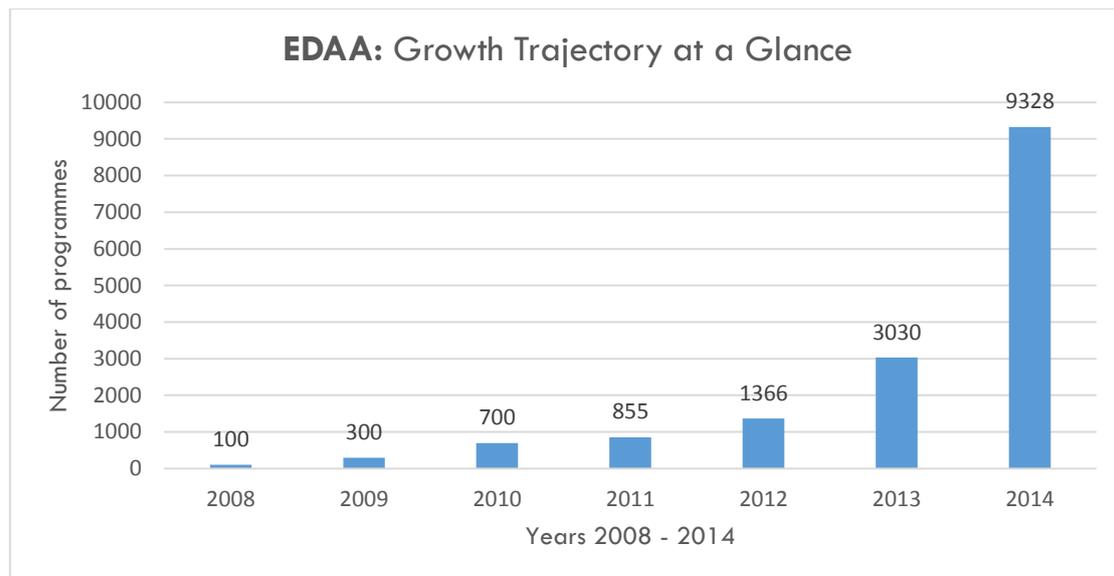
The support of CEMCA to EDAA portal for the financial year 2013 – 2014 concluded on May 30<sup>th</sup>, 2014. The activities outlined in the (MoU) were also completed during the period of time mentioned above. Some of the key objectives of this engagement were to

- Encourage, and incentivize participating Community Radio stations by instituting an award for free sharing of audio content and other resources on EK duniya anEK awaaz (EDAA) platform.
- Enhance accessibility of web-portal by providing and enabling multilingual translation of key features of web-portal.
- Identify, initiate and promote theme-based campaigns for Community Radio stations and create micro-sites to aggregate content produced by participating stations.

## 2. EDAA at a Glance

Started in year 2008, portal completed its five years on 1<sup>st</sup> September 2014 during the project period. Over a period of five years, portal has seen a tremendous growth with level of participation of Community Radio stations increasing significantly. Currently, EDAA hosts over 9,000 radio programmes contributed by over 100 Community Radio stations in India.

With constant support of CEMCA, EDAA has grown into Asia's biggest archive of community voices and into a knowledge portal. The portal reflects the diversity of India's Community Radio sector and also the plurality of country and its people. The graph below provides evidence that the OneWorld-CEMCA partnership has served helped incentivise CR Stations to share their programmes for the larger benefit of the CR Movement in India.



Statistically, the portal was hosting near about 2,700 programmes in June 2013 when CEMCA’s support began and grew in an impressive manner to cross mark of 9,328 radio programmes by the end of May 2014. During the project period, the contributions of participating Community Radio stations was acknowledged by incentivising their participation. Awards for nine Community Radio stations were announced for sharing their content on a regular basis. Efforts were made to further popularise the portal through publicity materials, conferences, workshops and seminars on Community Radio.

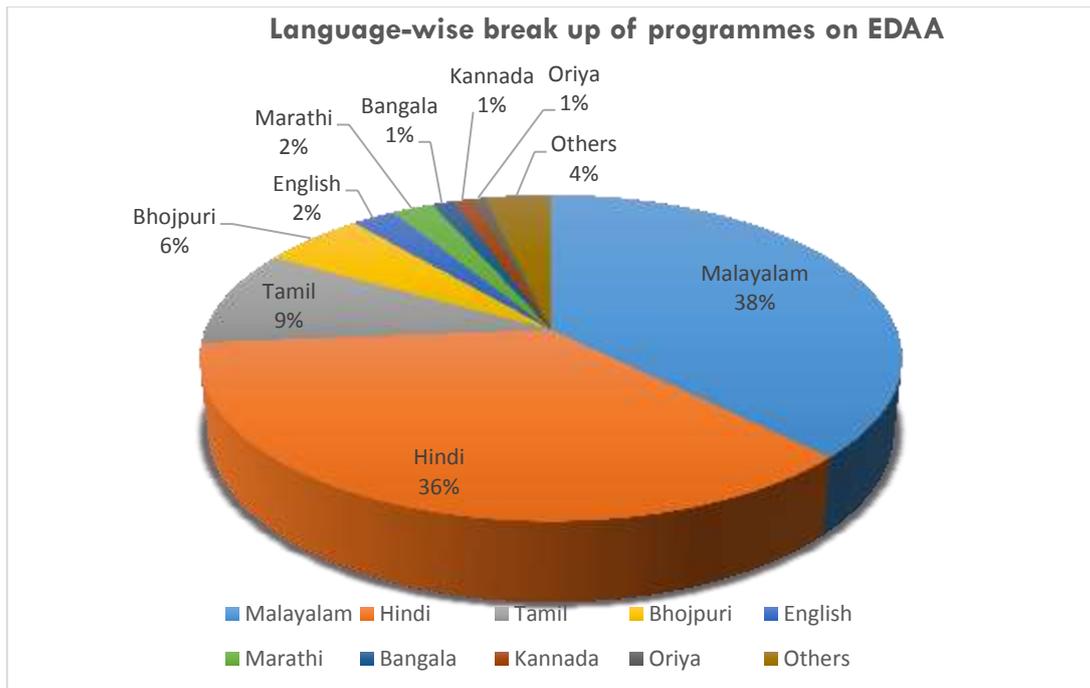
OneWorld managed to create space in Community Radio Awareness Consultations and 4<sup>th</sup> National Community Radio Sammelan. A session on EDAA was included in the 9 Community Radio Awareness Consultations organised by OneWorld and Community Radio Association on behalf of the Ministry of Information & Broadcasting, Government of India.

A session on Archiving and Documentation conducted during the 4<sup>th</sup> National Community Radio Sammelan organised by OneWorld on behalf of the Ministry of Information & Broadcasting initiated a discussion on role of EDAA as an archive of community voices and a source of credible documentation on Community Radio sector in India.

OneWorld also participated in the events like World Radio Day, organised by CEMCA, where EDAA portal was showcased. OneWorld got an opportunity to spread a word about EDAA portal through these conferences.

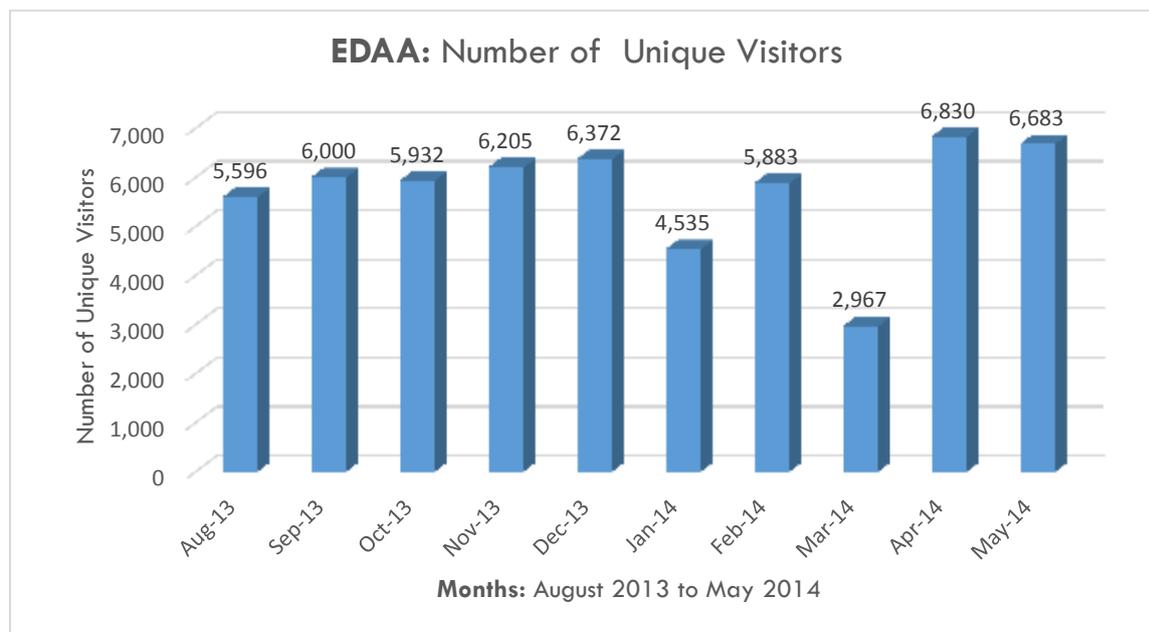
**a. Language-wise break up of programmes**

Fuelled by EDAA Awards instituted by CEMCA, the regional languages and dialects have seen significant growth on EDAA. Content in Malayalam – a language which is spoken primarily in southern Indian state Kerala, has emerged as one of the biggest chunks. A total of 38 per cent content on EDAA is in Malayalam language followed by Hindi which is about 36 per cent, Tamil 9 per cent and Bhojpuri – a dialect spoken in Bihar contributed 6 per cent of the total content.



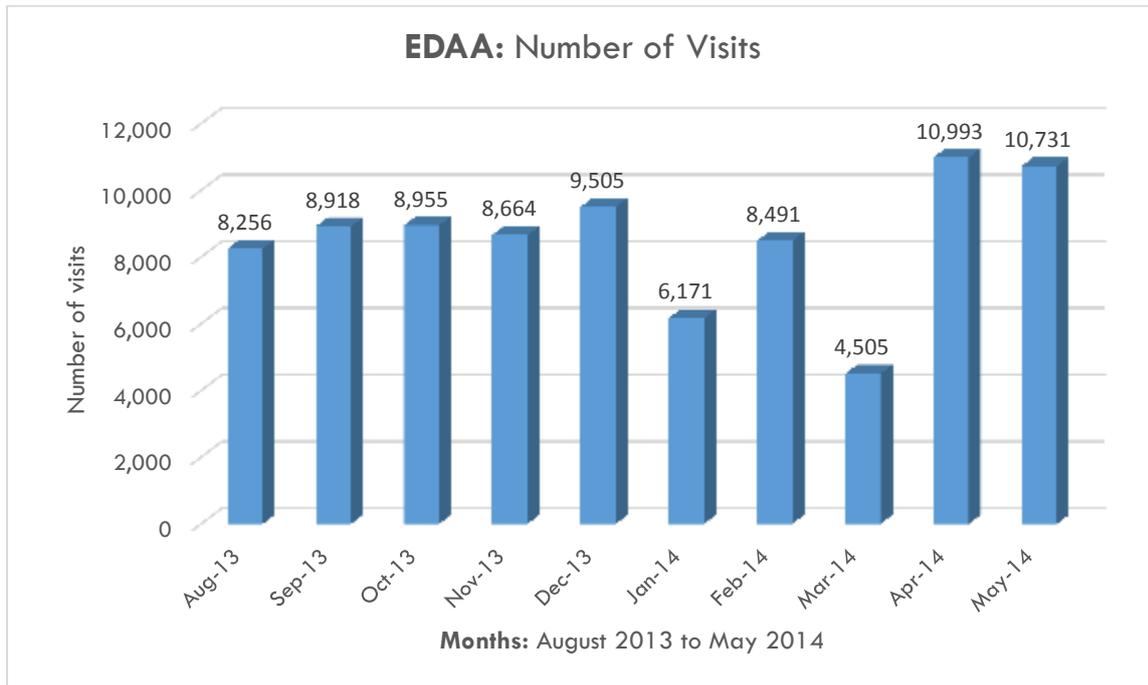
**b. Visitors**

EDAA is a niche based portal and primarily serves Community Radio sector in India. The website received around 5,700 unique visitors on an average during August 2013 – May 2014. The graph below depicts the number of unique visitors on EDAA.

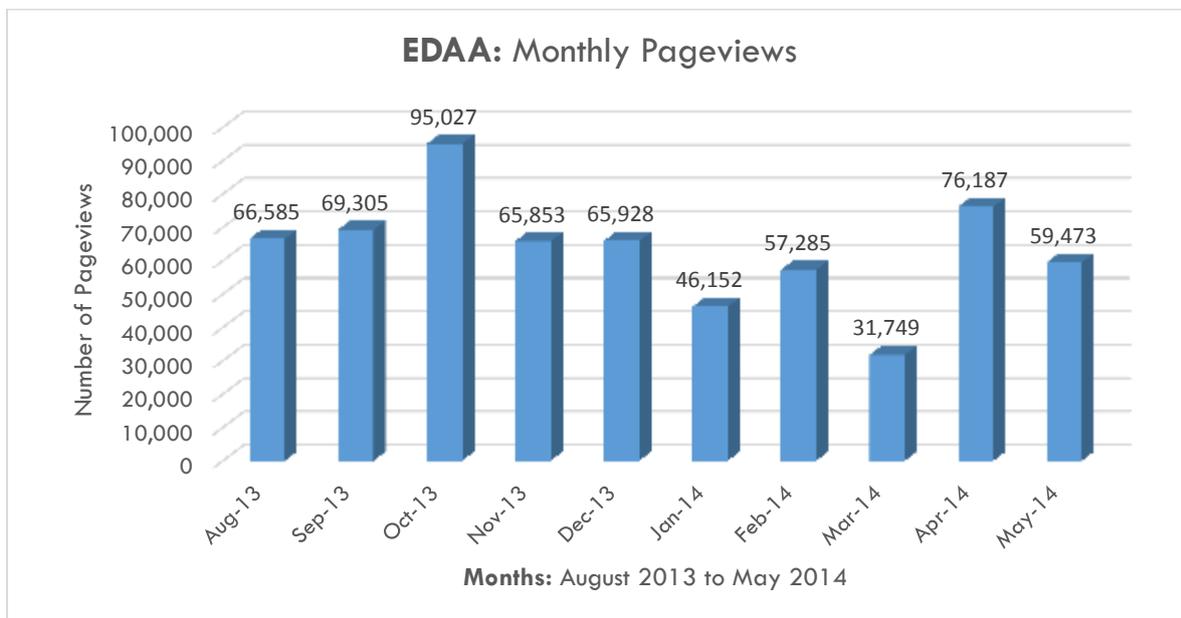


Since, the amount of content handled by EDAA has grown significantly, the EDAA's existing server was upgraded and migrated to a new server starting January 2014. The server

migration activity was completed in January 2014. EDAA is currently hosting 114 Gigabytes (GBs) of content on its servers.



Besides, 5,700 unique visitors made 8,519 number of visits on EDAA and browsed different categories of content during the project period. Except January, February and March 2014 when EDAA servers were undergoing migration, portal witnessed sound growth. The number of visitors increased to 10,731 in May 2014 as compared to August 2013 when project commenced.

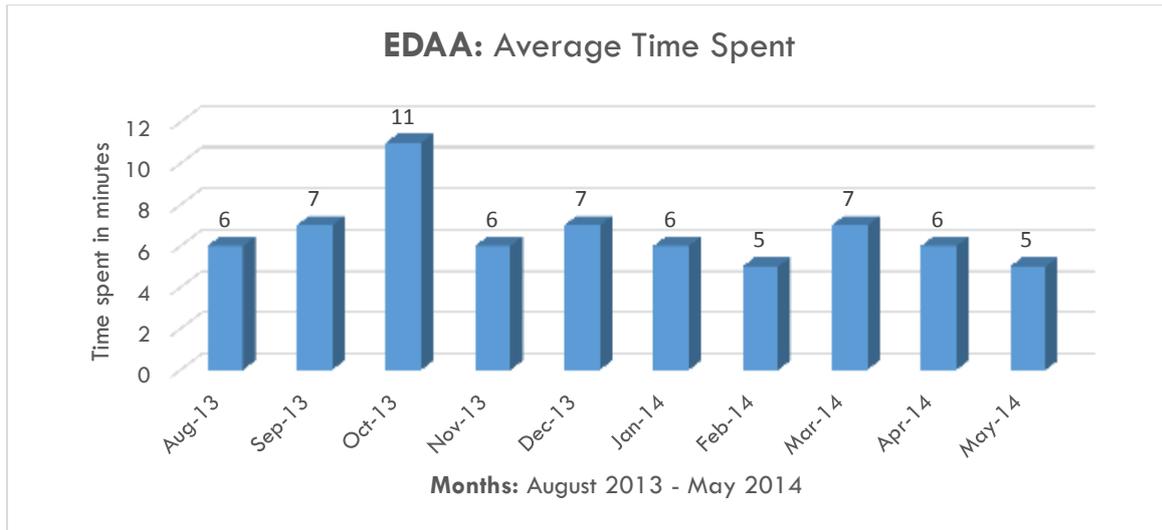


The graph shown above shows the number of page views on EDAA each month. As described in the unique visitors section, EDAA received 5700 visitors who on an average browsed through 63354 pages in a 10 months.

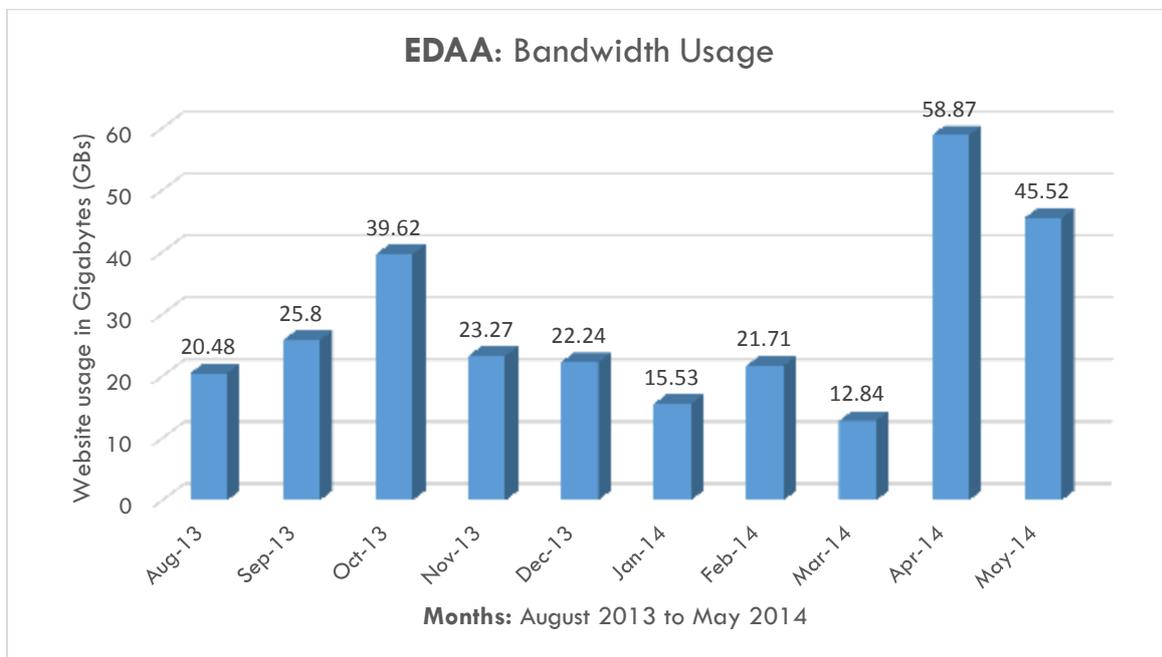
### c. Visitor's Behaviour

There are two prime indicators that reflect usage of EDAA portal. These are average time spent by a user on the portal and amount of programmes exchange between EDAA users and its servers. The latter is also termed as bandwidth usage.

Over the period of 10 months, EDAA has succeeded in creating an interest and trust among its visitors, readers and listeners. The average time spent on the portal shows the kind of value that users find in EDAA. The average time spent on the portal comes to 6.5 minutes which is far greater than what a user spends on popular news sites or sites like Yahoo etc.



### Bandwidth Usage



Another factor that determines the usage of a website is Bandwidth consumption. Generally, the average bandwidth consumption of EDAA remains 10 – 12 GBs but during this project period the average bandwidth usage shot up to 29 GBs which is more than double. Interestingly, the bandwidth usage for the month of October 2013 crossed 39 GBs, April crossed 58 GBs and May 2014 crossed 45 GBs which is way beyond the prevailing average.

### 3. Awards for Contributions

In order to enhance the level of participation of Community Radio stations and initiatives on EDAA, CEMCA in partnership with OneWorld instituted “EDAA Awards for Knowledge Sharing.” The first award for All Time Top Contributor (as on 31<sup>st</sup> August 2013) was announced on 1<sup>st</sup> September 2013 which also marked the 5 years of EDAA. In this context, Radio Benziger by contributing 234 programmes by 31<sup>st</sup> August secure All Time Top Contributor Award for Knowledge Sharing.

A total of seven Community Radio stations were recognized for regularly sharing radio programmes on EDAA portal. Below is the list of seven radio stations who won monthly awards for Knowledge sharing. Another award for stations contributing highest number of programmes during August 2013 – March 2014 was given to Radio Rimjhim for sharing more than 1400 programmes with fellow Community Radio stations.



**Table: List of winners**

CEMCA - OneWorld Partnership				
EDAA Monthly/ All Time Top Contributors: (September 2014 - March 2014)				
1	Sep-13	Radio Media Village	Kerala	239
2	Oct-13	Radio Rimjhim	Bihar	663
3	Nov-13	MSPICM CR	Himachal Pradesh	34
4	Dec-13	Vayalaga Vanoli	Tamil Nadu	59
5	Jan-14	Radio Benziger	Kerala	357
6	Feb-14	NIVH Hello Doon	Uttarakhand	40
7	Mar-14	Shyamalavani	Tamil Nadu	89

All Time Top Contributors			
1	2008 - 2013	Radio Benziger	All Time Top Contributor as on Aug 31, 2013
2	Sept 2013 - March 2014	Radio Rimjhim	All Time Top Contributor (Sept 2013 - March 2014)

To popularise the awards, OneWorld designed 5 e-flyers for making award announcements and sending regular updates to other Community Radio stations. OneWorld and CEMCA plan to give away these awards on the side-lines of a Community Radio workshop/conference to be organised by OneWorld.

Radio Benziger, Kerala shared its thoughts about EDAA portal after awards announcements were made.

“In our process of growth, EDAA has a distinctive space as a platform for interaction, exchange and reference. As a forum for reference, EDAA provides opportunities not only for showcasing our activities but also to compare, assess and to learn from other stakeholders regarding content, methodologies and perceptions. It is a rich resource bank for the beginner and a steady guide for the established. From the very start, Radio Benziger had expressed enthusiastic interest in Ek duniya AnEK awaaz”

**Radio Benziger  
Kerala**

#### 4. Other Activities

Under this agreement with CEMCA, the efforts were made to enhance the accessibility of the content and website. It also aimed at popularising the portal and enhancing the usability. The key content of EDAA portal like registration forms, upload-download forms and main menu of EDAA portal was translated into five other languages. This include translation into Bangla, Tamil, Kannada, Marathi and Hindi.

- Hindi: <http://edaa.in/?lang=hi>
- English: <http://edaa.in/?lang=en>
- Bangla: <http://edaa.in/?lang=bn>
- Kannada: <http://edaa.in/?lang=ka>
- Tamil: <http://edaa.in/?lang=tm>
- Marathi: <http://edaa.in/?lang=ma>

Besides, three new microsites were created on the portal to promote content sharing under specific themes. Under the thematic area of Health, a new thematic microsite for programmes on Healthy Living was developed. More than 1100 are tagged under the new theme of Healthy Living. This can be accessed by following the link: [http://edaa.in/programs\\_view.php?theme=15](http://edaa.in/programs_view.php?theme=15)

The other two themes that were created under this engagement are Social Justice Philanthropy and Corporate Social Responsibility. Both these new thematic areas aim to promote social justice in philanthropic activities and responsible business.

- Social Justice Philanthropy: [http://edaa.in/programs\\_view.php?theme=34](http://edaa.in/programs_view.php?theme=34)
- Corporate Social Responsibility: [http://edaa.in/programs\\_view.php?theme=35](http://edaa.in/programs_view.php?theme=35)

## 5. Conclusion & Way Forward

The current engagement of CEMCA with OneWorld for strengthening content exchange platform EK duniya anEK awaaz has been an encouraging initiative for the Community Radio stations. It has promoted the portal to an extent that the Community Radio stations are contributing radio programmes on the portal on a voluntary basis. The high volume of audio content continuously flowing on EDAA servers provides credible proof in support of it. However, with growing number of Community Radio station in India and high volume of content, EDAA requires continuous upgradation and technical support which can be met with continued support from CEMCA.