



DECCAN DEVELOPMENT SOCIETY

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PRESS RELEASE

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DDS Community Media Trust receives international acclaim

We are delighted to inform the media that the Community Media Trust of the Deccan Development Society which is as all women rural community media organisation mainly composed of non literate dalit rural women, has received a Certificate of Commendation for the “outstanding work beyond the call of duty”.

In the global competition called “**2011 Communication for Social Change Award**” in which over 60 competitors “**of exceptional high quality**” from 22 countries participated, the awards panel was “**impressed by the excellent work DDS Community Media Trust is undertaking**”

The Community Media Trust of the DDS runs a Women’s Video Collective and the firstever community radio of the country called *Sangham Radio*. While the Women’s Video Collective has been functioning since 1996, the Sangham Radio took up narrowcasting since 1998 and has been on the air since October 2008, broadcasting two hours every day. Both these outfits are managed entirely by women from farming communities.

A letter received from the Ms Siena Perry of the Centre for Communication and Social Change, School of Journalism and Communication of The University of Queensland, Australia which conducted the global competition says: “**the courage and extraordinary commitment you have demonstrated to communication for social change. The Centre commends your contribution to innovative and practical communication that has contributed to grassroots-level sustainable development**”.

This is another feather in the cap of the Community Media Trust which has already won several awards at the regional and national level in India.

[p v satheesh]
Director