- Government should open development centers and training centers for social entrepreneurship.
- Courses should be included on social entrepreneurship in colleges.
- Starting awareness on this in different media and social network
- Government should provide basic infrastructure and facilities to the social entrepreneurs to attract more people into this area.
- Different training programs should be conducted to motivate social entrepreneurs.
- Funding should be given by private and public sources
- Government projects can be given to social entrepreneurs for various programs improvements of rural and semi urban areas.
- Awards and public felicitation programs should be organized to felicitate the social entrepreneurs for their work towards society.

## 7.Social Entrepreneurship in India

Social entrepreneurship can solve the issues and problems of society. Many of the startups and new ventures are working for social development through social entrepreneurship and innovation in India. Social entrepreneurship is very much essential in India because many of the products produced by the companies are for the reach people which deprive the poor people from getting the benefit. Social entrepreneurs can only give that benefit to the deprived section of our society.

Some of the social entrepreneurs in India are:
- Bindeshwar Pathak- Founder of 'Sulabh' Toilet
- Vineet Rai- Founder of Aavishkaar Social Venture Fund
- Harish Hande- Founder of SELCO, Solar Lighting Firm
- Arvind Kejriwala- Founder of NGO Parivartan, Citizen Empowerment via RTI Act
- Trilochan Sastry- Founder of Association for Democratic Reforms (ADR)
- Anshu Gupta- Founder of NGO Goonj
- Madhu Pandit Dasa- Founder of Akshaya Patra
- Baba Ramdev- Founder of Patanjali
- Vinayak Lohani- Founder of Parivar Ashram

# CHAPTER THIRTY

# The Other Voice: Revisiting Educational Radio during the pandemic

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## 1. Introduction:

There are different media which are used by different people for the purpose of communication. Whether it is radio, television, newspaper, internet or any other forms of communication. Every medium has its own advantages and disadvantages in itself. Communication is a process of sharing ideas, feelings, knowledge and information among two persons or a group of persons. Sharing of ideas, knowledge and information is necessary for the smooth development of the society. The overall development of the society is possible only when communication will reach people of all segments and all location. The balanced flow of communication results in universal development of mankind. Every media has its own advantages and disadvantages. Television being the most powerful and immediate medium can't afford by all, whereas newspaper the oldest medium can't accepted and read by all, where as digital media which has now dominated all other forms of communication is still a dream for many. With the development of the society and adoption of different technologies the mainstream people of the society are equipped with all advance medium and technologies whereas the weaker, poor, illiterate and deprived are still inaccessible to all the forms of communication. There are people who are illiterate, can't afford television and do not understand digital media platform. They are still unaware of the happening of the world and major policies and provisions declared by the Government and bureaucrats for the needy. There are new laws, provisions, schemes and benefits which is meant for the below poverty line people, but still the message do not reach the needy.

Barriers in communication hinders the overall development of society. The participation of people from grassroots level to bureaucrats can help in overall development of the society. A media can called powerful only when it reaches and access by all segments of people.

Whether it is radio, television, newspaper or social media, their main motive and responsibility is to bridge the gap of communication. Their duties is to deliver the rights, thoughts, and ideas of one person to the other. That is why it is called media. It is the carrier of information, news and issues to the public. Every medium has its own features and characteristics. Every medium has its own strength and weakness.