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ACADEMY OF TRIBAL LANGUAGES AND CULTURE
ST and SC DEVELOPMENT DEPARTMENT,
GOVERNMENT OF ODISHA

Advertisement for

*Adaptation of Meena Radio Programme in Tribal Languages under
ATLC-UNICEF Partnership Programme*

No.-----930-----Dated 17.7.2020

Background/ Rationale:

Academy of Tribal Languages and Culture (ATLC) on behalf of the ST & SC Development Department is being conducting various activities in Odisha in partnership with UNICEF. One of the approve activity is Adaptation of Meena Radio Story Programme in tribal languages to reach the students of tribal communities as part of the strengthening multi lingual education across the State.

Meena Radio is an innovative and engaging radio programme designed to deliver various messages to rural school children, their educators, parents and community leaders spearheaded by UNICEF across India. This audio programme has already broadcasted by All India Radio, Cuttack in Odia in 2016 among students under School and mass Education Department. Govt. of Odisha and it has become very popular among students. The students had listen to the radio programme as part of a structured school time-table. Meena Radio forms a direct communication link to the children as well as to the teachers. The programme was designed in entertainment-education (e-e) format. The success of this format programme depends on effective blending of education and entertainment. The National Curriculum Framework (NCF) clearly states that one of the broad aims of education should be to instil in children the ability to work towards and contribute to social change. It further states that teachers should empower all children in their own languages across differences in castes, religion, gender, disability, etc. School should ensure health, nutrition and an inclusive environment. While defining curriculum, the NCF states that all resources should be used for enabling children to express themselves, explore their social milieu and grow up healthy.

The programme will be implemented in all the SSD schools. Due to imposition of COVID-19 pandemic situation in the Country, all schools have been closed till further notice by the State Govt. This programme will help the students to listen the episodes with strong positive messages..

The episodes of Meena Radio Programmes have been divided in following themes:

Child Rights & Education, Child Friendly Schools, Gender Equity, Health & Hygiene, Inclusion, Life Skills, Nutrition, Protection and Wash and Sanitation

The main objectives of the Meena Radio Programme are as follows:

- To address existing social norms that prevents 100% enrollment, retention and completion of upper primary education for the girl children.
- To improve skills amongst children reached through the project, in problem solving, negotiation, and pro-social behaviour.
- To cause a measurable change in knowledge, attitude and the intent to washing hands properly after defecation and before handling food.
- To model and endorse the concept of child friendly schools, life skill based education and behavioural objectives within UNICEF's Integrated District Approach.

Purpose of the Assignment:

The aim of this assignment is to adaptation of the selected 10 episodes in Santali and Ho languages through script writing, voice over, background music, dubbing, mixing, editing and develop final product under ATLC-UNICEF Joint Work Plan, 2019-20. The final episodes will be aired through Community Radio Station in dominant areas of selected tribal communities.

1. Tasks to be Accomplished:

- The selected Meena Radio Episodes has been developed in Odia language and will be shared to the selected Agency.
- The duration of each episode is within 15 minutes.
- To listen and translate the episodes in script writing format of the selected 10 episodes in Santali and Ho languages.
- Finalization of voice over artists as per requirement of each episode.
- Recording of voice over in studio as per script in Santali and Ho languages (10 x 2= 20 episodes).
- Editing and capsuling and develop the final episode for broadcast in Community Radio Station in dominant areas of selected tribal communities across the State.

2. Deliverables and Deadlines:

The final (10 x 2) 20 episodes to be submitted phase wise (4 + 4+2 episodes in each tribal language at a time) to the Office of Academy of Tribal Languages and Culture within 14 days. If selected Agency/s is failed to deliver the assignment within stipulated timeframe, it will be done through other experienced Agency with the L-1 approved rate.

3. Qualifications and Experiences required for the Assignment:

A. Educational Qualifications:

- Minimum Higher Secondary and above qualified with technical knowledge of recording, sound editing, script writing and related experiences.

B. Experiences:

- Work experiences of minimum 3 years in the field of recording, sound editing, script writing, dubbing and mixing etc.
- Having a team of good technical knowledge of recording, voice over, script writing and sound editing, dubbing and mixing etc.
- Knowledge of English and Odia and working experience of tribal languages if any.

Applicants are requested to send their Bio-data, technical experiences along with financial proposal by mail/ hand within 7 days of the date of advertisement in the website mentioned below:

Address: Academy of Tribal Languages and Culture (ATLC), Adivasi Exhibition Ground, Unit 1, Bhubaneswar- 751009

Mail Id: atlcbsr_08@yahoo.com

Website: www.atlcodisha.gov.in

F. K. Panda 12-07-2019

Officer On Special Duty, ATLC