

**We, as representatives of the Indian and South Asian communities in Hong Kong, wholeheartedly welcome RTHK's push for diversity. Certainly, much can be done to expand the line up of RTHK's services to cater to the ethnic minorities of Hong Kong.**

**With close to 50,000 South Asians living in Hong Kong, we are a small, but influential and vocal community. South Asians have long been a pillar of Hong Kong and play an integral role in making Hong Kong the pluralistic global city it is today. We would love to see our cultures and voices represented on the airwaves. We fully understand and respect the fact that resources are limited and it may be some time before we can achieve our vision of a fully dedicated network with a full range of locally originated content for the South Asian community.**

**In the meantime, some intermediate steps can be taken**

- As suggested in the Public Consultation Paper, tie ups with public broadcasters around the world such as NHK in Japan or NPR in the USA should be pursued. This could be expanded to prestigious networks like All India Radio in India and the BBC in the UK to source content for the South Asian communities. The BBC has a South Asian Network as one of its main radio services with a 7-day a week service that produces many invaluable programs.**
- Using the proposed Community fund to encourage those in the South Asian community, especially youths, to be apprentices and learn the day-to-day operations of a radio network with the view of starting a show and eventually a dedicated network for South Asians.**
- Liaising with the Indian consulate and the Indian Chamber of Commerce to bring on noted representatives from the Indian government and business community and some other successful people from the Indian community to come and be profiled and interviewed on public radio. Such guests would be of great interest to people within and even outside our community.**
- Making one-off or regular segments exploring the incredibly rich cultural traditions of India. This would not only be of interest to our**

**community but the larger Chinese speaking populace as well. Shows that delve into our religious beliefs, celebrations, weddings etc. would be of broad interest to people all over Hong Kong.**

**- Shows that examine the unique upbringing of South Asians in Hong Kong. Many 2nd and 3rd generations Indians find themselves neither Indian nor Chinese and stuck in a cultural limbo that is unique to their sub group. Investigating this phenomenon and understanding it from a cultural, psychological and political mindset would be of particular interest.**

**Down the line, with the cooperation of RTHK and solicitations from the general public, we believe a dedicated high-fidelity radio station dedicated to the South Asian community in Hong Kong and featuring a broad line up of original programming is fully feasible.**

**Written by : Mrs. Neena Pushkarna**

**(Representative of Indian Community)**

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